

Minutes

Session 23 - Polo

Measuring and labeling sustainability in Alpine destinations

AlpWeek - Val Poschiavo 7th september 2012

Présentation :

Prof. Dr. Tobias Luthe, University of Applied Sciences HTW Chur, CH

Laurent Burget, Director, Mountain Riders Association, Chambéry, FR

Participants :

Herman Bercic

Frieder Voll

Joop Spijker

Claudine Penothon

Ursula Maag

Thomas Soufflard

Holger Schmid

Katharina Couradin

Anamarija Jere

Alberto Tamburini

Camille Rey Gorrez

Claire Dardenne



9.00 Welcome and presentation of SMTA

9.10 Overview and comparison of sustainability labels in Alpine destinations

Prof. Dr. Tobias Luthe

9.30 The Flocon Vert Label

Laurent Burget, Association Mountain Riders

9.50 Questions and discussion

10.10 How to build a European sustainability label?

How to build an European sustainability label?

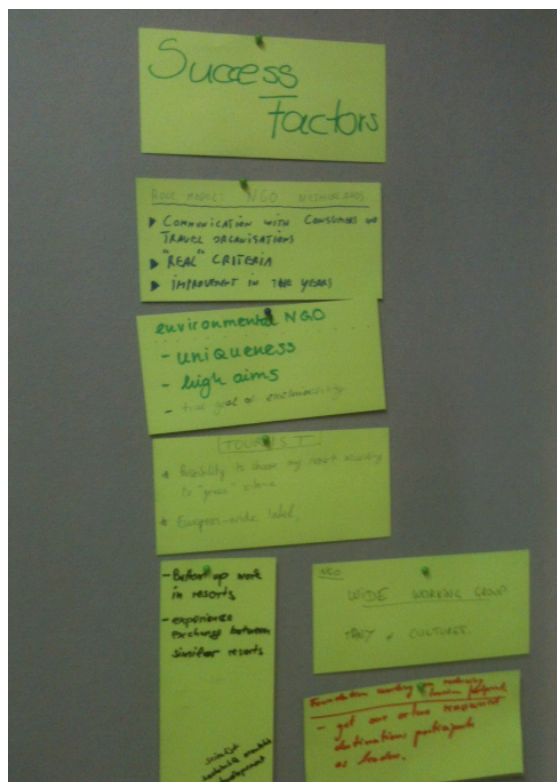
For this workshop, all participants were asked to present their barriers and Success Factor concerning building this kind of label.

The sphere they come from was asked too.

Here are the results :

	Barriers	Success Factors
NGO - Foundation	<p>Achieving a minimum number of resorts to make it meaningful</p> <p>Too many logo's</p> <p>Consumers don't want to be bothered when they go on holiday</p> <p>For smaller destination :</p> <p>Responsability of label over different countries, including financing it</p> <p>Too low "entry point"</p> <p>label available for every one</p> <p>Different cultures</p> <p>Differents levels of sustainability</p>	<p>Get one or two knowed destinations participants as leaders</p> <p>Resorts must see economic benefits from logo</p> <p>For smaller destination :</p> <p>Strong communication tool (if a strong label)</p> <p>Enabling smaller destinations to reach wider public</p> <p>Communication with consumers and travel organisations</p> <p>Real criteria</p> <p>Improvement in the years</p> <p>Wide working group</p> <p>Many differents cultures</p> <p>Uniqueness</p> <p>High aims</p> <p>The goal of sustainability</p>
Customer/Tourist	<p>Too many existing labels</p> <p>Do I recognize the label ? Am I informed ?</p> <p>What are the Criterias, Why this specific resort is labelled ?</p>	<p>United Quality Level</p> <p>Possibility to choose my resort according to "green" criteria</p> <p>European wide label</p>
European Program	<p>Is it transferable ?</p> <p>Is ti a long lasting tool ?</p> <p>(No new label replaing it in 2 years)</p> <p>The European label cannot be developped by Mountain Riders</p>	<p>Exellent tool for definition of EU/Alpine standards</p>
Scientifist	<p>Comparison of resosrts already in the alps is differents</p> <p>Maybe different labels for big resorts and for less capital intensive resorts ?</p>	<p>Bottom up work in resorts</p> <p>Experience exchange between similar resorts</p>
Tour Operator	<p>Definition of sustainability</p> <p>Tlme</p> <p>Return of investment</p>	<p>Developping process within the destination</p> <p>Position goals</p>

Other	Couvernance differences : types of management	Inculde residents, locals, politicians into the label creation (bottom up work in resorts) skateholders involvment Benefits for smaller destinations with the label (financial barrier)
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10.30 End of the session

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