

## LABELSCAPE

Integration of sustainability labels into Mediterranean tourism policies



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LABELSCAPE aims at

The current challenge for tourism destinations is to combine a continuous improvement of tourism offer, strengthen cooperation between tourism actors and local community and provide clear information to tourists.

Sustainable certification is an effective tool to set a course in that direction.

- › DEVELOPING MECHANISMS FOR INTEGRATING SUSTAINABILITY LABELS IN WIDER TOURISM POLICIES,
- › PROVIDING SUPPORT FOR DESTINATION BASED INITIATIVES IN THE CERTIFICATION PROCESS.

The results of LABELSCAPE are available on <https://labelscape.interreg-med.eu/>



Research Centre of the Slovenian Academy of Sciences and Arts

École d'Ingénieurs de Purpan

Technological Institute of Aragon

Development Agency of South Aegean Region - READ S.A.

Aspres Community of Municipalities

Sviluppo Basilicata SPA

Metropolitan City of Capital Rome

RCDI - Development and Innovation Network

Public Institution RERA S.D. for Coordination and Development of Split Dalmatia County

Association for Culture and Education PiNa



<https://labelscape.interreg-med.eu/>

labelscape@zrc-sazu.si - Tel. +386 1 4706 540

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**2,36 M€**  
BUDGET

**2 M€**  
ERDF/IPA

**32 Months**  
DURATION

From November 2019 to June 2022

The Mediterranean area is facing a change in tourism consumption patterns due to an increasing demand and intensifying competition.

Its delicate natural and cultural balance and richness can only be safeguarded through responsible and sustainable

planning, especially in the most vulnerable areas (such as protected, insular or sparsely populated areas).

In this context, sustainable tourism certification can be a useful tool to support and lead industry development based on principle

of economic, environmental, and social equilibrium.

Based on the exchange of experiences from our territorial partners and supported by digital innovation, LABELSCAPE's aim is to create a solid background for continuous improvement and efficient policy change.

## Labelscape territories

■ **Aragón** is a large and sparsely populated area in Spain. For population settlement and territory structuring, tourism can play a main role. With LABELSCAPE we aim to guide and support the regional strategy for sustainable tourism by using:

- analysis of the sustainability evaluation processes for tourism destinations in the region and
- new data acquisition tools for the sustainability evaluation process.

Some of our key partners are Turismo de Aragón and tourism sector organizations.

■ **Aspres**. Between sea and mountains, Aspres territory is the ideal playground for sustainable tourism, both wild and welcoming. LABELSCAPE

will allow us to energize and unite our service providers to develop a rewarding and eco-responsible tourism that promotes the hinterland. Through the label "Accueil à Vélo", we want to develop and structure a softer mobility, based on cycling and hiking. We will work with our accommodation providers, restaurateurs and wine growers as well as with tourism institutions.

■ **Read SA**. The Regional Development Agency of South Aegean Region - READ S.A. is based in Rhodes, one of the 52 inhabited islands of the South Aegean Region. It focuses on linking tourism with traditional gastronomy and local produce, with the "Aegean Cuisine" regional sustainable label gaining special weight and importance. LABELSCAPE is a great opportunity to boost the promotion of sustainable

tourism as well as support and enhance the existing certification policies in the South Aegean islands with the Region of South Aegean as key partner.

■ **Alentejo Litoral** is the coastal area of Alentejo that aims to stand out as a sustainable nature and cultural tourism destination, combining both a long stretch of sandy beaches and inland territories essentially rural. LABELSCAPE project will contribute to awareness raising and motivation of tourism operators for more responsible practices and to provide useful tools to improve the implementation of the overall Alentejo strategy towards a sustainable certified destination. Our key partner is the Regional

Tourism Authority for Alentejo-Ribatejo.

■ **Slovenia** strives to be a green boutique destination for visitors who are seeking a diverse and active experience, peace of mind and personal benefits. SLOVENIA GREEN is a national sustainable tourism certificate developed to achieve this goal. In LABELSCAPE we aim to improve the monitoring of this certification programme by renovation of evaluation questionnaires for visitors, inhabitants and tourism providers in certificated destinations. Key partner in this process is Slovenian Tourist Board.

■ **Palude di Torre Flavia**. We believe in slow tourism, independent of seasons and developed in equilibrium with the local area, in which the protection of natural spaces

combines with sustainability. With LABELSCAPE we seek to certify the Natural Monument of Palude di Torre Flavia for its safeguarding of the balance between society, economy and nature, so that it becomes a part of the cultural capital of the area. To do this we aim to strengthen the network of private and public stakeholders, operators and institutions involved in making this protected area a driver for local development.

■ **Basilicata** is a sparsely populated land rich in history, nature, unique landscapes. We wish to enhance our traditions, populate the villages through a tourist flow that respects the places and our culture, to rediscover the true essence of

Lucania, made up of hospitality, sharing, respect. Through LABELSCAPE we want to strengthen sustainable tourism by standardizing procedures of the certification process. Our partners are the Region, APT (Territorial Promotion Agency), and all those who believe in the values of the project.

■ **The Vis Archipelago** is a space with the greatest concentration of natural monuments in Europe: The green cave, Stiniva bay, The monk seal cave, The Blue cave, Volcanic islets of Jabuka and Brusnik. With LABELSCAPE project we aim to promote Vis archipelago as sustainable tourist destination using certification as a tool for qualitative differentiation from competition and ensuring market recognition. Key partners in the project are cities of Vis and Komiža, Tourist board of Vis and Komiža and Geopark Vis archipelago.

