

ERSCP 2012: Workshop Design Sheet

Title of Workshop *

t5 - Vorarlberg moves towards sustainable tourism

Subtitle

A participation process to develop tourism strategy and sustainability tools in a cooperative way

Objectives

Share knowledge, methods and experiences of a participation process for tourism managers

Short Description of Workshop Outline (max. 2000 characters) *

including Relevance and Background

The federal state Vorarlberg is located between Germany, Switzerland and Liechtenstein and has several notable mountain ranges. Over the past 100 years a strong and important tourism sector has been grown. Tourism delivers a significant part to Vorarlbergs income.

One of the key tourism assets is Vorarlbergs intact nature which is seen as important capital for future generations.

In 2011 the Vorarlberg State Tourist Board started a project to develop a new tourism strategy with sustainability as USP. Tools and guidelines need to be in place to allow tourist managers to participate in this strategy.

On the otherhand these tools and guidelines need to be of advantage for the managers. Beside the impacts to the environment, energy and water savings, litter reduction and so on the tools have to be easy to use and full of ideas and possibility to

- * become a better hotel and member of the community
- * get better and happier employees
- * communicationtips to guests, suppliers, communities
- * ideas for soft mobility
- * creation of sustainable food and drink offers

The project described is named t5, a borrowed name from the e5 program for energy efficient communities.

Expected Outcomes and Results

In the workshop the knowledge, methods and experiences of the t5 project will be presented. Visitors will share their ideas and experiences and will learn from each other.