

The Ecolabel for tourist accommodation in French regions: why a so disruptive distribution?

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Abstract

By comparing the number of Ecolabel establishments with the volume of tourist accommodation in French region, we have highlighted real disparities. These differences can be explained by several hypothesis.

We are at the heart of the CSR and stakeholder's theory. One Entrepreneur's explanation comes from activists (pioneers) for a sustainable tourism, motivated and engaged in the process of the Ecolabel.

In one hand, the research reveals that some regions did not support the sector by neglecting to promote this European label. Tourism wasn't part of the regional strategy.

In another hand, other regions, including tourism in their strategy, have promoted the label by supporting its implementation through financial aid (investments, diagnosis, support for the annual fee).

While tourism is, finally, recognized as a significant contribution to the French economy, surprisingly, we observe very important dissimilarities regarding the Ecolabel promotion by regional administrations.

Is it a question of diversity in a hexagonal unity?