



**MONT-BLANC - THE SUSTAINABLE FACE :  
MEETING THE TOURIST OF TOMORROW  
2<sup>ND</sup> EDITION : « THERE WILL BE A TIME..... »  
31 MAY TO 2 JUNE 2012**

“ Mont-Blanc - The Sustainable Face ” is an event organised within the framework of the project for a Model Valley for Eco-Tourism financed by Europe, the Government and the Rhône-Alpes Region. This project undertaken by the Community of Communes of the Valley of Chamonix-Mont-Blanc, promotes sustainable development and the availability of Eco-tourism. It is associated with the Regional Climate Energy plan for the Chamonix Valley.

“ Mont Blanc -the Sustainable Face ” is interested in all tourist areas whether it be the mountains or the sea, town or country. The event is aimed at the problems of sustainable development in our valley, but also that of our cross-border region, and elsewhere, those of the nation and the whole world.

**This annual meeting is first and foremost aimed at professionals and takes the form of workshops and debates, which promote the exchange of best practice, and the examination of actual tourist products.** It cultivates interdisciplinary functioning by inviting institutional and economic key players in tourism, the decision-makers, researchers and experts, leaders of voluntary organisations... to ask questions about the future of tourist sites: How to promote these places and ensure their continuation, create new products, attract new customers...?

**It is open, however, to the general public** with entertainments, films, and public shows.

**Theme 2012 : “ THERE WILL BE A TIME... ”**

**How tourist areas present and invent themselves . Marketing the Region and New Products**

We are interested in the way that **tourist areas describe and present themselves. We will emphasize their identity and their image... the trademark** that some of them have created and brought to life. ... with a dimension at the same time historical (their creations and inventions) and future (what they will be tomorrow). **Today's tourist has new expectations and requirements.** He or she is no longer just a consumer of tourist products, of services which one purchases, (a hotel room, a tour...). They want an experience, a unique experience, one which is their own. They want to construct their own intimate story, to build a memory.

The following major themes will be touched upon:

- The construction of scenery, the architecture of place... (in connection or not with local traditions)
- Sensual discovery of nature and new tools for virtual mediation.
- Enhancing cultural traditions (folklore, gastronomy...)
- Introducing policies for events (linked or not with local history)
- Developing speeches and presentations. What is the history, what are the stories told to the tourists? (guidebooks and brochures, websites and social networks...)

**FOR YOUR DIARIES : 31 MAY TO 2 JUNE 2012  
Debates, workshops, Trade Exhibition, Site Visits, Shows...  
ENCOURAGING THE SHARING OF BEST PRACTICE  
Operational Leadership of Sustainable Development in our region  
Are you interested ? Join us !**

**[WWW.MONTBLANCVERSANTDURABLE.FR](http://WWW.MONTBLANCVERSANTDURABLE.FR)**

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