



- Does eco-labeling significantly impact consumers' WTP for services by resolving information failure?
- In particular, does Blue Flag impact
 - Marina rental rates
 - Charter sailboat rental rates from BF marinas
 - Lodging rates at hotels with or proximal to BF beach
- Answer: yes, to a surprisingly great extent



- The question of the impact of eco-labeling of services is important
- Blue Flag is in some respects a good test case because of importance of tourism industry and relevance of environmental concerns to consumer decisions



- Is the information conveyed by Blue Flag primarily relevant to private benefits or external / public benefits of services?
- Does the study capture consumers' increased WTP associated with Blue Flag certification, or is it capturing greater WTP associated with privately desirable characteristics of services?



ENVIRONMENTAL MANAGEMENT

- Production of an environmental policy and plan at the marina. The plan should include references to water, waste and energy consumption, health and safety issues, and the use of environmentally sound products when available (i).
- Adequate and properly identified and segregated containers for the storage of hazardous wastes (paints, solvents, boat scrapings, antifouling agents, batteries, waste oil, flares). The wastes should be handled by a licensed contractor and disposed of at a licensed facility for hazardous waste (i).
- Adequate and well managed litterbins and/or garbage containers. The wastes should be handled by a licensed contractor and disposed of by a licensed facility (i).
- The marina has facilities for receiving recyclable waste materials, such as bottles, cans, paper, plastic, organic material, etc. (i).
- Bilge water pumping facilities are present in the marina (g).
- Toilet pumping facilities are present in the marina (g).
- All buildings and equipment must be properly maintained and in compliance with national legislation. The marina must be in a good integration with the surrounding natural and built environment (i).
- Adequate, clean and well sign-posted sanitary facilities, including washing facilities and drinking water. Controlled sewage disposal to a licensed sewage treatment (i).



- **ENVIRONMENTAL MANAGEMENT**
- A beach management committee must be established to be in charge of instituting environmental management systems and conduct regular environmental audits of the beach facility
- The beach must comply with all regulations affecting the location and operation of the beach (coastal zone planning and environmental legislation)
- The beach must be clean
- Waste disposal bins/receptacles must be available on/by the beach in adequate numbers, regularly maintained and emptied
- Facilities for receiving recyclable waste materials must be available on/by the beach
- Adequate and clean sanitary facilities with controlled sewage disposal
- On the beach there will be no unauthorized camping or driving and no dumping
- Regulation concerning dogs and other domestic animals on the beach must be strictly enforced
- All buildings and equipment of the beach must be properly maintained
- Sustainable means of transportation must be promoted in the beach area



- Without controls for marina / beach quality, Blue Flag certification may simply be acting in the study as a proxy for a number of privately desirable characteristics
- It isn't clear that the study has identified the marginal WTP for Blue Flag certification holding constant the characteristics of the services
- If longitudinal data is available, one possibility may be to identify effect based on marinas / beaches obtaining Blue Flag certification