



EOS CODE in Croatia

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Association of Croatian Travel Agencies**

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Experiences along the way:

- Gain better understanding of the sustainability initiatives
- Started building association capacity to lead members towards sustainability and work on improving competitiveness



Experiences along the way:

- Improved knowledge on the sustainability issues
 - Acquired new skills, thus enabling ourselves to help our members understand and accept the philosophy under the EOS CODE

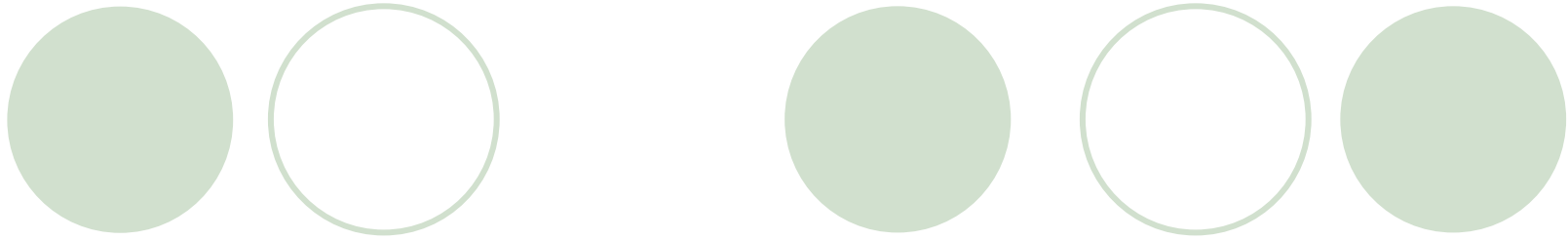




Experiences along the way:

- Taking the leading role in promotion of sustainable tourism in Croatia
- Improved cooperation with other European TA&TO associations

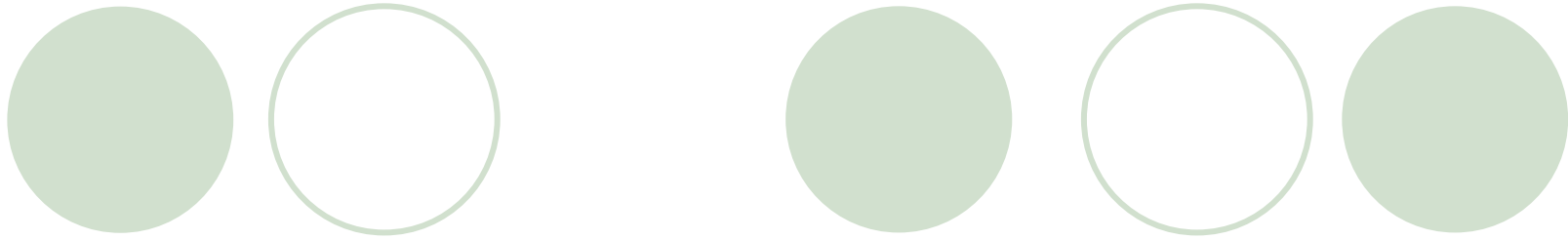




Awareness raising activities:

- Raising awareness during UHPA meetings and events
- Motivated members and other tourism stakeholders towards sustainability





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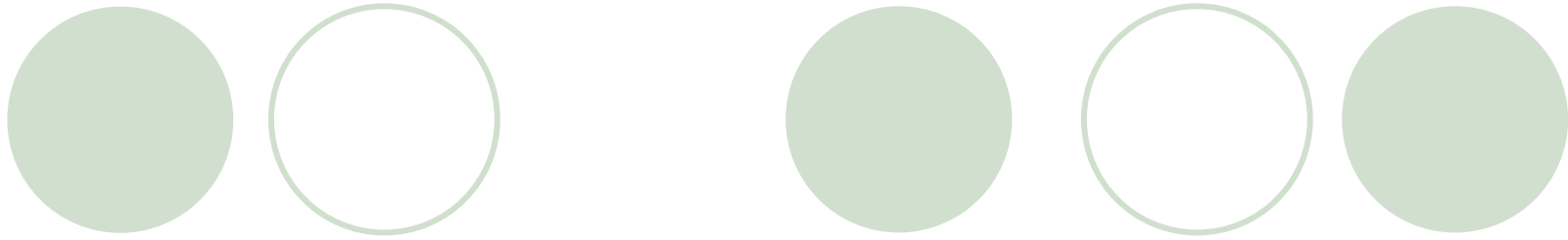
- Promoted the project in contacts with public authorities and educational institutions
- Networking with educational and public institutions on sustainability matters



Awareness raising activities:

- National presentation and a panel discussion on the EOS CODE during the “Croatian Tourism Days 2011” in October 2011.

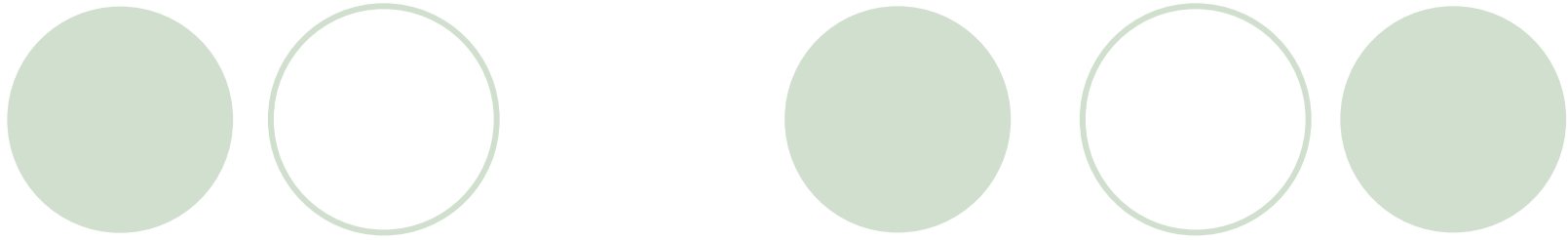




Follow up activities :

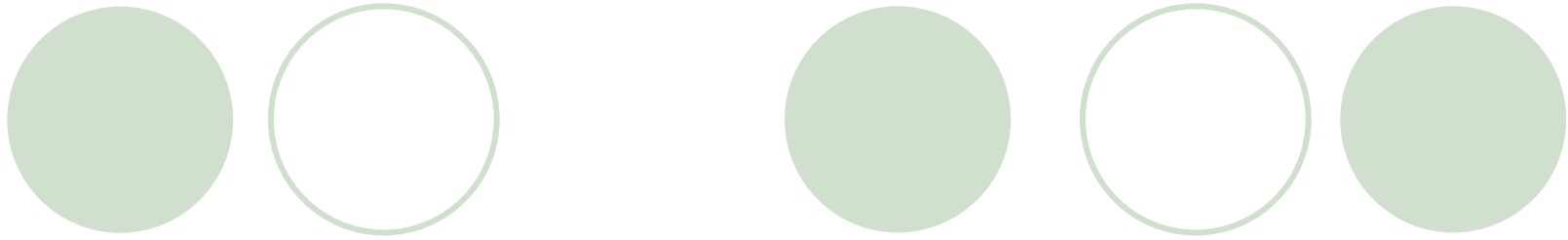
- Project team within UHPA consisting of 2 association staff, 1 expert and few committed members
- Communication strategy for 2012





Follow up activities :

- Strategy for the implementation of Travelife in Croatia...



Thank you very much for your attention!

