



FIAVET - Federazione Italiana Agenti di Viaggio e Turismo

EOS Code Launching Conference

Hotel Grande Bretagne - Monday 23rd January 2012

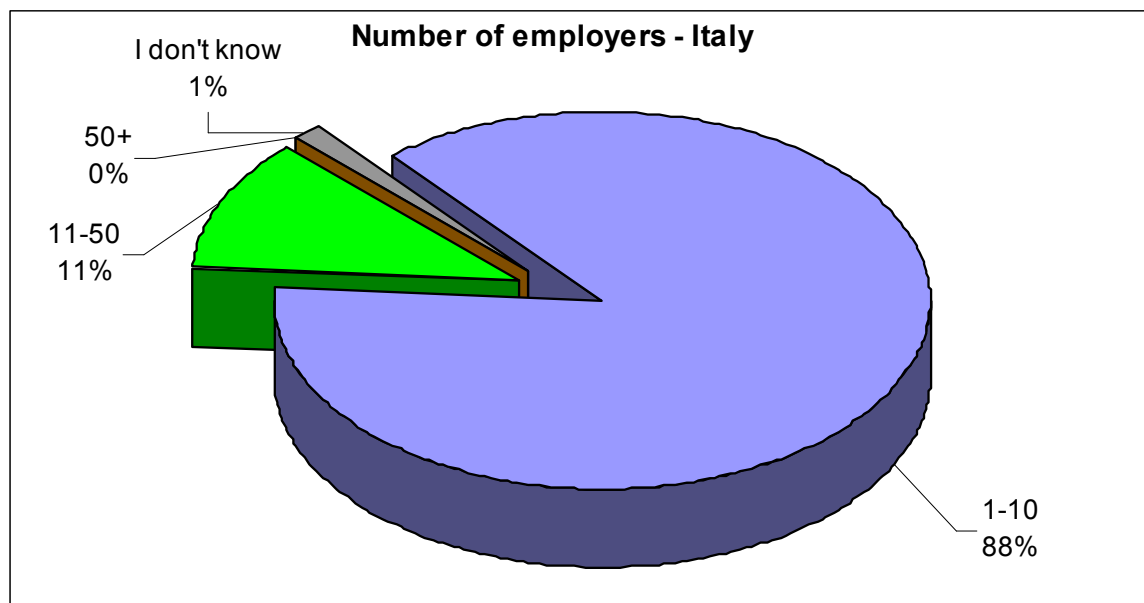
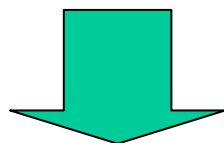
FIAVET and the EOS CODE project



Ing. Monia Niero

Involvement in the questionnaire collection

- 79 questionnaires collected (32% of the sample)
- Size of the companies: mainly SMEs



MAIN TOURISM SERVICE:

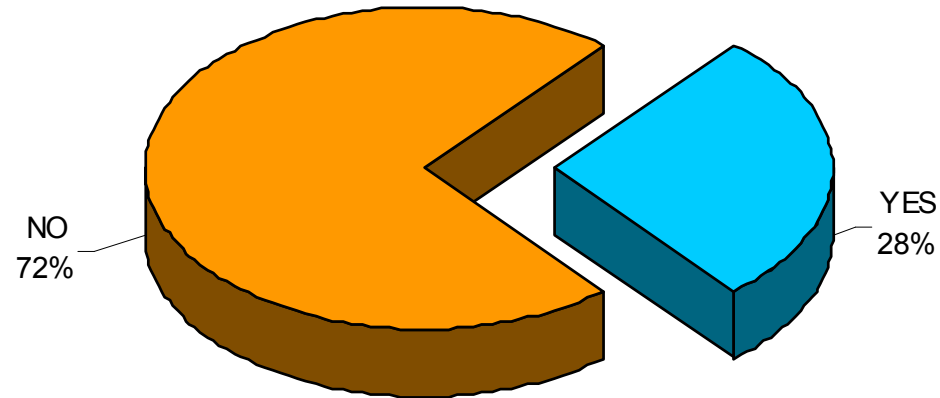
- 30% organisation of packages
- 50% intermediation
- 20% other (Ticketing, congress and event organization, transfer & excursion)

ORIENTATION:

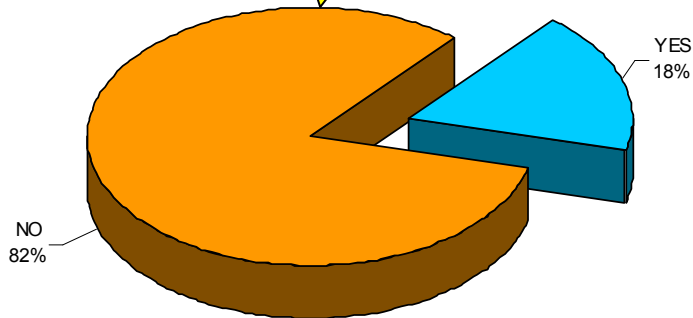
- mainly outbound (55%)
- retailer (78%)

Italian Tour Operators & Travel Agencies attitude towards sustainability issues (1)

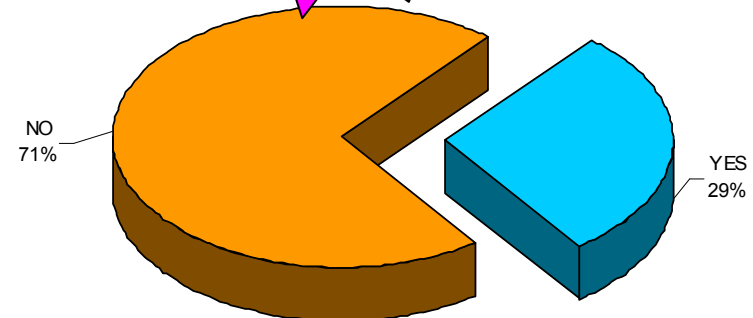
Involvement in activity related to sustainable tourism and the environment - Italy



Tour Operators

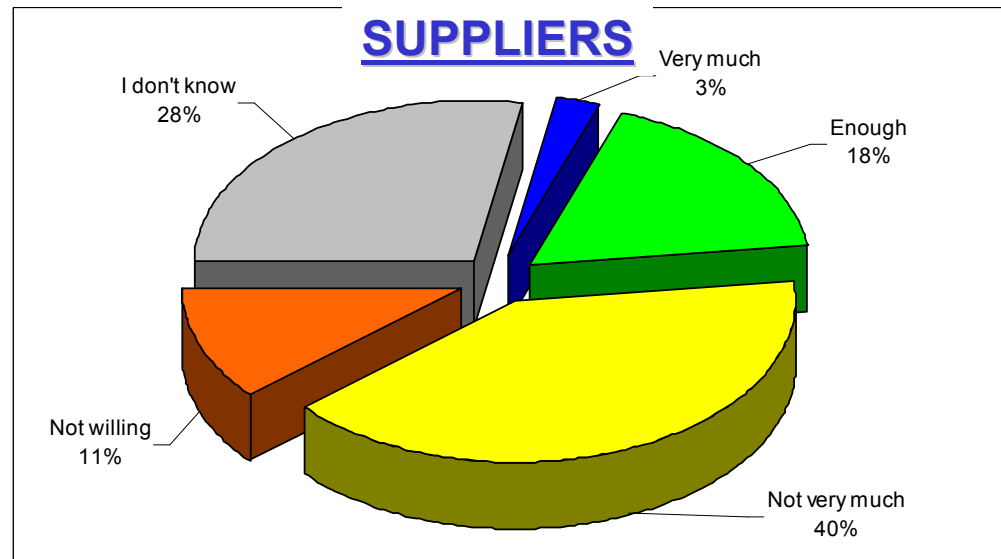
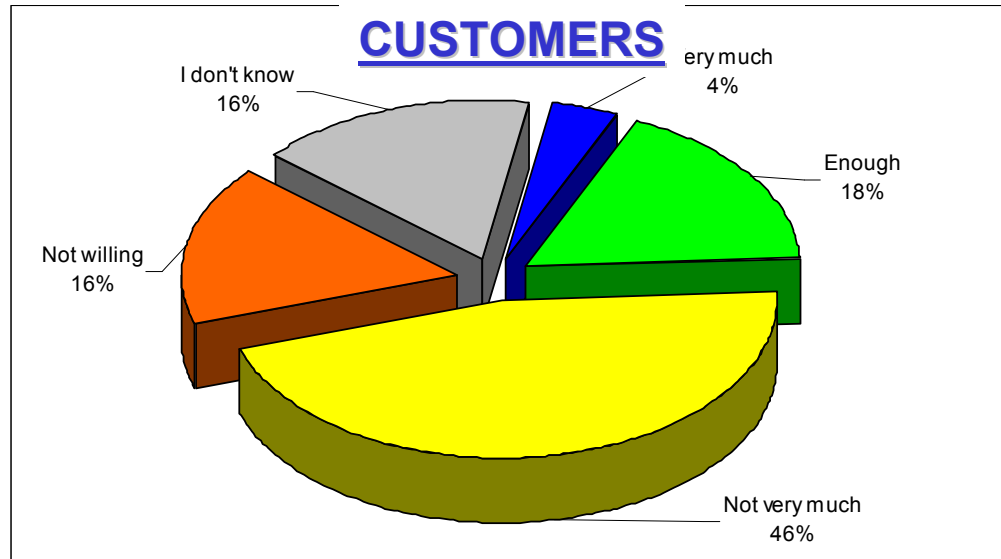


Travel Agents



Italian Tour Operators & Travel Agencies attitude towards sustainability issues (2)

Willingness to pay more for environmental friendly services



An example of best practice from the Handbook of the EOS Code

Category: **Best practice in Customer Relations**

Best practice: **The Clean Catamaran: an ecological touring training**

Enterprise: **JONAS VACANZE ECO-LOGICHE** Vicenza, Italy

Description:

- A very special holiday that promotes the reduction of environmental impact: a catamaran cruise on the “**first green catamaran**” = a vessel modified in order to reduce its environmental impact;
- An idea of holiday which aims to **give all the basic knowledge on sustainable tourism** to the tourists, to get in contact with the **Mediterranean Sea** in a different way and, above all, help them acquire the **lifestyle** needed to respect it;
- The catamaran cruise is both a beautiful **sailing holiday** and an important **educational and informative opportunity** to learn something about the natural environment and the natural resources.

What is the Clean Catamaran?

CHARACTERISTICS OF THE BOAT:

- Diesel particulate filters engines to reduce particulate emissions from engine;
- Alternative energy, such as solar panels, to provide electricity using the sunlight, and wind generators, to recharge the batteries using the wind;
- Independent tanks and reservoirs: in order to prevent water pollution → grey and black water are not discharged into the sea, but in properly equipped harbours, where possible;
- The separated collection of waste allow to recycle some materials → the crew helps the participants understand the difference between a bone of fish and a stone of cherry
- Environmentally friendly antifouling system

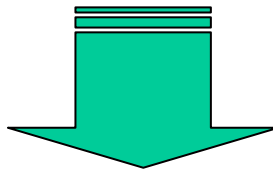


More than a cruise...

The skipper who accompanies the participants on board of the **Clean Catamaran** provides important **knowledge and information** on the **marine environment** and its inhabitants, on the main types of **pollution** and what can be done to **improve the situation**:

- how to save water;
- what is waste and how they can be handled;
- how to produce electricity in a clean way;
- how to save money by using energy in an intelligent way.

The final aim is to educate the people who spend their holidays on this boat (about 150 people per year) to discover a **new relationship** with nature and its elements



The acquired knowledge and information can be applied also in **everyday life!**

The main results of the best practice

1. Quality & sustainability results:

Awareness raising activities and involvement of tourists in terms of environmental protection:

- great reduction of water and electricity losses thanks to a more responsible use of natural resources;
- careful application of separate waste collection.

2. Competitiveness results:

This type of travel is always in **great demand**, both in peak season as well in spring and in autumn.

Customers **ask again** for this type of holiday, because it is an experience that can change the approach of people towards nature and the marine environment → customers who want to participate in other trips on sailing boats require boats with a guaranteed environmental protection.



Thank you for your attention!

FIAVET

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