

EOS CODE

Code of Practice on Environment Oriented Sustainability

EOS CODE Launching Conference

Monday, 23 January 2012
Hotel Grande Bretagne (Golden Room), Athens



HATTA and the “EOS CODE”



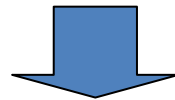
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Associations-Partners in the EOS CODE Project:

They are all Associations of Travel and Tourist Agencies in various European Countries.



Facing the same problems - Sharing the same concerns about their members' future - Interested in finding ways to help them get more successful and be able to survive in the ever-changing tourism market.



A Call for Proposals with content replying to already existing needs was of interest:

- to HATTA and Associations from European member states and candidate countries,
- to ECTAA, and
- to the research Partners,

who together formed a strong “EOS CODE Project team” to create a free and voluntary Code of Practice for the benefit of the European small and micro tour operators and travel agencies.



HATTA as Project Coordinator:

- Difficulties unavoidable.
- Heavier burden, due to double role as Coordinator and Partner.
- Whole process smooth enough up to now.



In Greece:

- Only 31% of tour operators and travel agencies are already involved in an activity related to sustainability and the environment. *(Research made among a restricted sample in the frame of the EOS CODE Project)*
- Percentages of suppliers and consumers willing to pay more for environment friendly services also rather low.
- Similar results in the other participating countries.



Best Practice in “Relations with Destinations”

Excursion: “**Mastic Mystique**” (Duration: 2 hours)

Travel enterprise: **MASTICULTURE**

- Locally owned and operated small scale travel agency in the mastic village of Mesta on Chios Island in the Aegean Sea.
- Specialising in ecotourism on the island.
- Providing a broad variety of activities related to Chios’ natural and social environment.



The excursion in short:

Mastic: A unique product in the whole world, growing only in the island of Chios, in Greece.

Participants have the opportunity to take part in all the cultivation stages of the mastic tree, in a real field:

- They try their hand at every stage, using the traditional tools and techniques involved in the extraction and harvest of the mastic from the tree.
- Depending on the season the program also includes surprises, like the picking of bio products right out of an organic garden or a picnic in the field, under the shade of mastic trees, including tasting of local products.







MASTICULTURE combines:

- every day rural occupations
with
- elements from tradition and
the village's tourist
infrastructures.

The new tourist product has
value:

- for the local tourist
enterprises
- for the villagers themselves.





Benefits for the destination:

- Attraction of tourism to the island outside the high tourist season.
- Contribution to the preservation of the elements of local culture and of the environment.
- Income from tourism spent in the local economy of the villages and the island.





Benefits for the enterprise:

- Recognition.
- Award by the Chios Chamber for its innovative action.
- More visitors of the island eager to participate in the excursion every year.
- Attraction of the interest of the press and special editions: Lonely Planet has included MASTICULTURE's activities in a special list of "Green Choices" for Greece, in its last printed edition, and Chios as a destination for responsible tourism in its online edition.

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Thank You for Your Attention!



The Project "EOS CODE" is part of the EU's Competitiveness and Innovation Framework Programme (CIP), which aims to encourage the competitiveness of European enterprises.
<http://ec.europa.eu/cip/>