

EOS CODE

Code of Practice on Environment Oriented Sustainability

EOS CODE Launching Conference

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



“EOS CODE”

**A Code of Practice for sustainable tourism,
quality and competitiveness**



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General Secretary of HATTA





For whom has the EOS CODE been designed?

- Mainly for **small and micro travel enterprises** (tour operators & travel agencies)
- but concerns all travel enterprises.

- **Package travel** constitutes a significant part of these enterprises' work.
- It is highly and uniformly regulated, with common rules for all European countries, making it a very competitive and demanding market for TOs and TAs.



- Enhancement of the **quality** of the provided services
and
- Measures towards **sustainability** and the protection of the **environment**

LEAD TO

Increase of the travel enterprises' **competitiveness!**

EOS CODE: a voluntary two-legged tool, addressing at once competitiveness and sustainability



Target Groups

Direct Target Group:

- **Tour Operators and Travel Agencies** with Package Travel as their main activity

(including outgoing and incoming travel agencies, as well as tour operators in outgoing tourism and destination management companies)

Indirect Target Groups:

- **Service Suppliers** in Package Travel
- **Consumers**



The Partners

- **University of Padova** (Italy)
- Research Institute for Tourism (**ITEP**) (Greece)
- European Association of Travel Agents and Tour Operators **ECTAA** (Belgium)
- Association of Bulgarian Tour Operators and Travel Agents (**ABTTA**) (Bulgaria)
- Federazione Italiana Associazione Imprese Viaggi e Turismo (**FIAVET**) (Italy)
- Hellenic Association of Travel & Tourist Agencies (**HATTA**) (Greece) - [Project Coordinator](#)
- Polish Chamber of Tourism (**PIT**) (Poland)
- Association of Croatian Travel Agencies (**UHPA**) (Croatia)



The EOS CODE consists of:

(1) The adoption of its Principles

AND

(2) A Handbook of Best Practices



The 9 Principles of EOS CODE (1/2):

- Responsible operation and management of the business.
- Monitoring of the environmental, social, cultural and economic impacts of the business and preparation, implementation and reviewing of an annual action plan on sustainable tourism.
- Education and training of the employees on environmental and cultural values in tourism, travel options and suppliers' implementing programs that protect and sustain the environment.
- Information and awareness-raising among customers on responsible and sustainable behaviors.



The 9 Principles of EOS CODE (2/2):

- Encouragement and participation in activities that will support local economy and enhance local employment.
- Use of tourism marketing to raise awareness on environmental, social and cultural diversity and richness.
- Taking care to constantly improve the product and the quality of services through implementation of business practices in Quality Management.
- Appointment of a person within the enterprise that will be responsible for projects and activities related to sustainability in tourism.
- Sharing the best practices with other signatories of the Code.



The Handbook of Best Practices

The Handbook contains Best Practices that have already been implemented and have proven their effectiveness in 6 different business areas:

- **Internal management**
- **Product development and management**
- **Contracting with suppliers**
- **Customer relations**
- **Relations with destinations**
- **Quality management.**



The EOS CODE Website

- **Main point of contact** of the tour operators and travel agencies with the Code
- Contains **parts open** for everyone and **parts reserved** only to registered users

(Reserved are mainly: Handbook of Best Practices - Training - Training Material - Self-assessing Test)

- Created in the **English language**
- **Translations** of its most important parts in the languages of the Project Partners: **Bulgarian, Croatian, Greek, Italian** and **Polish**
- Subsequent translations in other languages possible.



How to Participate (1/2)

The implementation of the EOS CODE is voluntary.

Interested tour operators and travel agencies fill-in the registration form in the EOS CODE website.

The 9 Principles of the Code are presented to them. Filling-in the registration form means acceptance of the Principles.

The registration form of each candidate is controlled by the competent Association of their country.

Once approved, the new member is given a username and a password, to be able to log-in in the website as a registered user and have full access to all its contents.



How to Participate (2/2)

A quick and easy training in the EOS CODE website guides the new signatories through the necessary steps for the implementation of the Code.

After completing it and passing the self assessment test, they can begin to implement the EOS CODE.

During the first operational stages of the EOS CODE, only TOs and TAs members of the five Associations-Project Partners can apply as signatories of the Code.

Subsequently, it will be open for all TOs and TAs in all member states.



Questions

For a number of possible questions concerning the EOS CODE, consult the **Frequently Asked Questions (FAQ)** section of the Project's website.

If a specific question is not answered there, please write (in English) to the **emails**:

info@eoscode.eu or support@eoscode.eu

If assistance or guidance in your own language is needed, please contact the competent Association in your country, either via the **contact form** on the EOS CODE website or in their **telephone numbers, faxes and emails**.



Benefits for the signatories

Direct benefits:

To witness the **satisfaction of their customers** as a result of the **provision of better and more personal services** and of their **efforts to embrace the principles of sustainability**, and to see the **competitiveness** of their enterprise increase because of it.

Indirect benefits:

- **Presentation** of all signatories of the EOS CODE -with a short profile, their logo and their contact details- **in the Project's website. (Additional publicity)**
- **Use of the EOS CODE logo** to indicate their commitment to and application of sustainable business practices. **(Immediate recognition)**



Synergy with TRAVELIFE

EOS CODE and **TRAVELIFE**, the well established and already widespread in many European countries initiative for sustainability in tourism, share common principles and are complementary in nature.

These elements led to a decision for their **close collaboration in the future**, for the benefit of their mutual subscribers:

EOS CODE, friendly and easy to implement, will be used as the first step for the subsequent implementation of the more formal TRAVELIFE.

In Greece, **HATTA** is the Association responsible for promoting this synergy to the tour operators and travel agencies of the country and for assisting them, in close collaboration with ECEAT, once they become users of the two Programmes.



Acknowledgements

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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/>