



ΙΝΣΤΙΤΟΥΤΟ ΤΟΥΡΙΣΤΙΚΩΝ ΕΡΕΥΝΩΝ  
ΚΑΙ ΠΡΟΒΛΕΨΕΩΝ  
RESEARCH INSTITUTE FOR TOURISM

# Research Institute for Tourism

and its role in the EOS CODE Project



Athens, 23<sup>rd</sup> January 2012

**E**nvironment  
**O**riented  
**S**ustainability  
**C**ode of Practice



The EOS Code aspires to be a useful and friendly tool for improving the

- Competitiveness and
- Sustainability

of the TO & TA companies





The **Research Institution for Tourism**  
and the **University of Padova**  
were the two research partners in this project  
and shared the task of conducting both  
the theoretical and the field research for the  
**competitiveness** and the **sustainability**  
of the TO & TA sector.



The **Research Institution for Tourism** was responsible for examining

- the competitiveness and
- the quality & safety

issues related to the operation of TO & TA companies.





## Our Research

was divided in **two** main parts:

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- ❖ The **first part** was the general theoretical background of our research, where we depicted the current situation in the tour operator sector in the EU and in the participating countries.
- We described the structure and the characteristics of the industry.
- We gave the definitions of the main terms used in the TO-TA sector.
- We analyzed the critical factors that determine the competitiveness of the industry performance.
- We described the safety and security factors that affect the tourist's decision when deciding to go on holidays.



## Field Research

- ❖ The **second part** was the field research in the tour operator sector of the participating countries. We examined the most important competitive factors in 5 areas.
- ❖ The viability and sustainability of the companies in the tour operator sector depend largely on their ability to adapt to the rapidly changing economic, social and demographic conditions.



## Field Research

*Some Results*

- **Macro-economic environment**
  - ✓ *The general economic situation*
  - ✓ *The development of information technologies*
- **Industry environment**
  - ✓ *Demand Conditions*
  - ✓ *Market Structure*
- **Individual company**
  - ✓ *Rivalry between existing competitors*
  - ✓ *Suppliers' negotiating power*
- **Comparative advantage**
  - ✓ *Investing in human resources*
  - ✓ *Better information and financial robustness*
- **Most important problems**
  - ✓ *International and local competition*
  - ✓ *Access to financial resources*



## EOS CODE Training

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- ❖ The EOS CODE training section aims at introducing sustainability and competitiveness/quality into the tour operators business's operation.
- ❖ Our institution focused mainly and elaborated on the idea of **Quality** in the management and operation of a company.
- ❖ In order to maintain a competitive position in the marketplace, managers and entrepreneurs should target at quality improvement by adopting a **Quality Management System (QMS)**.
- ❖ Prerequisite for the success of such a programme is the commitment of the entrepreneur/manager otherwise every policy will have only temporary results.



# EOS CODE Training

## Quality

is not a fashionable idea.

**It is an important competitiveness factor.**

Enhanced quality **does not cost extra money.**

Managers and entrepreneurs should see **quality** as a means for securing competitive advantage, and **quality management** (QM) practices as a way for improving company's performance and efficiency.

**They must realize that economic competition is a "Quality War".**

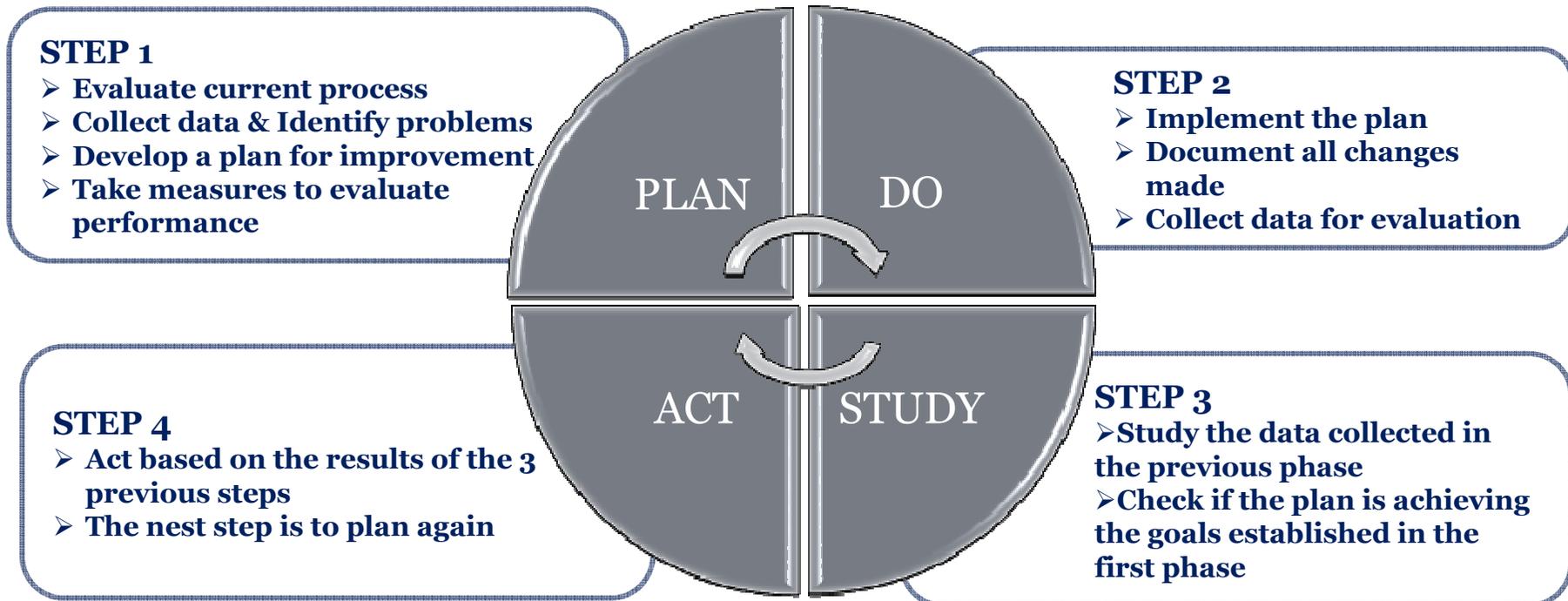


## EOS CODE Training

The **main objectives** of a QMS for tour operators or agents should be:

- ❖ Meeting tourists' needs
- ❖ Improving the competitiveness of the tourism business
- ❖ Offering quality business environment
- ❖ Meeting employees' needs

The **implementation** of a QMS is not an instant action.  
**It is a never ending process.....**



....**Leading** to customer satisfaction, environmental protection,  
positive contribution to development  
and to positive financial results.



**Knowledge is the only instrument of production  
that is not subject to diminishing returns.**

And since the EOS CODE Project  
is a link of the **Knowledge Network** for the  
Competitiveness and Sustainability  
of European Tourism

We hope that eventually it will prove  
to be a useful knowledge tool in the hands  
of tour operators and agents,  
because



**The ability to learn faster than your competitors may be the ONLY sustainable competitive advantage**

*Thank you for your attention*

