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The role of the University of Padova in the EOS CODE Project



Athens, 23rd January 2012

Our tasks as Research Partner

(University of Padova in collaboration with ITEP)

1. Research activity on competitiveness and **sustainability parameters** in the Tour Operators & Tour Agency sectors
2. Elaboration and distribution of a **questionnaire** on existing quality systems nationwide and on **existing systems or best practices on sustainability** in the participating countries
3. Contribution to the elaboration of the **EOS Code: principles + handbook of best practices**
4. Development of the **EOS Code Training**: a guideline that will help TO & TAs improve their performance and promote the sustainability throughout the whole supply chain



1st research phase: some results

1. Research activity on *sustainability parameters* in the Tour Operators & Tour Agency sectors:

- Analysis of the role of Tour Operators & Travel Agency for the development of a sustainable and competitive tourism;
- The life cycle approach needs to be considered in the tourism value chain:

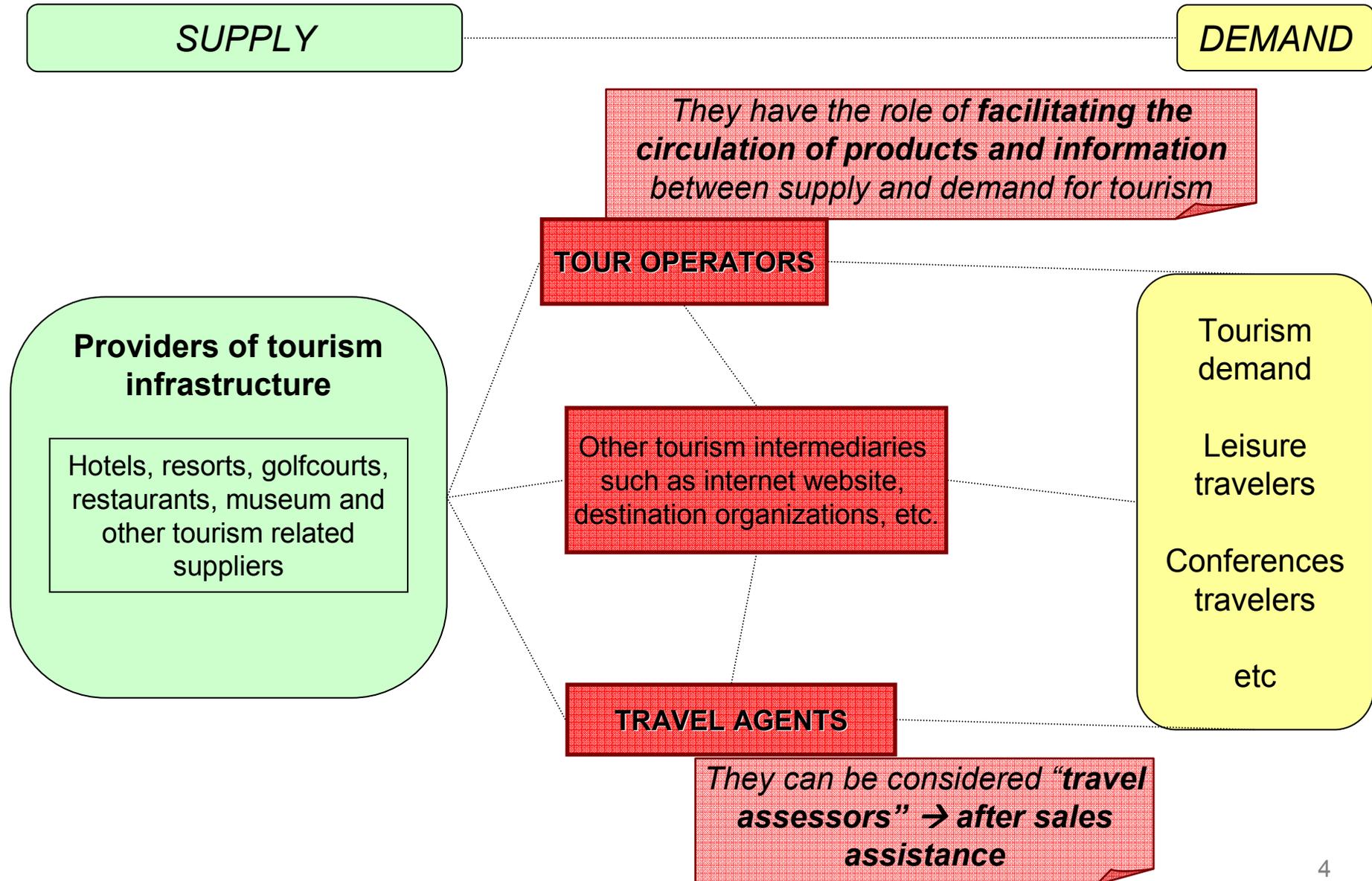
- Tourism planning;
- Tourism operations and management;
- Tourism investment;
- Tourism promotion and marketing;
- Capacity building / Facilities;
- Consumption of tourism products and services;
- Monitoring and evaluation of tourism development;
- Collection of the customer's feedback.



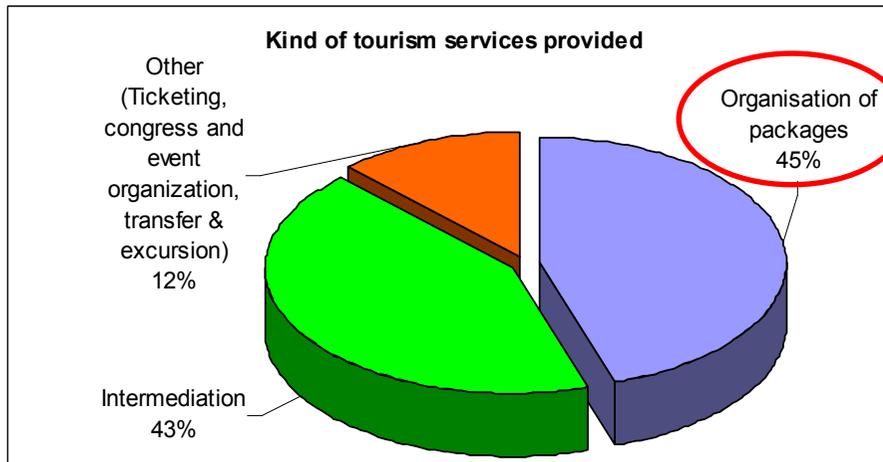
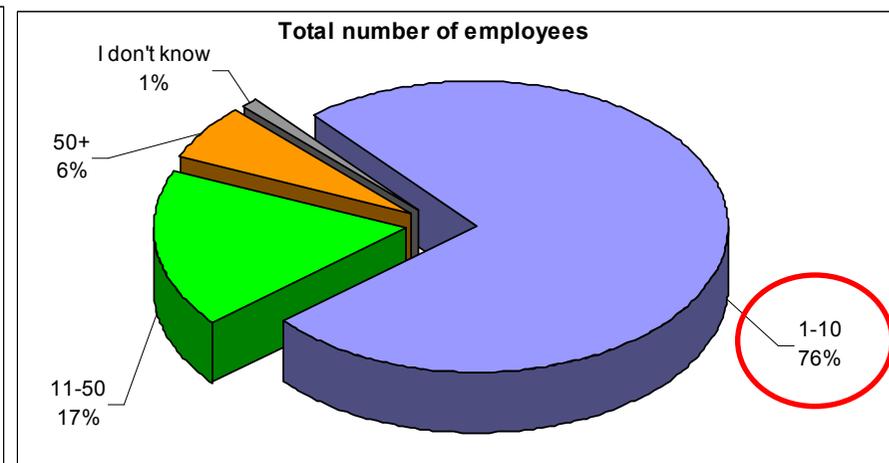
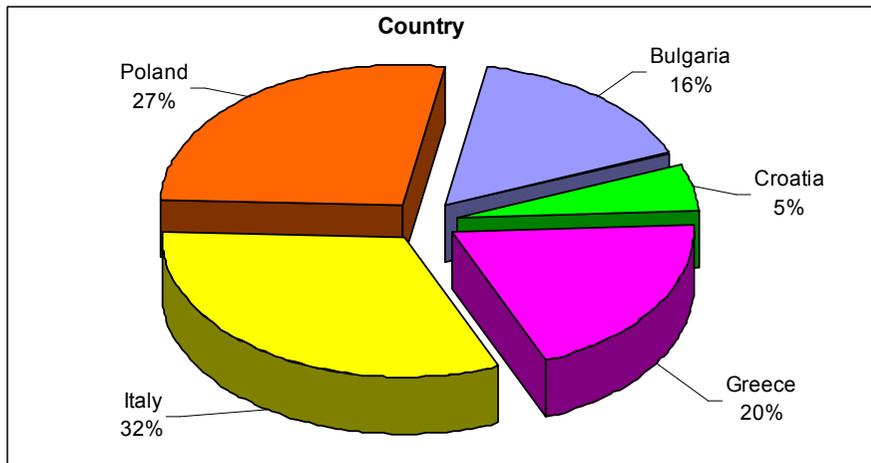
The global challenge for the tourism sector is to increase competitiveness thanks to a sustainability approach.

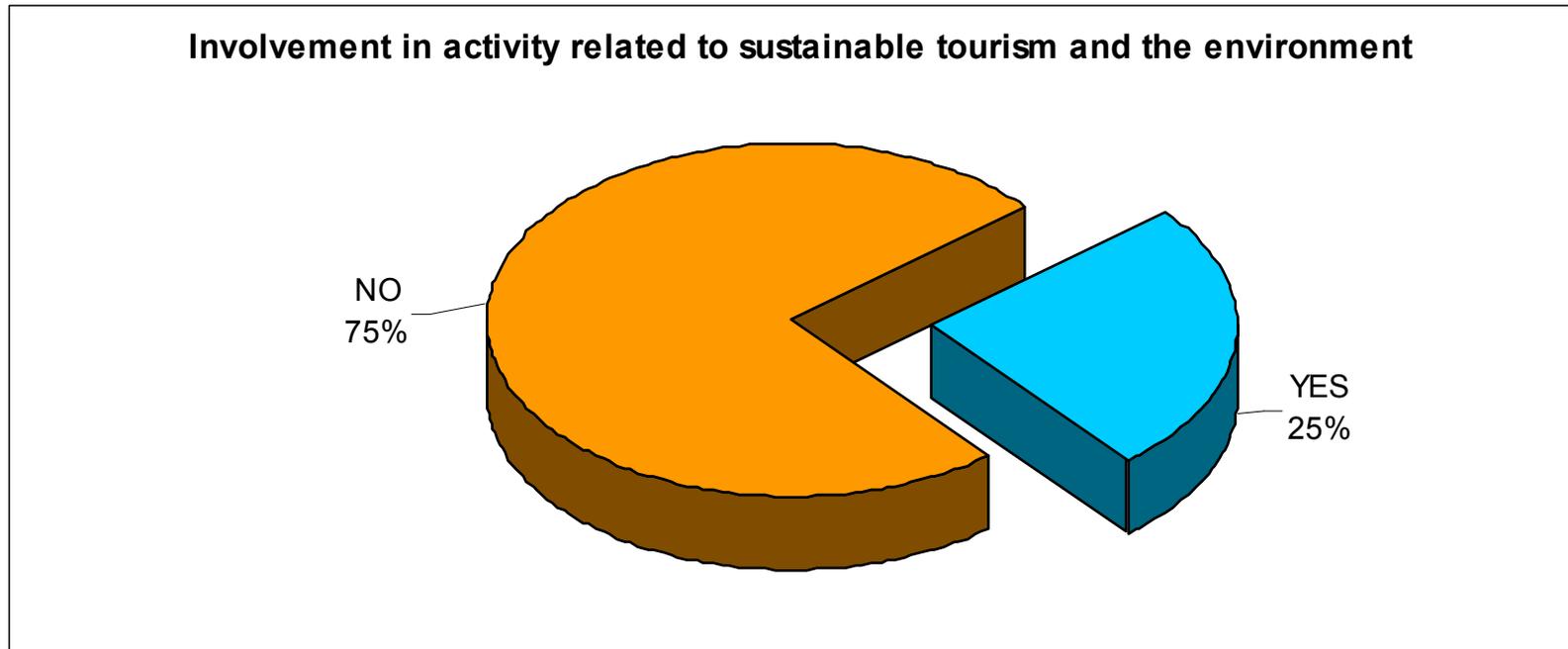
In few words to realize that competitiveness is straight connected to sustainability issues (proactivity).

The role of Tour Operators and Travel Agencies



Elaboration and distribution of a questionnaire on the *best practice on sustainability* in the participating countries





- The major part of the companies (75%) answered they are not involved in any activities related to sustainable tourism and the environment;
- The % of TOs saying “YES” (27%) is higher than the ones of TAs (19%)
- The % of respondents saying “YES” is higher among companies whose main activities are in the B2B sector (31%) rather than in the B2C sector (24%).

Criteria preferably considered while choosing suppliers (3 most important):

1. Guarantee of **good quality of local labour** (e.g. avoiding destinations with unacceptable labour conditions or working practices, such as forced labour or child labour)
2. Supplier holder of national or international certified **Quality Management System** (e.g. ISO 9001)
3. Supplier holder of certified **Environmental Management System** (e.g. ISO 14001, EMAS regulation)



The essential elements for a sustainable tourism (3 most important):

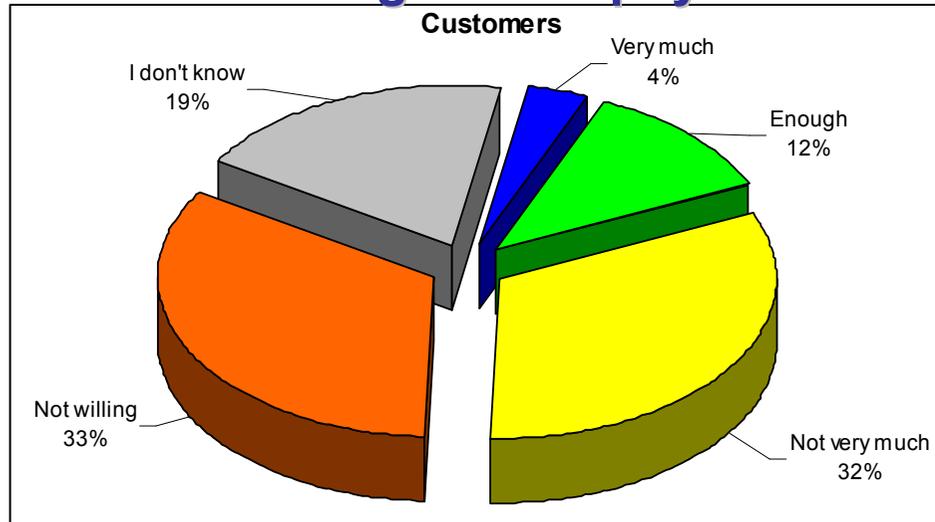
1. Respect of the local cultural and physical environment
2. Education of the tourist
3. Education of local people and guides



The 3 most important actions to improve sustainability:

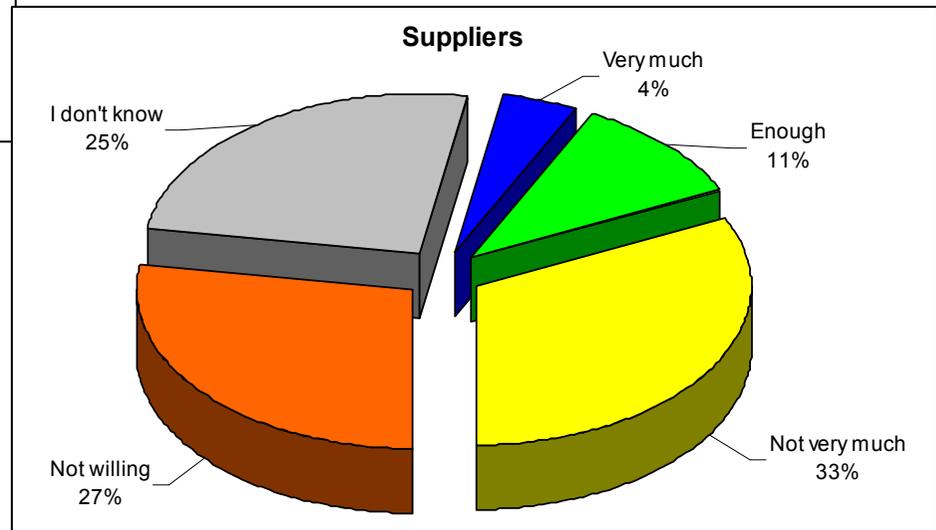
1. Informing Travel Agents of what are the benefits from the commitment of all actors involved in the tourism's supply chain to achieve a sustainable tourism
2. Creating a sustainability-focused knowledge network and website
3. Including sustainability issues in all educational curricula for tourism and hospitality

Willingness to pay more for environmental friendly services



CUSTOMERS:
 Negative attitude: 65%
 Positive attitude: 16%

SUPPLIERS
 Negative attitude: 60%
 Positive attitude: 15%



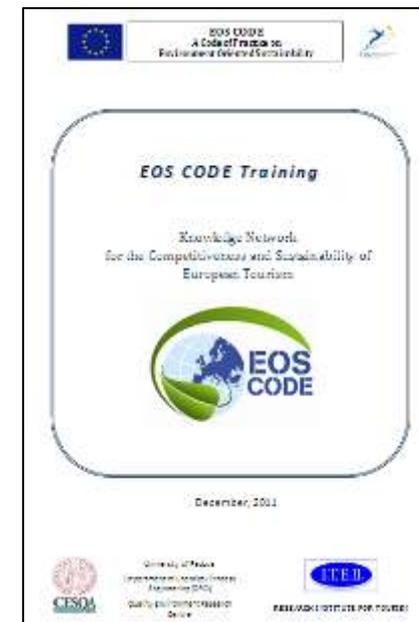
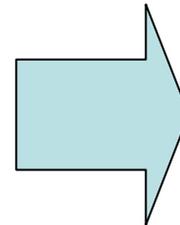
On the contrary, TOs&TAs already involved in sustainability activities, think that both their customers and suppliers are more willing to pay more for environmental friendly services (a niche market?)

The **EOS CODE training** is the first step for a TO-TA company that wants to implement sustainability to its operation in order to:

- improve the knowledge of the **positive** and **negative impacts of tourism**;
- reveal how they can make their company **more environmentally and social responsible**
- explain the **proactivity approach**

Consists of 6 modules:

- Sustainability and Internal Management
- Total Quality Management
- Product Development & Management
- Contracting with Suppliers
- Customer Relations
- Relations with Destinations



➔ Knowledge and understanding of the different aspects of sustainability are essential to improve the corporate performance of the single organization



Thank you for your attention!

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