

# EOS CODE

Code of Practice on Environment Oriented Sustainability

Polish Chamber of Tourism  
00-322 Warsaw  
Krakowskie Przedmieście 64/7  
POLAND





## Results of research

At the research phase of the EOS Code Project questionnaires were distributed among 68 members of Polish Chamber of Tourism: tour operators, small and medium travel agents, hotels, representatives of the tourist resorts.

The research showed that according to Polish respondents the most important elements in development of sustainable tourism are:

- *Education of the tourists;*
- *Respect of the local cultural, social and natural environment;*
- *Education of local people and guides.*





## Relations with Customers

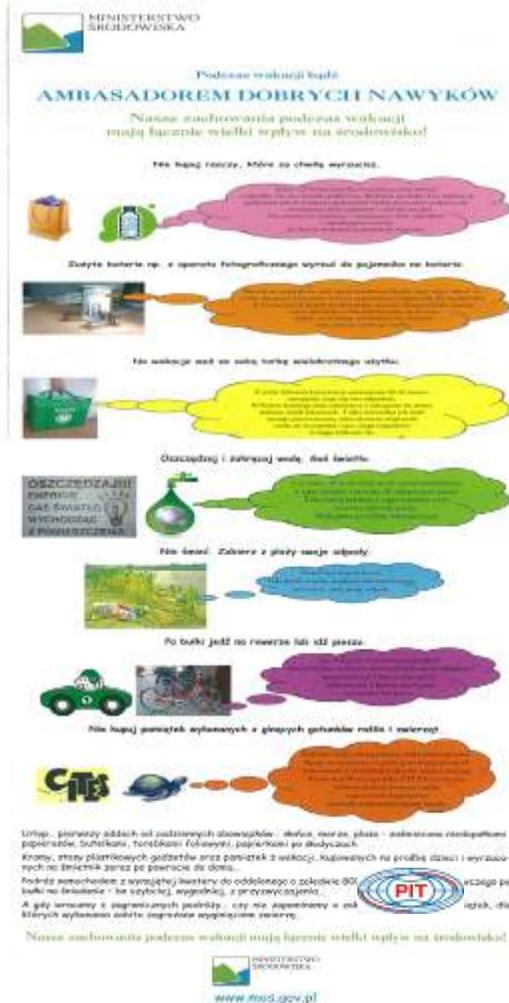
- Following the results of survey, **Polish Chamber of Tourism has given priority to development and dissemination of different forms of education and awareness raising on responsible behaviors of tourists** in order to support environmental protection and enhance respect for cultural and social heritage of destinations.
- PIT is going to encourage its members to disseminate different forms of tourist education at their websites, catalogues or to distribute the educative leaflets at the offices, hotels, destinations and places frequently visited by tourists.





# Best Practices in Relations with Customers -Education of Tourists

## Leaflet distributed by PIT in cooperation with Ministry of Environment:



During holidays  
be  
the AMBASSADOR OF GOOD HABITS  
Do not buy things that will be thrown away.

Used batteries, such as e.g. from the camera, throw only to the wasted battery basket.

Use only a reusable bag for shopping.

Save and turn the water off. Turn the light off.

Do not throw litter around. Take away your rubbish from the beach.  
Take a bicycle or go on foot to get fresh bread rolls from a shop.  
Do not buy souvenirs made from endangered species of plants and animals.

*Holiday... the first breath from daily duties ... sun, sea, beach - littered with cigarette butts, bottles, foil bags, paper packs...*

- Stalls, piles of plastic gadgets and souvenirs from holidays, bought at the request of children and thrown in the trash immediately after returning home ...
- Driving car from your accommodation, just 800 meters, to the nearest bakery to buy fresh buns for breakfast – because it's faster, more convenient, out of habit ...
- And when we return home from trips abroad ... do not forget that importing souvenirs made of killed endangered species of animal is forbidden ...

Our behavior during the holidays have a great impact on the environment!





## Best Practices in Relations with Customers - Education of Tourists

### ABC.... for every holiday maker (from FIAVET):

## DEFINING RESPONSIBLE TOURISM

Responsible tourism is tourism that is carried out according to principles of social and economic justice and with full respect toward the environment and cultures. Responsible tourism recognizes the centrality of the local host community and its right to be a protagonist in developing sustainable and responsible tourism in its native land. Responsible tourism encourages the positive interaction between the tourist industry, local communities and travelers.

**Everyone of us might be a "good traveller" caring for the world and people around, just following some easy behavioural rules before, during and after the journey.**



### Before

- **Get as much information as you can about the country you going to visit:** its history, culture, economy, nature, religion, cuisine.... and perhaps even learn a few phrases in the local language.
- **If you can, choose tour operators, airlines and hotels that are committed to benefiting the host community and the environment.**

### During

- **Remember that your holiday is also a moment in which you encounter a different culture.** Try to adapt to local practices and customs without imposing your own habits and lifestyle.
- **Even if you have paid for your holiday try to keep to local rules;** don't insist on demanding privileges or exceptions; don't act offensively or arrogantly. Find out about local practices of tipping and begging.
- **Wear appropriate clothing that isn't too ostentatious especially at religious sites.** Don't show off wealth and luxury that may contrast dramatically with local conditions.
- **Help sustain local cultural events and craftwork;** this way you will take home "real" souvenirs and help the host community at the same time. Make sure you know about how and when to haggle over prices.
- **The world's wealth is in its variety** – do your best to act cordially, with respect and without prejudice in your dealings with local people but without, of course, abandoning due caution.
- **Use services provided by the local population particularly for transport and hospitality services.** This will help you get to know the country and its people better while contributing to the local economy.
- **Leave behind only your footprints but no trace of your passage** – no rubbish, no graffiti. Don't take 'keepsakes' from the environment or archaeological sites. Don't purchase products made from plants or animals threatened with extinction (e.g. ivory, skins, shells...).

- **When you are outdoors and particularly in protected areas, keep to paths, don't disturb plants, animals and their environment.** Visit protected areas only in small groups and with expert guides, even better if they are local.
- **By turning off taps, the air conditioning and lights in your hotel when you go out you will help save water and energy** – precious resources for the entire planet.
- **People are not part of the landscape** – ask for permission before taking their photos.
- **Have fun tasting local foods** – you've got the rest of the year for your home cooking or international cuisine.
- **Remember that there are no populations that are 'anthropologically predisposed' to prostitution,** that consent from minors is totally irrelevant, that the collusion of families, hoteliers or the police is not an alibi. The legislation of many countries condemns sexual crimes committed abroad by their citizens

### After

- **When you get home, take time to reflect on what you have seen and the people you met.** If you made promises to anyone – to send a postcard, photos or to do a small favour – do your best to keep your word.
- **If you noticed any serious or intolerable situations, get in touch with your travel agent or tour operator** (info@aitr.org)

[www.mondiality.it](http://www.mondiality.it)  
[www.aitr.org](http://www.aitr.org)



# Implementation of EOS Code

Promotion of responsible behaviours of tourists and environmentally friendly habits



Awareness raising of tourists on the role of sustainability in tourism



Increase of demand for sustainable products and services



Competitiveness increase of tourist enterprises engaged in environment oriented sustainability





## Dissemination of EOS Code

Presentations on EOS Code made by PIT in 2011 in Poland:

- **European Tourist Forum 2011**  
Kraków 7/10/2011
- **Corporate Social Responsibility Forum**  
Warsaw 22/10/2011
- **Congress of Polish Chamber of Tourism**  
Albania 14/11/2011





## Dissemination of EOS Code

Polish Chamber of Tourism at the beginning of December 2011 applied for funds from the Ministry of Sports and Tourism for the dissemination of the *EOS Code* in 2012 in Poland.

Following actions are planned within this project :

■ ***Inauguration of the EOS Code in Poland, Warsaw, 20 - 22 April 2012***

during the XVII Fair of Tourism and Recreation ***SUMMER***

with participation of government representatives, local tourist organizations, exhibitors from the tourism industry and media representatives;

■ ***Conference of Tourist Industry, Poznań, 24 - 27 October 2012,***

during the Fair of Regions and Tourist Products ***TOUR SALON,***

to discuss with the industry representatives the results of dissemination of the EOS Code in Poland, gather their opinions on sustainability certification in order to determine further activity in this area for subsequent years;





## Dissemination of EOS Code

- **6 workshops for PIT members during the most important tourist fairs in Poland in 2012:**

- IV International Tourism Fair 2012, Wrocław, 3th- 5th February, 2012
- Tourism Fair *Podlasie*, Białystok, 16th -18th March, 2012
- *GTT* Gdańsk Tourism Fair, Gdańsk, 13th -15th April, 2012
- XVII Fair of Tourism and Recreation *SUMMER*,  
Warsaw, 20th -22nd April, 2012
- XX International Tourist Fair *TT Warsaw*,  
Warsaw, 27th -29th September,  
2012
- Fairs of Regions and Tourist Products *TOUR SALON*,  
Poznan, 24th – 27th October, 2012





# Dissemination of EOS Code

## The programme of workshops :

- Information about the role of sustainable development in tourism.
- Obligations resulting from the adoption of EOS CODE by tourist businesses.
- Implementation of sustainable tourism principles and presentation of good practices adopted by tourism businesses in Poland and Europe.
- Training on how to register at the EOS Code website.
- Discussion and answers to the questions of workshop participants.





## Results of workshops:

- Participation in the workshops of about 150 representatives of tourist industry ( about 25 participants in each workshop).
- Dissemination of principles of sustainable development and implementation by tourist enterprises will have a positive impact on the development of industry and economic growth of tourism regions;
- Raising awareness of entrepreneurs that sustainability and high quality of services are complementary elements in the development of tourism, resulting in the increased competitiveness in the long term, especially during economic crisis;
- Enhancement of the knowledge base on innovative ways of implementing principles of sustainability,
- Cooperation and sharing experience among members of PIT and members of EOS Code project partners in implementing good practices for sustainable development at the national and international level.





**THANK YOU FOR YOUR ATTENTION**

Bożena Szawłowska  
Polish Chamber of Tourism

