

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Alion Beach Hotel



Source: <http://alion.com/photos/>

Country/region of operation: Ayia Napa, Cyprus

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: This refined Ayia Napa hotel features a lush palm garden with direct access to the sandy Grecian Bay. Its elegant restaurant offers international cuisine and poolside dining opportunities, as the majority of the products used in the kitchen come from the region and are being produced by small local farmers. Live cooking shows and themed nights are offered at the Symposium Restaurant.

All luxurious rooms at Alion Beach Hotel have a furnished balcony with Mediterranean Sea or park views and contemporary décor. Exotic Ceylon massages and chocolate body treatments can be enjoyed at the Alion's spa, along with a gym. Guests can relax on a hammock in the garden, or on the sundeck around the outdoor pool.

Alion Beach Hotel hosts a variety of appealing events and shows. From piano and saxophone performances to dancing shows, cocktail-making lessons, and local wine tasting, the Alion delivers a sophisticated and relaxed entertainment programme with something for everyone.

Social/ community impact sought: Offering first-class services for ultimate guests' relaxation and recreation, utilizing the natural resources without harming the environment; enhancing the employment opportunities in the region.

Stakeholders: guests, society

Approach applied: resource-utilization, use of organic and local products, social responsibility

Innovation applied: organizational innovation – the hotel is pioneer in environmentally friendly and future-oriented hotel management

Social impact and business results achieved: A luxurious, welcoming and discreet five-star hotel, the Alion is noted for its modern refinement and its stunning natural beauty, as it borders the sea and a natural park. Here, hospitality is enhanced with a commitment to personal service. Situated in the best rated area in Ayia Napa, this property has an excellent location score of 9.4. It is also rated for the best value in Ayia Napa. Guests are getting more for their money when compared to other properties in this city. /booking.com/

Financial situation / sustainability of the business model: Alion Beach Hotel recognises its environmental responsibility and commits itself to improving its performance towards a sustainable future. With the support of the management and team members, it strives to develop and engage in sound operational practices that are financially and environmentally sustainable, continually improving our performance in key impact areas.

The management strives to ensure that environment initiatives impact the guest experience in a positive way and, whenever possible, they support initiatives in the local community, and communicate and celebrate environmental achievements.

By taking the role as an environmental leader the Alion Beach Hotel aim to gain recognition by guests, employees, and local community.

The hotel has received the Travelife Gold Award / For Sustainable and environmentally aware hotels/ as well as the award Tui Environmental Champion for .pioneering in environmentally friendly and future-oriented hotel management

Key success factors: environment and social responsibility, high quality of services, location

Challenges and problems: lack of seasonal staff

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://alion.com/>