

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Arodamos Guesthouse

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Country/region of operation: Greece/ Region of Crete/ Livadi Krousosona

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

The traditional Arodamos guesthouse is located at "Livadi" plateau of Krousosona, in the mountain range of Psiloritis, which is one of the seven geoparks of Europe, in an area protected by Natura 2000 due to its rare and large biodiversity. The residence consists of six separate houses, two ground floor triple rooms, three quadruple maisonettes and a five-bed apartment. They are built with respect to the environment, from wood and stone and their energy needs are exclusively covered by renewable energy sources.

Social/ community impact:

The hotel promotes environmental awareness raising and bringing guests closer to nature and local culture.

Stakeholders: Guests, schools

Approach applied:

Eco-tourism

Innovation applied:

With the aim of disseminating and promoting children's experiential and interdisciplinary knowledge of the environment and cultural heritage through their familiarity with the particular local physiognomy of the mountainous regions and the natural & man-made environment of the Cretan hinterland, the guesthouse organizes educational programs and hosts school trips. These include following routes in the area of the plateau, in the forest of Vromonero etc., learning about the guesthouse's power supply system with renewable sources from photovoltaic panels and wind turbine and their operation, learning about composting and zero waste management process applied to the facilities, visiting the ceramics workshop on site and participating in one or more stages of the ceramic manufacturing process, learning about the art of weaving, learning about the traditional methods for making cheese and soap, visiting the farm with the hens, goats, pigs and donkey as well as the organic pot, getting to know the local gastronomic culture.

Sustainability of the business model:

The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits (cost savings, marketing), competitive advantage, legitimation (complying with regulations, regulatory or social compliance), environmental responsibility and enhancing image (Margaryan & Stensland, 2017; Geerts, 2014).

Key success factors: Firm infrastructure and management, development of innovative activities, education and training (guests, staff), relations with relevant groups (including connection with local communities and resources), management of tourist attitude and behaviour, capacity for marketing activities (Lee et al, 2011).

Challenges and problems: Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of ecotourists is crucial for the long-term success as ecotourists usually base their preference to their personal experiences (Catsellanos-Verdugo et al, 2016).

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.):

<http://www.arodamoslivadi.gr/index.php/en/>

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