

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Castelli**

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**Country/region of operation:** Greece/Region of Ionian Islands/ Zakynthos

**Sustainability dimension:** social/economic/environmental

**Description of the enterprise/initiative:**

A family-run green hotel that aims to provide quality services at high standards with the lowest impact on the environment and the local community. The hotel building has been designed with an angle shape, around a large eucalyptus tree, which is two centuries old.

**Social/ community impact:**

Castelli has been oriented towards protecting the environment and minimizing its footprint.

**Stakeholders:** Local businesses, producers and suppliers, local staff, guests, municipality

**Approach applied:**

The resort has developed a green and eco-touristic policy.

**Innovation applied:**

The hotel, through its activities and information, increases awareness on the island's natural heritage of *Caretta Caretta* sea turtles, promoting the protection of sea species. As from 2010 summer season, the Archelon volunteers hold a slide show presentation at the hotel, educating the guests regarding the *Caretta Caretta* species and the Marine Park. The hotel also offers tours at its gardens and farm so the guests may literally get in touch with local nature and experience activities such as picking fruits and olives, collecting eggs etc.



**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:** 1992

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

<http://www.castellihotel.com/>

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