

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Corfu Imperial Grecotel Exclusive Resort

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Country/region of operation: Greece/Region of Ionian Islands/Corfu

Sustainability dimension: social/environmental

Description of the enterprise/initiative:

The hotel is set on a private peninsula with Italianate Gardens and includes private coves with 3 sandy beaches, 1 pebbly beach and 1 dining beach. The hotel offers culinary experiences, kids' summer camp, pool, spa and sports facilities and easy accessible berthing for yachts & services.

Social/ community impact:

The hotel works towards sustainability by setting environmental goals, implementing programs, evaluating its performance and revising its measures, aims and objectives.

Stakeholders: Guests, local & animal protection organizations

Approach applied:

Environmental Walk and eco-friendly policies

Innovation applied:

The hotel offers an 'Environmental Walk', where guests learn about the local flora and what the hotel does to protect it. It is a weekly guided tour around the hotel gardens which introduces the guests about the characteristics of the Greek flora, how to preserve it and benefit from it in their everyday life. The hotel also organizes a Beach Cleaning workshop, which introduces guests to the importance of keeping the beaches and shores clean. The guests are shown how a daily cleaning of the beach areas of the hotel is carried out and take part in an interesting quiz regarding the lifespan of garbage in the sea. Special programmes have been designed for children, the Nature and Environment Discovery Program, which is teaching Children and their parents, how to protect plants with the help of nature. In the hotel's Grecoland (Kids Club) each child is planting its own Plant, and following its grow during their stay.

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.corfuimperial.com/>