

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Costa Navarino (TEMES S.A.)

Country/region of operation: Greece/Region of Peloponnese/Messinia

Sustainability dimension: environmental

Description of the enterprise/initiative:

Costa Navarino is located in Messinia in the southwest Peloponnese. It is home to two 5-star deluxe hotels, The Romanos, a Luxury Collection Resort and The Westin Resort, Costa Navarino, Anazoe Spa, a 4,000m2. spa & thalassotherapy center, two signature golf courses, over 20 fine dining venues, a wide range of sports, outdoor and cultural activities, plus an array of 5-star services.

Social/ community impact:

The vision of Costa Navarino is to place Messinia as a world-class destination in the global tourism map and to position Costa Navarino among the top high-end sustainable destinations in the Mediterranean.



Stakeholders: Sea Turtle Protection Society of Greece

Approach applied:

Protection of sea biodiversity

Innovation applied:

Since 2010, TEMES, in cooperation with Archelon, the Sea Turtle Protection Society of Greece, runs an extensive monitoring and protection program for the loggerhead sea turtle (*Caretta caretta*). The program, which completed its sixth year of operation in 2016, covers the 2.7 km stretch of The Dunes Beach and annually records the *Caretta caretta* population while protecting, monitoring and mapping nests using GPS technology. A detailed action plan ensures that eggs

	 NUMBER OF NESTS	 HATCHLINGS REACHING THE SEA SAFELY
2010	13	738
2011	14	1,265
2012	5	331
2013	24	2,004
2014	13	664
2015	18	1,067
2016	27	1,703

and hatchlings are protected until their final journey to the sea. An integral part of the program are the awareness raising activities organized at Costa Navarino that spread the message about how important marine life is and why we need to protect it. The location of the buildings and the special design of the lighting installed at the facilities of Costa Navarino (low intensity lights with special covers), combined with the peripheral planting of selected shrubs, which act as a natural light barrier, provide sufficient protection against artificial light which may discourage female sea turtles from nesting and disorient hatchlings.

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 and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of ecotourists are 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: 1997

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

<https://www.costanavarino.com/>

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