

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Eagles Palace**

Page | 1



**Country/region of operation:** Greece/Region of Central Macedonia/Chalkidiki (Ouranoupoli)

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

**Description of the enterprise/initiative:**

Named after the symbol of Byzantium and Orthodoxy, this hotel, due to its location, offers monastic architecture. A mere 4 km from the Mount Athos gates, the hotel has been renovated since 1999. It offers family vacation with spa and kids facilities but also a business center.

**Social/ community impact:**

The hotel builds on engaging guests in experiences related to the natural environment (sandy beaches), offering a family package of kids activities, spa, outdoor activities and the opportunity to visit the cultural heritage of the area (Mount Athos-Agion Oros monastic communities).

**Stakeholders:** Local businesses, guests, schools

**Approach applied:**

The resort has developed an eco- sustainability policy

**Innovation applied:**

The Hotel has been awarded with the Blue Flag and has been engaged in activities, such as the protection of the nests of emigrating birds, putting labels with the name of the plants, organizing cleaning campaigns with the help of primary school students of the region, producing its own olive oil from the olives of the garden.

**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:** 1973

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

<https://www.eaglespalace.gr/>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.