

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Festa Hotel Sofia



Source: <http://www.festahotels.com/hotels/hotel.php?id=9>

Country/region of operation: Sofia, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: It is an up-to-date stylish facility, located at the outskirts of the Vitosha Mountain, where all rooms overlook either the mountain or the capital city. It has 120 luxuriously furnished rooms, 14 of which are deluxe plus 3 apartments and one presidential suite. The hotel offers the special amenities, regular for 4-star hotels, like telephone, satellite TV, free high-speed Internet access, sauna and swimming pool. The guests can enjoy gourmet food at two restaurants – the Italian Restaurant, seating 120 and the Orient with a 60-seat capacity. Three day and night bars offer to visitors entertainment and relaxation opportunities– the Mezzanine Bar, Lobby Bar and Whiskey and Cigar Bar. There are also two conference rooms – one seating 200 and another one for 30 people. The hotel employs 85 people. It is HACCP certified. The management has developed and applies a Manual for Quality Service.

Social/ community impact sought: The management sought to improve the environmental awareness of hotel's guests and staff, eliminate, as far as possible, toxic materials and utilize properly the renewable resources. By reducing the expenses /consumption of water, electricity and gas/ the hotel sought to increase its profit and therefore increase employees' remunerations.

Stakeholders: guests, employees, society

Approach applied: cleaner-production approach

Innovation applied: Hotel Festa Sofia is a favourite venue for many brides as the hotel not only offers menu and accommodation for the guests but can maintain the overall organization of the event.

Social impact and business results achieved: Investments have proven to be lower than the benefits and profits obtained. The initiative improved the enterprise's environmental performance, as well as the image of the company and its competitiveness. It resulted in more and better satisfied customers, new value added to the hotel – social responsibility towards the personnel and the local community and the business partners, better motivated, and skilled workforce.

Financial situation / sustainability of the business model: The hotel participated in programme for Sustainable Development of Enterprises in Bulgaria and the analyses of the data gathered for the enterprise throughout the project implementation demonstrated overconsumption of water, electricity, and gas, compared to the world benchmarks for four stars hotels. As a result the following measures were taken:

- A gradual switch from standard to water-saving equipment in the shower rooms.
- Installation of electricity gauges in every main unit of the enterprise (kitchen, storage, hotel, garage, conference halls, etc.) in order to achieve accurate data for the consumption
- Putting up signs asking guests to be mindful of the number of towels used, to conserve water and switch off the heating when the window is open

Key success factors: informed decisions, strive for progress and sustainability

Challenges and problems: over-utilization of natural resources, especially water, inefficient use of energy, inadequate waste management, weak environmental management systems; high turnover

Year when the enterprise was created: 2005

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

<http://www.festahotels.com/hotels/hotel.php?id=9>