

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: G Hotels Group

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Country/region of operation: Greece/ Region of Central Macedonia, Region of Crete /Chalkidiki, Crete

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

The GHotels Group comprises a total of five hotels in the Kassandra peninsula and one in Panormo, Crete, providing all inclusive holiday suggestions in three, four and five star hotels.

Social/ community impact:

GHotels Group's aim is not only to offer the guests a high level of services in line with the highest international hospitality standards but at the same time to conform fully with rules for the protection and respect of the environment.

Stakeholders: Guests

Approach applied:

The hotel has developed a green tourism policy

Innovation applied:

GHotels Group has adopted modern practices for environmental protection concerning energy saving, the efficient use of water resources, recycling of materials. It also invests resources in the research and development of technologies for the protection and improvement of the environment, the ecology and in general the quality of life and uses certified protocols and targeted actions and practices within the framework of an up to date environmental awareness policy.

Sustainability of the business model:

The green tourism model offered by the hotel provides guests with green products, green services and accommodations that reflect the features of natural ecologies responding, thus, to an increasing target group of environmentally-driven tourists, while experiencing educational activities on environmental conservation (Lee & Cheng, 2018). It has been acknowledged that green hotels can reduce their operating cost after implementing green management practices as well as increase their reputation and brand perception. Additionally, hotels in natural surroundings are more likely to respect the environment as one of their core concepts (Chen et al, 2018). Several studies have showed that green practices create benefits including cost reduction, efficiency, competitor differentiation, and attraction of new clients (Alonso-Almeida et al, 2017).

Key success factors: Coping with environmental regulation, satisfying environmental future and mutually learning effects (Chen et al, 2018).

Challenges and problems: Increased cost for energy-efficient and water-efficient appliances, cost on employees' professional training, high operating costs associated with purchasing environmentally friendly products, social gaps within social interaction and customer network, hard work with the suppliers to develop energy saving products, coping with institutional weaknesses, changing management attitude and organizational culture, need for certifiers/verifiers (Chen et al, 2018; Alonso-Almeida et al, 2017).

Year when the enterprise was created: 1972

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

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

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