

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Giannoulis Hotels & Resorts

Page | 1

Country/region of operation: Greece/Region of Crete

Sustainability dimension: social/economic/environmental

Description of the enterprise/initiative:

Giannoulis Hotels & Resorts comprises of four 4* hotels and one 5* resort on Crete Island in Greece.

Social/ community impact:

The protection of the local environment and landscape and also the preservation of local traditions are the hotels' main goals.

Stakeholders: Local community, local suppliers, students, municipality and local organizations, such as Chania Hotels Association. The group is also a member of the Greek Tourism Confederation.

Approach applied:

The resort has developed a sustainability policy (in social, economic and environmental terms) following green tourism practices.



Innovation applied:

Management and staff

- Environmental policy in place
- Annual training about efficient usage of energy
- Suppliers who keep environmental friendly procedures

Energy and water saving

- Water efficient filters and mixing taps in most bathrooms
- Automatic irrigation systems in all the garden areas
- Water is heated by solar thermal collectors and by biomass burner
- Energy efficient light bulbs in all public areas and most guest rooms (led bulbs)
- Watering of gardens takes place late in the evening to prevent water waste
- Every new equipment purchases checked to be energy efficient
- Key cards or magnets to switch off lights when guests leave the room

- Investment in renewable energy systems
- Regular maintenance & training on the equipment at the beginning of each season towards efficient energy use
- Information to guests in order to save water/energy

Waste management and recycling

- Used oil & fats are collected
- Recycle bins for recycling batteries, plastic, glass, paper, toner cartridges
- Efforts to limit the use of disposable products
- Reuse of paper for internal use
- Orders in bulk where possible
- Use of returnable glass –bottles filled by filter water wherever available
- Recycle bins available to all of the public areas for the guests

Chemical management

- Environmental criteria when purchasing cleaning agents
- Use of chemicals is limited and when is necessary
- Use of local plants in the garden that need less water and are more resistant to the local climate
- Use of organic fertilizers to all of the gardens
- Daily control of the swimming pools in order to use the minimum amount of chemicals and other substances

Coastal protection

- Initiatives for the protection of the sea turtles
- The beaches are properly organized and regularly cleaned
- Bathing water quality is constantly monitored

- All the initiatives on the beaches are recognized and following the procedures of the international Blue Flag Award

The 90% out of total 110 persons of the staff are Greek people from local or near communities. Every year, the Hotel participates in governmental educational programs in order to introduce new students and potential employees (5-10 students, 5% of staff) into the tourism sector and in particular into the hospitality business. The company also participates in governmental educational programs for staff members in order to improve their skills.

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: More than 40 years

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

<http://www.giannoulshotels.com/>

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