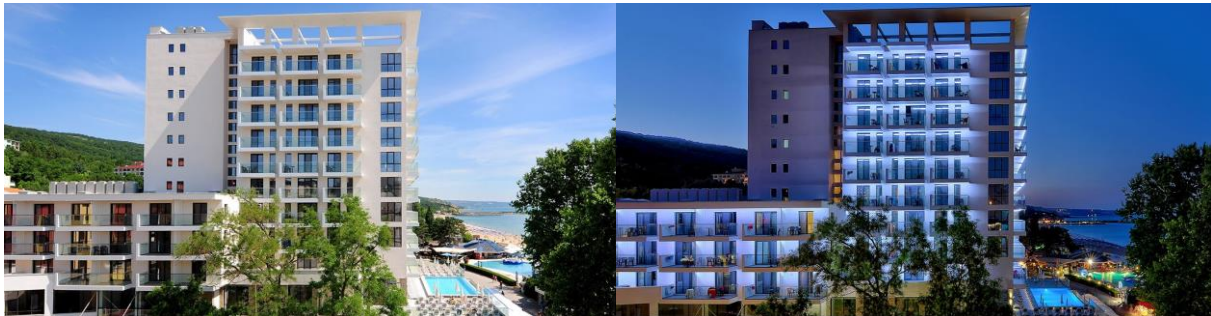


***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Grifid Metropol Hotel

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Source: http://www.grifidhotels.com/index.php?page=metropol_gallery

Country/region of operation: Golden Sands, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Grifid Metropol Hotel is part of GRIFID HOTELS. This property is 2 minutes walk from the beach, right on the seaside promenade in Golden Sands, Grifid Metropol Hotel offers all-inclusive accommodation, private beach in front of the hotel, swimming pool, bio pool, bio & healthy bar and a-la-carte restaurants offering Fusion and molecular, as well as Italian, Asian, Tex-Mex, Rodizio, Balkan, Mediterranean and Mexican cuisine.

The hotel offers a boutique wellness center with choice of various treatments and SPA procedures in Massage rooms, Sauna, Beauty salon and Relax Zone. The complimentary fitness room is equipped with the latest edition of Technogym multi-gym systems to keep you in good shape. Open air Well fit zone and Boccia field. Available to all guests is the multifunctional playground in the nearby Grifid Bolero, suitable for tennis, football, volleyball and basketball.

Cooking classes are also available. The stylish piano bar offers entertainment and live music in the evenings, while the Sky bar boasts breath-taking panoramic views and innovative molecular cocktails. Grifid Concierge service takes care of all the little details.

Social/ community impact sought: Providing high quality services and keeping up with the latest trends to satisfy the clients demand; implementing measures with regard to the employees' development and environment protection

Stakeholders: adults

Approach applied: Health and healthy living, facility management

Innovation applied: product innovation; Fusion and molecular cuisine, bio pool, Bio & Healthy Bar

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Social impact and business results achieved: This is guests' favourite part of Golden Sands, according to independent reviews. The property also has one of the best-rated locations in Golden Sands, guests are happier about it compared to other properties in the area. Couples particularly like the location — they rated it 9.6 for a two-person trip. This property is also rated for the best value in Golden Sands. Guests are getting more for their money when compared to other properties in this city /[booking.com/](https://www.booking.com/).

Financial situation / sustainability of the business model: GRIFID HOTELS management knows how important is the environment and its protection for the business to exist and develop. As a tourist service suppliers they are extremely interested to have a policy that keeps and protects the resources and strives to minimize the business operational impact on the environment through good practices and modern methods of work.

GRIFID HOTELS engage all members of staff in the efforts to have sustainable and „green,, business. They all work in several main directions that assist in achieving the goal to manage hotels that alongside with their operation, contribute to the environmental protection. The measures include:

- Strictly comply with the Bulgarian and European legislation and norms with respect to the environmental protection, labour and human rights, health and safety, financial norms and requirements.
- Always set new criteria not only with respect to guest satisfaction, but related to reduction of electricity, gas, water and fuel consumption, less use of hazardous substances and detergents.
- Inform, invite and make aware the customers and staff how to save water and electricity, to separate the waste, to be involved in activities related to cleaning and protection of the environment. The guests are invited to use their bath towels more than once in order to reduce the negative impact of the laundry detergents. Information on sustainable tourism can be found in the kiosks situated in the lobbies, on the information boards in the common areas in each of the hotels.
- All rooms and common areas are with energy efficient lighting, movement sensors and sensor for automatic shutdown of the air conditioning in the room upon an open door. Showers, sinks and toilets are with minimum water consumption.
- The laundry machines are with highest class of energy efficiency and low consumption of water and laundry detergents.

- All cleaning detergents used in the kitchens, restaurants and bars and housekeeping are environmentally safety – quickly or absolutely dissolved.
- For all the employees transportation to the working place is provided in order to minimize the negative effect of the car emissions.
- Waste separation: paper, metal, plastics, glass, biodegraded waste. All goods are delivered in big packaging in order to minimize the disposal waste.
- Upon purchasing the food products for the restaurants local producers are preferred.
- Stimulate the numerous clients during summer season to visit more cultural and natural places of interest.
- Use of electronic mail communication in order to reduce print outs and paper use.
- Organize and take active part in social and charity activities to improve the touristic infrastructure, cultural and natural resources of Varna region.
- During off season employees can benefit of free foreign language courses
- Since 2015 Grifid education center offers training for the following proficiencies: waiter, cook, ship cook, baker, bar tender and chambermaid. After finishing the theoretical part of the education, the students have the right to a practical training at GRIFID HOTELS. The center is licensed under Bulgarian legislation and the issued diplomas are internationally recognized.

Key success factors: high-quality of services, following the trends, policy of environmental management

Challenges and problems: The hotel is not accessible for children and youth. It has adult only policy.

Year when the enterprise was created: n/a

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

http://www.grifidhotels.com/index.php?page=metropol_accomodation

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

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