

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Hotel Kimen**



Source: <https://hotel-kimen.com/subcategory/Photo-gallery-9>

**Country/region of operation: Cres, Croatia**

**Sustainability dimension:** environmental, economic, social

**Description of the enterprise/initiative:** The hotel is located on the island of Cres which can be reached by a ferry. The capacity of the main building is 128 rooms, as 200m away from the main building stands the House Kimen which consists of 10 rooms and is suitable for large groups.

Activities offered in the hotel include tennis, hiking and cycling, diving, and boat excursions. Massages and beauty treatments are also offered, as well as various activities for children.

Hotel Kimen's restaurant serves Croatian and Mediterranean cuisine, as well as regional specialities.

Guests can enjoy evening entertainment such as folklore performances and concerts on the terrace.

**Social/ community impact sought:** Enhancing the tourism opportunities in the island of Cres as at the same time preserving the environment. The company's main goal is to take

care of desires and comfort of their guests with special accent to preserving natural values and purity of the environment which is confirmed by blue flag awarded to the beach (with lifeguards). The hotel's management are certain that guests will forget their everyday life and enjoy themselves with all their senses and really have a good vacation.

**Stakeholders:** people of all age from Croatia and abroad

**Approach applied:** The hotel is situated right on the beach and 10-minute walk from the Old Town of Cres. It offers everything needed for uninterrupted holiday without need for leaving the complex. The accommodation packages allows the visitors to choose between bed and breakfast options or an option which also includes dinner. A common approach applied by the hotel management is the discount system which allows the visitors who spend 7 nights at the property to pay for only 6 of them.

Another approach is the organization of special excursions for groups which include Culture and tradition tour, Olive, Flora and Fauna-tour, Outdoor activities, gourmet tours, etc.

**Innovation applied:** In addition to the environmental protective measures applied by the hotel management, another innovative initiative is related to the discount of the ferry price - if a traveller spend 7 days in the hotel, the ferry tax is also covered by the hotel.

**Social impact and business results achieved:** The hotel works all year round and enjoys constant interest from locals and foreigners. The prices are affordable and reasonable, and the guests rate the place as superb. The business success and social impact is visible in the high occupancy and difficulty in booking a room.

**Financial situation / sustainability of the business model:** Hotel Kimen uses "green" electricity and it is the user of certificates and mark "green 2017/2018" which guarantees that the electricity that is used throughout the company came from renewable sources.

The hotel is awarded with Green Key which is a voluntary eco-label for tourism facilities. It promotes sustainable tourism and aims to contribute to the prevention of climate change by awarding and advocating facilities with good initiatives. The label is based on international criteria that reflect the various fields of tourism facilities (hotels, hostels, camp sites, conference and holiday centres). It focuses on environmental management, technical demands, and initiatives for the involvement of guests, staff and suppliers and covers:

- Water, Waste, Energy
- Involvement and Awareness of Guests
- Environmental Management
- Staff Involvement
- Use of Chemicals
- Open Spaces
- Food and Beverages

The fact that the hotel is situated on a Blue Flag beach enhances the sustainability of the enterprise as "Blue flag" is an international ecological award, project for protection of the sea and coastal regions of The Foundation for Environmental Education (FEE), awarded every year for the past thirteen years conducted successfully in Europe and other parts of the world. Blue flag is a symbol for preserved, safe and pleasant environment intended for vacation, entertainment and recreation, well worked out system of management of the coastal region and sustainable tourism development. To carry a blue flag means top tourist promotion based on high service quality, sea and shore cleanness and equipment and tidiness of the beaches.

Hotel Kimen is also the proud owner of the certificate for the environmental management system according to ISO 14001: 2015.

**Key success factors:** high-quality services, accommodation and food, preserved nature, innovative approach

**Challenges and problems:** The challenge was seen in attracting visitors to the island because of the ferry taxes which necessitated the discounts approach.

**Year when the enterprise was created: 2008**

**References (web-site, intent links, video, etc.):** <https://hotel-kimen.com/>