

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel Valamar Sanfior



Source: <https://www.valamar.com/en/croatia/rabac>

Country/region of operation: Rabac, Croatia

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: The romantic Hotel Valamar Sanfior is located on the coast of a wooded peninsula. Surrounded by Mediterranean greenery, it provides a quiet haven with a stunning view of Rabac Bay. The place features romantic rooms, relaxing outdoor and indoor pools, wellness & beauty centre, and excellent buffet restaurant with terrace and sea view. The property offers daily Stay Fit programme and complete service for cyclists.

The Casa Valamar Sanfior which is ideal for families stands right next to the hotel and next to Rabac's fantastic beaches. In addition to modern family rooms, a pool with amenities for family fun, creative children's playrooms, and the Teen Hangout zone, its guests can also use all the superb services and facilities of the hotel.

Social/ community impact sought: Not only to create a place for relaxation and accommodation but a place that offers sport activities included in the price such as jogging, active wake up, Nordic walking, brisk walking, cycling tours, aerobics, Zumba, dance aerobics, hot iron, street workout, yoga, easy body shaping exercises, Pilates, table tennis, pool games, etc.

Stakeholders: families and couples

Approach applied: combination of relax, Croatian sun and sea, luxury accommodation, environment preservation measures and sport activities

Innovation applied: included in the price of accommodation “Stay fit” programmes

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Social impact and business results achieved: As part of the 'Tourist Flower – Quality for Croatia' campaign, the Hotel Valamar Sanfior was declared the best 4-star hotel on the Adriatic for the year 2014. The hotel is also the winner of the world's most prestigious tourism award, the World Travel Award 2014, as a leading hotel in Croatia. Praised by the Wall Street Journal as a 'Travel Industry Oscar', the World Travel Award has been recognised worldwide as the greatest recognition for product brands that set new standards in tourism industry excellence. Casa Valamar Sanfior is the winner of the prestigious Luxury Travel Guide Global Award 2016 in the category of Luxury Sea View Hotel of the Year. The award symbolises quality and prestige in all areas of luxury travel, and it is awarded by the Luxury Travel Guide, a prestigious travel agency and one of the leading lifestyle travel portals.

Financial situation / sustainability of the business model: Valamar Sanfior Hotel implements environment protection measures in terms of waste management, resource efficiency, self-sufficiency, use of local and seasonal products, etc.

The hotel has received the Travelife Gold award meaning it met the set up requirements of the sustainability criteria – from policies and procedures in order to actively reduce the environmental impact and to treat employees in a fair and respectful way to actively being involved in minimising the use of chemicals that damage human health and the environment etc.

The hotel adheres to high standards that ensure environmental protection. It has established an Environmental Management System accredited in compliance with the ISO 14001 standard. The hotel adheres to a stringent environmental protection policy with strong commitment to: compliance with legal requirements, the preservation and conservative use of natural resources, pollution prevention, waste separation facilities, employee training, constant improvement of and focus on environmental protection. (Environmental protection policy available on request.)

The hotel is awarded with "green certificate" advanced category by the Association of Employers in Croatian Hospitality (UPUHH).

Key success factors: wide range of services offered, green attitude towards environment

Challenges and problems: shortage of qualified personnel during the busy months

Year when the enterprise was created: 2006

References (web-site, intent links, video, etc.): <https://www.valamar.com/>