

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Kubic Athens Hotel

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Country/region of operation: Greece/Region of Central Greece/Athens

Sustainability dimension: social, economic

Description of the enterprise/initiative:

The 4-star Kubic Hotel in Athens is combining cutting-edge technology, with metro-living and relaxation. It is the first ever in Greece tech-centric hotel in the centre of Athens with a roof terrace, a fully equipped gym, a play room, a conference room, a business center, a 24-hour bar and a lounge. High-speed Wi-Fi encircles the entire hotel, there are 3 Apple Mac computers available for use -two in the business center and one in the lobby-, while the conference room has a projector and the infrastructure to host a 50 people meeting.

Social/ community impact:

The Kubic Hotel is the first smart technology embracing establishment, with the aim to offer tech-savvy guests a balance of high-end, fuss-free hospitality, central location, and complete autonomy, setting, thus, high digital standards for the local tourism industry.

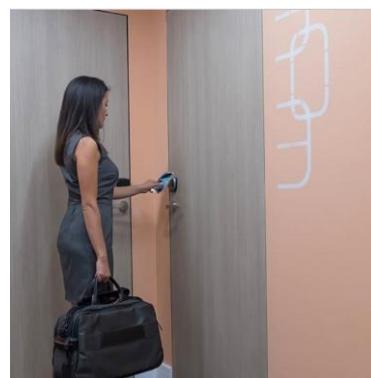
Stakeholders: Guests

Approach applied:

Smart Technology Enhanced Accommodation

Innovation applied:

The hotel has a dedicated interactive app which can be downloaded on every smartphone that enables guests to check-in, check-out, control the room temperature, window blinds, turn on, off and dim the lights, open the door, navigate the 43-inch Smart TVs, and also find information regarding the hotel, and the area. And for those who do not wish to download the app, each room comes with a Samsung tablet that enables guests to do exactly the same. The hotel has no



traditional reception, but more of an info desk, where guests can get the help they need, if something is unclear.

Tech-related room & hotel amenities

- Complimentary high-speed Wi-Fi throughout the hotel
- In-room Samsung tablets (to control various room functions)
- Hotel interactive app
- Apple Mac computers for guest use
- Audiovisual equipment in the conference room

- In-room USB ports
- In-room VoIP Phones
- 5 in-room electrical outlets
- Printer for guest use
- Web check-in/check-out



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Sustainability of the business model:

The technology-enhanced tourism model adopted by the hotel addresses the personalized needs of tourists and adapts tourism services to systemized economic, social, and technological changes. In terms of tourism management, it can provide valuable information services to tourists based on their requirements and locations, improve the monitoring of the quality of tour activities, and statistically analyse tourist groups in order to support the promotion and marketing activities (Li et al, 2017).

Key success factors: Quickly, flexibly and accurately understanding and incorporating tourists' personal experiences in the hotel's core activities and using them as the basis for an integrated service (Li et al, 2017).

Challenges and problems: The hotel targets at tourists who are familiar with adopting mature technology, therefore, a more targeted group than usual. In addition, the smart model adopted requires the continuous attention to the application of new technology on the side of the business and the tourist (Li et al, 2017).

Year when the enterprise was created: n/a

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

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

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