

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Marina Grand Beach Hotel

Page | 1



Source: <https://www.ebookers.com>

Country/region of operation: Golden Sands, Varna, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative:

Marina Grand Beach Hotel is a 4-star hotel, just 30 m away from the sandy beach in Golden Sands resort and 18 km away from the beautiful Bulgarian city Varna. The hotel offers accommodation, delicious cuisine, exciting entertainment and relaxing indoor and outdoor pools, and SPA center. Marina Grand Beach Hotel applies various techniques and procedures to ensure the Energy Efficiency of the enterprise and enhance the sustainability.

Social/ community impact sought:

The vision of Marina Grand Beach Hotel is to offer its guests a special and unforgettable stay while minimizing the adverse effects of the development of tourism on the environment, investing in its employees, preserving and promoting local culture and contributing to the economic development of the community.

Stakeholders: Tourists, employees, society

Approach applied:

The motto of the Marina Grand Beach Hotel is one of the most well-known definitions of sustainable development - "to satisfy the needs of the present generation without taking away the opportunities and prerequisites of the future generation to satisfy its own needs." To achieve its goals, the company has implemented the following sustainable development measures:

- Replacement of existing heat pump units with new high-energy-efficient aggregates / chillers / - the aim is to reduce the energy costs of the hotel's air conditioning.
- Replacement of technological equipment in a laundry facility - the aim is to increase the capacity and energy efficiency of the hotel laundry facility.
- Construction of a solar installation for domestic hot water supply - the aim is to reduce the cost of heating domestic hot water in the hotel by using renewable energy sources - the energy of the sun.
- Installing room door sensors to turn off the air conditioner when doors are open;
- Use and replacement of existing equipment in the hotel and kitchen with A-class energy saving appliances and machines;
- Replacing the existing room access control and energy saving system with a new more effective one
- Replacement of lighting fixtures in hotel corridors that are operated around the clock with energy-saving lighting - diode bands.
- Using e-mail as a means of communication between employees to minimize the printing of business correspondence.
- Reduce air emissions by providing official transport from Varna and Dobrich to the hotel for all workers;
- Waste management

Innovation applied:

Introduction of the Innovative Model of Work Organization - Integrated Human Resource Management System (IMSMD) to optimize working processes, introduce flexible working hours and practices for extending working life for older employees - over 54 years of age.

Social impact and business results achieved:

Increased labour productivity and profitability of the business; reduced operational costs and environmental impact.

Financial situation / sustainability of the business model:

As a result of the implemented measures the sustainability of the business has been enhanced and in 2006, the building was certified and received the highest energy efficiency certificate - class "A". Marina Grand Beach Hotel is part of the project „RELACS” /Renewable Energy for Tourist Accommodation Buildings/ and it is certified by Elbimeks LTD. for separate collection and recycling of waste.

Key success factors: resource-efficiency, facility management

Challenges and problems: One of the biggest obstacles to sustainability in hospitality sector is the food wastefulness. However, Marina Grand Beach Hotel offers all-inclusive accommodation because the tourists visiting the resort are only looking for this type of service.

Year when the enterprise was created: 2002

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

<http://www.marinagrandbeach.bg/>