

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Natura Beach Hotel and Villas**



Source: <http://www.natura.com.cy/gallery/nggallery/natura/general-view>

**Country/region of operation:** Polis, Cyprus

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

**Description of the enterprise/initiative:** This renowned, seafront ECO hotel is situated in Polis, northwestern Pafos District, in a stunning location, right on an extended beach at the centre of the bay with clear, warm waters. The hotel, surrounded by beautiful Mediterranean orchards and gardens with recent renovations, is 45 minutes drive from Pafos International Airport and 35 minutes from Pafos town.

The family run Natura Hotel and Villas is a truly unique holiday retreat, the right place for relaxation, offering space and tranquility. Sitting by the pool or basking in the sun on the spacious lawn under the palm trees will be hard to resist.

This nature lovers resort is also very popular for active holidays. By Walkers and Cyclists due to its proximity to the scenic Akamas nature reserve, a beautiful peninsula with several walking and cycling trails. By Botanists, the gardens and plantations of the Natura are ideal for study. By Birdwatchers, the resort is situated on a main migrating bird route. By Turtle lovers, the beach of Natura is a turtle nesting area. By Anglers, for fishing in the sea or the nearby dams. By joggers who find the lawn corridors of Natura as well as its long beach the right place for exercise. By swimmers and snorkelers enjoying the sea of Natura Beach.

The Natura is also the ideal place for children as they find their paradise playing and running freely on the large lawns.

The Natura is the right place for weddings. The extensive lawns overlooking the Mediterranean with spectacular sunsets are ideal for romantic wedding ceremonies and receptions.

The Natura Beach is a Padi Gold Palm Resort in association with a nearby Water Sports centre, offering among other things instruction in scuba diving at all levels. An unforgettable experience is also a boat ride along the Akamas peninsula coastline with a swim in the blue lagoon of Fontana Amoroza area.

**Social/ community impact sought:** Continuing the family tradition in combining agricultural production and hospitality services as adjusting the business to the need for providing healthy and local food and implementing measures for environment protection.

**Stakeholders:** guests, society

**Approach applied:** Organic and local products, Use of renewable energy resources, Waste management

**Innovation applied:** the hotel's vegetable garden covers the needs of the kitchen year round; guests are welcome to participate in olive and orange picking; lectures on the nature of Cyprus and guided walks to the Akamas Peninsula Nature Reserve are organized by the hotel and are free to all guests

**Social impact and business results achieved:** The Natura Beach Hotel and Villas received the Business Tourism Sustainability Award. It is also a member of [www.responsibletravel.com](http://www.responsibletravel.com) and [organicholidays.co.uk](http://organicholidays.co.uk).

**Financial situation / sustainability of the business model:** Living up to its name the Natura Beach is a hotel with a strong environmental ethos:

Design:

The characteristic low-profile design of the hotel buildings and their distance from the beach are part of the management's effort of not imposing upon the surrounding environment.

Water conservation and sewage treatment:

A separate piping network provides ground water from own well to lavatories thus saving valuable drinking water. The ground water is also used for the irrigation of the hotel's plantations and herb gardens. All waste water is collected in a sophisticated on-site biological treatment station and the treated water is used for irrigating the orchards. Guests can help in the efforts by choosing when to change towels for obvious environmental reasons.

#### Energy conservation and recycling:

A solar panel system ensures that for most of the year no fuel at all is used for heating the water. The photovoltaic system covers a considerable amount of everyday electricity needs. The eight swimming pools are cleaned and filtered with the use of green solar energy. Economy light bulbs are used in all rooms and common areas. The air-conditioning units go off when the glass doors to the balcony or terrace are not well shut, avoiding wasteful use. Air-conditioning and all lighting in the bedrooms also go off when the key holder is removed from the slot when the guest is away.

Reuse and recycling are priorities of the Hotel. Huge amounts of organic matter is composted and used in the organic vegetable gardens. Paper, metal, glass and plastic are all recycled.

#### Turtles:

The beach has always been a breeding ground for Sea Turtles (both the Careta Careta and the Chelonia Mitas). Because of this, measures such as avoiding bright lights and excessive water sports on beach, etc. are taken. Turtle nests are monitored and protected. In fact, the numbers are going up every year.

#### Education:

Occasional lectures on the nature of Cyprus and guided walks to the Akamas Peninsula Nature Reserve are organized by the hotel and are free to all guests.

The Natura Restaurant offers a wide variety of traditional Cypriot and Mediterranean dishes making extensive use of locally grown products including a wide variety of hotel grown organic vegetables.

The Natura Beach is located in an agricultural estate which has been in the family of the owners for generations. The present owners continue the agricultural tradition as part of the overall Natura holistic and sustainable concept.

The hotel plantations, on the left, right and in front of the buildings, provide most of the fruit and vegetables used by the kitchen. Over 600 citrus trees supply fresh, organic juice and fruits throughout most of the year. The 400 olive trees produce a few thousand liters of organic extra virgin olive oil annually, as well as delicious olives, both used extensively by the restaurant chef. Depending on the season, guests can participate in olive and orange picking. Other trees like bananas, figs and palm trees turn the estate into an exotic park.

The organic vegetable garden, at the east side of the estate nearly covers the needs of the kitchen year round. The diverse range of organic vegetables is used in salads, accompanies the main dishes, and is also the main ingredient in many of the vegetarian dishes.

The organic herb garden, near the tennis court, provides unique Mediterranean flavours to the dishes and also a range of healthy herbal infusions.

The nearby small animal farm (goats, chickens turkeys, ducks, rabbits etc) provides some of the requirements i.e. free range eggs or the milk for cheeses like halloumi and anari.

#### **Key success factors:** self-sustainment

**Challenges and problems:** Due to the hot Cyprus weather cooling during the extensive summer month is needed, therefore the expenses for electricity are high.

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://www.natura.com.cy/>

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