

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Nissi Beach Resort

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Source: <http://www.nissi-beach.com>

Country and region of operation: 5340 Ayia Napa, Cyprus

Sustainability dimension: environmental, resource-efficient, nature protecting

Description of the enterprise/initiative: Nissi Beach is one of the island's finest beaches, famous for soft white sands and clear waters. The beach stretches for 500 metres and the water is clean enough for the beach to have been awarded BLUE FLAG designation. The beach, which runs the length of its own cove, takes its name from the small islet of Nissi (Greek: Νησί) located close to the coast. In 2005, archaeological excavations along the western borders of the bay revealed evidence of fire-lighting equipment dating back 12,000 years, indicating that the area could have been settled by the first humans on the island. Overlooking this landmark, the Nissi Beach Resort embraces the unique bay and is set within its own lush, tropical gardens. The beautiful natural habitat of the resort is home to the friendly resident pelicans. The Nissi Beach Resort offers 270 modern rooms – 118 Garden View, 104 Sea View, 18 Beach Bungalows and 30 Suite Beach Bungalows. All rooms have picturesque views of the gardens or sea, are elegantly designed and offer a range of facilities for the guests' comfort and convenience.

Social/ community impact sought: The Nissi Beach Resort offers extensive services to enhance their tourists' relaxation and recreation. With its own 100000 square metres gardens reaching to the very beach, the resort offers the perfect combination of beautiful nature and clear sea, together with various opportunities for activities and fun for all ages.

Stakeholders: Guests of all ages – both tourists and locals.

Approach: Along with the best efforts to enhance the quality of the guests' stay, Nissi Beach Resort does all with respect to the local environment and managing the impact for the benefit of the local community in which it operates, through implementing sound environmental practices in the day-to-day operations: endeavouring to reduce the use of energy and water, and re-use and recycle the resources consumed by the business wherever practical; encouraging the development and adoption of sustainable technologies including renewable energy; monitoring and measuring the environmental performance on a monthly basis; protecting the rare endemic plants and wildlife and engaging customers, employees, suppliers and contractors in our efforts to protect the environment.

The Resort is certified under ISO 14001 since 1996 and maintains a Travelife Gold Award.

Innovation: Nissi Spa Resort is one of the very few hotels that have put efforts to preserve and revamp its natural sand dunes. This was made following the guidelines set up by the Green Beach Project. Under the still ongoing Sand Dunes Project the target of the Resort is to preserve and expand all of the natural endemic plants on the beach has been achieved. Now on the Nissi Beach sand dunes there are more than 16 Cypriot beach endemic plants of the island in very big numbers, such as *Pancratium Maritimum*, *Euphorbia Paralias* and the beautiful convolus of the beach the *Ipomea*. Also, under the SEA LILY PROJECT/Sea Daffodil (*Pancratium maritimum*), over 20 wild plants were located on the sandunes; all were classified and appropriate care was taken to preserve them. Labels were placed so that visitors could stroll and discover the magic and the uniqueness of nature if we take care of it.

Social impact and business results: Nissi Spa Resort is a member of the Cyprus Sustainable Tourism Association. This is a place rated by visitors as Excellent, Perfect, Great, and so is its staff. Its FB page is being liked and followed by over 9500 people.

Financial situation / sustainability of the business model: NISSI BEACH RESORT is proud of its achievements (Awards granted by Travelife ,Thomas Cook and Tui Uk,Tui Germany-Tui environmental champion) which demonstrate a firm and steady commitment to environmental excellence.

Key success factors: Innovative, resource - efficient and nature protecting, overlooking the sea, providing a great variety of activities to its guests.

Challenges and problems: Apart from the occasional problems with equipment which are normal and not major, the Management is very consistent in the continuous improvement of the place, and following their environmentally responsible policies.

Year of establishment:

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

<http://www.nissi-beach.com>

https://www.youtube.com/watch?v=VdoR5Gcd_b0