

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Olive Green Hotel

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Country/region of operation: Greece/ Region of Crete /Heraklion

Sustainability dimension: social/economic

Description of the enterprise/initiative:

Olive Green boasts its distinctive contemporary architecture and style, blended with the marvels of nature. Greenery is prominent in the property, while the interior design is minimal. Using wood, metal and concrete, the hotel brings nature inside accompanied with modern, contemporary furnishing.

Social/ community impact:

The hotel offers high-tech additions that enable guests to connect to the world while they can get all the information needed from special devices and QR code, interactive display boards, experiencing a unique sense of modern hospitality.

Stakeholders: Guests

Approach applied:

Smart Technology Enhanced Accommodation

Innovation applied:

The hotel provides its guests with the opportunity to complete a series of functions via the Olive Green App, such as online check-in and check-out, research for information about the hotel and Heraklion. Using a tablet, the guests can control everything in their room and experience digital services. Digital concierge is always available to offer help to those who need assistance with making reservations at a



cosmopolitan restaurant or booking tickets for wine tasting excursions, suggesting the perfect routes for hiking and more. According to the type of accommodation each guest has selected, he/she can follow the route from the QR code and reach the destination depicted on the headboard of the bed.

Sustainability of the business model:

The smart practice 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.olivegreenhotel.com/>