

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Patras Smart (Airotel)

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Country/region of operation: Greece/Region of Western Greece/Patras

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

The Hotel is located 500 m. from the city center. It offers 51 rooms, 3 of which are built for people with disabilities and is equipped with solar heaters and a thermal frontage which regulates the building's temperature.

Social/ community impact:

The hotel is aiming to decrease its ecological footprint and increase environmental awareness by using new technologies (with a focus on architecture) for making its facilities environmentally friendly.

Stakeholders: Guests

Approach applied:

Green infrastructure

Innovation applied:

The hotel is equipped with solar heaters and a thermal frontage which regulates the building's temperature while there is grass planted on the roof.

Sustainability of the business model:

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The green tourism model offered by the hotel provides guests with green products, green services and accommodations that reflect the features of natural ecologies responding, thus, to an increasing target group of environmentally-driven tourists (Lee & Cheng, 2018). It has been acknowledged that green hotels can reduce their operating cost after implementing green management practices as well as increase their reputation and brand perception. Several studies have showed that green practices create benefits including cost reduction, efficiency, competitor differentiation, and attraction of new clients (Alonso-Almeida et al, 2017).

Key success factors: Coping with environmental regulation, satisfying environmental future and mutually learning effects (Chen et al, 2018).

Challenges and problems: Increased cost for energy-efficient and water-efficient appliances, cost on employees' professional training, high operating costs associated with purchasing environmentally friendly products, social gaps within social interaction and customer network, hard work with the suppliers to develop energy saving products, coping with institutional weaknesses, changing management attitude and organizational culture, need for certifiers/verifiers (Chen et al, 2018; Alonso-Almeida et al, 2017).

Year when the enterprise was created: n/a

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

<https://www.airotel.gr/en/Patras-Smart-794.htm>