

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Sani Resort (Sani SA)**

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**Country/region of operation:** Greece/Region of Central Macedonia/Chalkidiki (Kassandra peninsula)

**Sustainability dimension:** social/economic/environmental

**Description of the enterprise/initiative:**

A family-owned 5\* luxury resort in an ecological reserve stretching across 1,000 acres, combining beaches and pine forests of the Kassandra peninsula.

**Social/ community impact:**

The resort offers an eco-friendly experience with emphasis on raising awareness in terms of protecting local biodiversity.

**Stakeholders:** Local businesses and suppliers, seminar instructors, local staff, guests

**Approach applied:**

The resort has developed an eco- sustainability policy

**Innovation applied:**

Energy and carbon management (reduction of energy use), waste water management (recycling water, consumption reduction), waste management (recycling), sustainable procurement and supplier assessment (evaluation of suppliers based on sustainability criteria focusing on quality, proximity, environmental protection and business ethics), staff training.

**Sustainability of the business model:**

The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits (cost savings, marketing), competitive advantage, legitimation (complying with regulations, regulatory or social compliance), environmental responsibility and enhancing image (Margaryan & Stensland, 2017; Geerts, 2014).

**Key success factors:** Firm infrastructure and management, development of innovative activities, education and training (guests, staff), relations with relevant groups (including connection with local communities and resources), management of tourist attitude and behaviour, capacity for marketing activities (Lee et al, 2011).

**Challenges and problems:** Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of ecotourists is crucial for the long-term success as ecotourists usually base their preference to their personal experiences (Catsellanos-Verdugo et al, 2016).

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

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

[http://www.sani-resort.com/en\\_GB](http://www.sani-resort.com/en_GB)