

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Sheraton Rhodes Resort

Page | 1

Country/region of operation: Greece/Region of South Aegean/ Rhodes

Sustainability dimension: social/economic/environmental

Description of the enterprise/initiative:

The hotel offers a combination of gardens with a private beach and is situated in Ixia, 4 kilometres from the Medieval Town of Rhodes, an UNESCO World Heritage Monument. The hotel offers packages for families and includes sports, spa, conference and reception facilities.

Social/ community impact:

Sheraton Rhodes Resort aims at highlighting the cultural and natural assets of Rhodes, namely its natural beauty, unique architecture and cultural heritage, the variety of entertainment options, the modern infrastructure and traditional hospitality.

Stakeholders: Local associations, Starwood and Unicef, guests

Approach applied:

The hotel has developed sustainability programs and initiatives under green tourism practices.

Innovation applied:

Sheraton Rhodes Resort is committed to actively participating in the continuous improvement and protection of the environment for its guests, colleagues and the community.

Energy Efficiency, Conservation and Management

- Lighting, computers, and equipment in all areas are turned off when not in use
- High efficiency lighting in all guestrooms, lobby & reception
- Energy master switch in all guestrooms

Water Conservation and Management of Freshwater Resources

- Make a Green Choice- Guests have the option to reuse linens or decline housekeeping service to assist our water conservation efforts
- Toilets and faucets taps are low flow

Environmentally Sensitive Purchasing

- The company avoids the purchase of any paint that contains heavy metals or toxic organic substances.
- The Bliss soaps are 100% biodegradable and the packaging is recyclable
- All other Sheraton packaged plastic items in the Food & Beverage, Housekeeping department and general amenities are 100% recycled material
- The company only utilizes insecticides, fertilizers, and biocides allowed by a recognized Organic Program, Organic Materials Review Institute (OMRI), or its local/regional equivalent for use in a garden or landscaping

Banquets and Meetings – link

- Local food products are offered
- Paperless sales tools such as electronic menus, proposals and bills are used to cut down on paper usage
- Newspapers are provided complimentary in the lobby, reducing the impact when delivered to every guestroom.
- LCD energy efficient digital meeting signage
- Sustainable green meeting options and "Clutter Free Meetings"

Social engagement

The hotel participates in a partnership between Starwood and Unicef, promoting the Checkout for Children program, giving guest the opportunity to donate 1 euro to Unicef at check out and organizing fund raising events through the Road 2 Awareness project.

Sheraton Rhodes Resort has been awarded the Green Key Eco Label for 2017. The "Green Key" is an international program of quality, which serves as an incentive for any small or large unit, active in the tourism industry, to turn into a "green" unit.



Sustainability of the business model:

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, while experiencing educational activities on environmental conservation (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. Additionally, hotels in natural surroundings are more likely to respect the environment as one of their core concepts (Chen et al, 2018). 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.):

<http://www.sheratonrhodesresort.com/>