

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Split Hotel

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Source: [booking.com](https://www.booking.com)

Country/region of operation: Podstrana, Croatia

Sustainability dimension: economic, environmental, resource-efficiency

Description of the enterprise/initiative:

The family-run hotel has 40 double rooms, a pool on the roof terrace, a lobby bar with a terrace, fitness and massages center. All the bathrooms in the hotel are classic - they have natural lighting because they are separated by a glass wall from the bedroom area. Usually, beds are placed on the floor but this is not the case here - beds are elevated on a cascade base which enables the visitors to see the sea from the bed. All the rooms have a loggia and a sea view. In the reception area, the ceiling is actually a stretched linen decorated with drawings of the owner's children; the same thing is found on the staircase.

Social/ community impact sought:

As the growing pollution and the use of non-renewable resources lead to greenhouse effect, the hotel's owners have decided to use all the technologies available to contribute to prevent the further damage of the planet, as at the same time they sought to provide luxury and modern facilities to their visitors.

Stakeholders: Visitors of Split Hotel, society in general

Approach applied:

The hotel is the first in Croatia certified of energy efficiency class A. The hot water (daily needs 8000 litres) is heated by solar energy, solar power of capacity of about 9.9 kW is installed, there is a rainwater tank which is used for watering green surfaces, cleaning the parking space and the walkway, recycling bins are in the halls, all cleaning detergents are biodegradable, shampoos and soaps in the rooms and public restrooms are pH neutral and have Eco certificates.

Innovation applied:

Located on the beach offering all the sought luxuries for a high-class summer holiday as at the same time using all the available renewable energy resources, it is the first hotel in Croatia of that kind and it is rated by the visitors as modern and eco-friendly at the same time. Another innovation is that the hotel employees are being educated about energy efficient behaviour and also contribute to the sustainability of the business.

Social impact and business results achieved:

Located directly on the beach, offering terrace pool, massages, fitness center, restaurant, free Wifi and modern atmosphere the hotel owns everything needed to be preferable accommodation place for tourists of all age and background. The hotel is rated as Superb in booking.com with score of 9.0. The added value comes from the use of renewable energy resources which bolster the sustainability of the model as at the same time enhance the profitability and the reputation of the business.

Financial situation / sustainability of the business model:

By investing in renewable resource technologies the hotel management have reduced the utility expenses which enables lowering the accommodation prices and subsequently increase the tourist flow.

Key success factors: Resource-efficiency, modern facilities, location, staff involvement, comparatively low prices

Challenges and problems: The hotel operates year-round and during early spring, autumn and winter the renewable-energy installations can not fully secure the power supply as the sun radiation is lower.

Year when the enterprise was created: 2012

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

<https://hotelsplit.com/>

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