

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: The Montenegro Stars Hotel Group



Source: <https://www.montenegrostars.com/>

Country/region of operation: Montenegro

Sustainability dimension: environmental, social, cultural

Description of the enterprise/initiative: The Montenegro Stars Hotel Group is a hotel management company that owns and operates three hotels in Montenegro, on the Budva Riviera.

Splendid Conference and SPA Resort 5* - the most well-known hotel on the Budva Riviera

Montenegro Beach Resort - a comfortable 4* hotel in Bečići, famous for being a great place for family vacations

Blue Star Hotel 4* - a modern hotel in Budva city center, designed for short-stay travellers and businessmen

The properties include:

Splendid SPA – one of the East Adriatic's luxurious wellness hot spots Splendid

Casino Royale – a state-of-the-art gambling center open to all fortune's favorites.

Social/ community impact sought: By doing business the company strives to enhance Montenegro's reputation around the world as an amazingly beautiful destination with a rich history and truly spectacular nature.

The company hires people who share their values and the approach to service. It wants all the employees to feel secure about their future so that they can focus on their jobs without any worries. As one of the largest employers in the region, it wants to give the staff the best conditions for a stable and comfortable life.

Stakeholders: tourists of all age, nationalities, backgrounds, etc.

Approach applied: The company works hard to give the best service while making sure that the visitors' experience is 100% positive. It strives to always provide more and to do it better, and for the people working in the enterprise to exceed the visitors' expectations is a responsibility. Moreover, the enterprise is committed to introducing the best environmentally-conscious practices in technology, equipment, and operations. It also contributes to nature preservation, and is active in the conservation of cultural heritage.

Innovation applied: During the founding of the business, the company was a pioneer in many spheres of the hospitality industry. It was among the first hotels in Montenegro to implement environment protection measures such as:

- Energy efficient architecture and use of natural materials in the construction of the building (thermal insulation of facades and glass surfaces)
- assembling the central system to monitor and manage energy systems and energy monitoring
- Hotel intelligent control system(turning off the air condition when door or window open up; shutting the lights and other electrical instruments when a guest leaves the room)
- Installation and use of the latest techniques and technologies for water treatment (drinking water treatment and the production of several types of technical water)
- Energy savings on heating and cooling of the building through air chambers that have heat exchangers enabling heat transfer between the inner (output) and external (input) air
- laundry service with large capacity that fully meets all ecological standards with reduced consumption of energy and water
- use of electric vehicles within the facility and between hotels
- Waste management (separation of organic and inorganic waste, sorting of the packaging, storage of the used oil);

- filtering waste water (separation of sanitary and storm sewers on an access ramp and economic yard)
- use of ecological detergents (biodegradable)
- filtering exhaust air from the facility that is released into the atmosphere (chimney from the boiler room, kitchen ventilation and air handling)

Social impact and business results achieved: As a result of the staff management policy of the company, nowadays The Montenegro Stars Hotel Group is proud with the highly motivated and well-trained staff, always ready to attend to the tourists and provide help in order to make their stay an unforgettable one.

Financial situation / sustainability of the business model:

It takes an active role in the life of the local community, in order to be a good neighbour to all the citizens of Montenegro. It supports various philanthropic activities, ranging from education to assisting people with disabilities.

The hotels can be certainly called energy-sufficient buildings, although they do not use directly renewable energy sources. However, thanks to the way of construction, modern, effective techniques and technologies, outstanding results in the field of reducing the consumption and harmful greenhouse gas emission have been achieved.

Key success factors: responsibility, hard work, environmental protection measures, high standards of service, modern facilities, innovation

Challenges and problems: Maintenance of the facilities during the winter months

Year when the enterprise was created: 2003

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

<http://www.montenegrostars.com/index.php/home-splendid>