

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: To Armiro Boutique Houses**

Page | 1



**Country/region of operation:** Greece/ Region of South Aegean /Naxos

**Sustainability dimension:** social, economic, environmental

**Description of the enterprise/initiative:**

To Armiro Boutique Hotel is a complex of eco-friendly houses in Plaka, on the island of Naxos in Cyclades. The property was built according to the Cycladic architecture, and the houses were built with sustainability measures.

**Social/ community impact:**

The aim is to have environmental protection as the faithful guide for building an eco-friendly hotel with respect for nature and man and according to the Cycladic architecture.

**Stakeholders:** Guests

**Approach applied:**

Water consumption policy

**Innovation applied:**

The hotel follows a water consumption policy so that the facilities are supplied with water exclusively through rainwater harvesting systems from water tanks, thus offering autonomy in the hotel's water supply system.

**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 (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.toarmiro.gr/>