

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

Subsidy Contract No. BMP1/1.3/2616/2017

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Company name: Valamar Dubrovnik President Hotel



Source: <https://www.valamar.com/en/croatia/dubrovnik>

Country/region of operation: Dubrovnik, Croatia

Sustainability dimension: economic, social, environmental

Description of the enterprise/initiative: Valamar Dubrovnik President Hotel is a five star hotel located right next to the beach, offering an unique beachfront location and stunning views of the Elaphiti Islands stretching from all room terraces and balconies.

A Mediterranean themed wellness centre offers various signature treatments, as well as a sauna and hot tub. The hotel runs an award-winning gourmet restaurants where guests can taste the most exquisite fish dishes prepared in the Mediterranean tradition and matched with excellent local wines.

Social/ community impact sought: Creating a luxury place with beachfront location on the tip of the green Babin Kuk peninsula, only few minutes from the enchanting Old Town of Dubrovnik, providing its guests not only with spectacular views, but also with an unparalleled feeling of unity with nature and the crystal blue sea from every corner of the hotel.

Stakeholders: guests

Approach applied: All the rooms and facilities in the hotel complex are beyond luxurious. The rooms are priced based on services provided as for example the breakfast can be served at the room terraces so that honeymooners or couples can enjoy the superb award winning breakfast in private. Furthermore, there are so called romantic rooms which are specially decorated for romantic occasions.

The different interests of the guests require a combination of superb services and facilities. Therefore, for the guests looking for premium services the hotel offers accommodation in the V floor specially designed for them where they can enjoy special attention and personalised services.

Innovation applied: combination of luxury accommodation, gourmet food and environment preservation

Social impact and business results achieved: The hotel is ranked among the top hotels in Croatia and is the winner of the prestigious 'World Luxury Hotel Award' as a Luxury Beach Resort in Croatia in 2016. The World Luxury Hotel Awards is a renowned international organisation whose awards confirm the quality of luxury hotels worldwide and the quality of services for the guests.

Financial situation / sustainability of the business model: In 2002, the beach at the Valamar Dubrovnik President Hotel was the first hotel beach in Dubrovnik to be awarded the Blue Flag. The criteria for receiving the Blue Flag, which was presented by the Our Beautiful Homeland Movement in Croatia, are quite rigorous. These include the overall appearance of the beach and safety conditions onshore and in the water, and they must be met every year. Particular attention is paid to ensuring water quality, the most important prerequisite for receiving the Blue Flag, which is checked regularly from mid-April to mid-October.

Valamar Dubrovnik President Hotel has received the Travelife Gold award meaning it met the set up requirements of the sustainability criteria – from policies and procedures in order to actively reduce the environmental impact and to treat employees in a fair and respectful way to actively being involved in minimising the use of chemicals that damage human health and the environment etc.

The Hotel is also a proud recipient of the TUI Environmental Champion 2015 & 2017 award which is a recognition of hotels continuous efforts in sustainability and environmental protection.

As Valamar Dubrovnik President Hotel adheres to high standards that ensure environmental protection, it has established an Environmental Management System accredited in compliance with the ISO 14001 standard. The hotel adheres to a stringent environmental protection policy with strong commitment to: compliance with legal requirements, the preservation and conservative use of natural resources, pollution prevention, waste separation facilities, employee training, constant improvement of and focus on environmental protection.

Key success factors: high-quality services, strict principles, environment protection

Challenges and problems: Increased cost for energy-efficient and water-efficient appliances, high operating costs associated with purchasing environmentally friendly products, lack of professional skills in employees, shortage of seasonal workers

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <https://www.valamar.com/>