

Sustainable Standards

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CSTI is affiliated to



Cyprus Sustainable Tourism Initiative - CSTI

- An independent, not-for-profit organisation.
- Established in 2006 with the aim to promote the development of a sustainable approach to tourism in Cyprus.



CSTI Partners

- CSTI is affiliated to the Travel Foundation;
- CSTI / CTO / Travel Foundation Partnership
- Partners:
 - ✓ Thomas Cook
 - ✓ Tui
 - ✓ Sunvil Holidays
 - ✓ Cyprus Tourism Organisation
 - ✓ Local NGOs
 - ✓ Local Producers
 - ✓ Small Communities
 - ✓ Hotel and Tourism Associations



CSTI Objectives

- Preservation, conservation and the protection of the environment and the sensible use of natural resources
- The improvement of the social and economic conditions of marginalized rural communities
- The promotion of sustainable means of achieving economic growth and regeneration.



This promotion of Sustainable Means is something that we all ask for!

- Hotel Guests;
- Tour Operators - Project Support!
- Environment;
- Our Businesses...



Leads to a new era of
marketing...



Societal Marketing Concept

- Hotel organizations should determine the needs, wants, and interests of guests and deliver the desired satisfaction more effectively and efficiently than competitors in a way that maintains or improves the consumer's and society's well-being
- It questions whether the marketing concept is adequate in an era with environmental problems, rapid population growth and resource shortages
- Being environmentally friendly can produce positive publicity and reduce costs, in addition to helping the environment

Quality

- **Technical quality** refers to what the customer is left with after the customer – employee interactions have been completed
- **Functional quality** is the process of delivering the service or product
- **Societal (ethical quality)** means firms must consider ethical responsibilities when developing products



This is why we are here!

- To introduce sustainable standards that can help our industry and Cyprus as a destination to gain competitive advantage over other destinations;
- To work towards the creation of minimum standards that can help hotels to move towards more advance certifications such as the Green Key, Travel Life, EU Flower etc.



We can't be left out! Let's join an ever-growing group of people around the world who have said "yes" to sustainability.

Thank You!

