

Preliminary Review of Existing Standards for Cyprus Hotel Industry, with the aim to integrate minimum standards for sustainability

Invitation: Project Stakeholders Workshop

Workshop Goal: To establish the baseline of the project outcome in respect to the effectiveness, applicability and flexibility of the new standards scheme, with the involvement of project stakeholders

Date: 4 April 2012

Venue: Hilton Hotel Nicosia – The room and coffee breaks are kindly sponsored by Hilton Hotel

Target Audience: (Environment Commissioner, CTO, The Travel Foundation, CSTI, Pancyprian Association of Hotel Owners, Association of Tourism Establishments, Pancyprian Association of Hotel Managers, owners of chain hotels, Association of Tour Operators, Cyprus Chamber of Commerce and Industry, Federation of Employers and Industrialists, Companies / Organisations Involved in regional and rural development, Universities)

Planned duration: 4 hours (09:00 – 13:00)

Time Plan

Time	Module	Description
09:00 – 09:15	Registration	Welcome coffee
09:15 - 09:20	The Environment Commissioner	Address
09:20 - 09:30	CTO Mr. Marios Chanakas	CTO Strategy 2011 – 2015, Sustainable Development (Approach, Strategy, sustainable accommodation)
09:30 - 09:45	The Travel Foundation Mrs. Julie Middleton	The Travel Foundation and its role and priorities towards sustainability. Expectations from the current project
09:45 - 09:55	CSTI Mr. Philippos Drousiotis	The CSTI role towards responsible tourism in Cyprus and its interaction with the Tour Operators
09:55 – 10:20	CBA Mr. Louis M. Loizou	“ Learning from others”. Background research findings and SWOT analysis for sustainability

		criteria in the Hotel Industry
10:20 – 10:45	Discussion (questions and comments)	Coordinated by Mr. Louis M. Loizou
10:45 – 11:00	Coffee break	
11:00 – 12:00	Round table workshops	<p>1st group – Sustainability as a marketing tool for the business. Leader Mr. Philippos Drousiotis</p> <p>2nd group – Minimum sustainability criteria for the Cyprus Hotel Industry (Environment, social and economic). Leader Mr. Kyriacos Mateides</p> <p>3rd group – The sustainability standard model. Risk analysis. Leader Mrs. Julie Middleton</p> <p>4th Group – Incentives, grants and tax allowances to encourage enterprises adopting the standards. Leader Mr. Louis M. Loizou</p>
12:00 – 12:30	Presentations by group leaders	
12:30 – 13:00	Discussion, closing	

Evaluation Process: **Very short satisfaction questionnaire will be given prior to the closing the meeting.**

Handouts, Materials, Supplies: **CBA will collect all written documentation and prepare (and distribute) the minutes.**