

Stakeholders Workshop

Provision of consultancy services for the preliminary review of existing standards for the Cyprus Hotel Industry, with the aim to integrate minimum standards for sustainability

Workshop Agenda

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

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” discussion”	<p>Sustainability as a marketing tool for the business. Leader Mr. Philippos Drousiotis</p> <p>Minimum sustainability criteria for the Cyprus Hotel Industry (Environment, social and economic). Leader Mr. Kyriacos Mateides</p> <p>The sustainability standard model. Risk analysis. Leader Mrs. Julie Middleton</p> <p>Incentives, grants and tax allowances to encourage enterprises adopting the standards. Leader Mr. Louis M. Loizou</p>
12:00 – 13:00	Discussion, closing	

Project Objectives

- To gain a clear understanding of the current system for defining and measuring quality standards for hotels.
- To propose a clear, practical and realistic approach to incorporating minimum sustainability standards into the existing quality standards scheme.
- To understand the risks and opportunities associated with the proposed approach.
- To reduce the amount of water and energy consumed and waste generated by the tourism industry in Cyprus.
- To create fairer practices for treatment of staff.
- To help hotels cut costs.
- To help hotels achieve some of the performance standards required to make them eligible for a certification schemes e.g. Travelife, Green Key, etc.
- To create a scheme that can be replicated by other destination authorities.



Action plan

Activity	2012			
	Feb	Mar	Apr	May
Review existing hospitality sustainability schemes worldwide, via a SWOT analysis	■			
Review the existing Quality System Scheme in Cyprus. Discuss the impending changes and the legislative changes, from the introduction of sustainability standards - Meetings with CTO officers		■		
Review Tourism Establishment Law & Regulations and EU legislation considering minimum standards as legislative requirements		■		
Stakeholders Opinions / Expectations. Meetings		■		
Views from the National Body / ies for the Sustainable Development Strategy. Meetings / interviews			■	
Interviews with Hoteliers			■	
Assessment of Risks and Opportunities of a Sustainability System Scheme. Consider not only what the standards might look like but also an understanding of what the cost, timing and governance implications			■	
Preparing a sample document of how the standards could look like, with the aim of being realistic and practical and with long term improvement potential (towards sustainable tourism)			■	
Development of the Draft Approach and Action Plan for Incorporating the Sustainability System Scheme to the exiting Quality System Scheme. Consider how the minimum standards could link to GRI reporting			■	■
Presentation and submission of the final work				■

Καλή συνέχεια



CBA

conquest business advisors