

# Cyprus Sustainable Tourism Initiative responding to climate change 27-28<sup>th</sup> of March 2014



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Philippos Drousiotis  
Chairman

Irene Yiasemi  
Programmes Manager

CSTI is affiliated to



# Cyprus Sustainable Tourism Initiative - CSTI

- An independent, non-profit organisation registered in the Republic of Cyprus.
- Established in 2006 with the aim to promote the development of a sustainable approach to tourism in Cyprus.

CSTI is affiliated to



# Partners and Associates

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- CSTI is affiliated to the Travel Foundation
- Partners:
  - ✓ Thomas Cook
  - ✓ Tui
  - ✓ Sunvil Holidays
  - ✓ Cyprus Tourism Organisation
  - ✓ Local NGOs
  - ✓ Local Producers
  - ✓ Small Communities
  - ✓ Municipalities
  - ✓ Hotel and Tourism Associations
  - ✓ Universities
  - ✓ Environmental organisations



# Memorandum of understanding 2010-2015

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In 2010, the Cyprus Tourism Organisation (CTO), Cyprus Sustainable Tourism Initiative (CSTI) and UK sustainable tourism charity, the Travel Foundation, entered into a partnership agreement to establish a programme of initiatives to support Cyprus in becoming a leader in sustainable tourism.



## *CSTI's Mission*

*“To contribute to the development of sustainable tourism in Cyprus that conserves the environment, supports the local economy and promotes local culture”*



# Cyprus Sustainable Tourism Initiative - CSTI

Great holidays that help people and the environment,  
so there will be great holidays in the future...

CSTI is affiliated to



# What is unsustainable tourism?

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- Wasting of energy, water and natural resources  
Pollution and litter
- Exploiting wildlife and wild places
- **Doing nothing about Climate change**

# CLIMATE CHANGE

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*Climate change - sea level rise, extremes of dry, hot weather and torrential storms, year-round scarcity of fresh water....*

We , the Tourism Industry, need to think :

- the impacts of this on our business
- how to reduce our contribution to Climate Change
- the communities which host tourists



# The importance of sustainable tourism

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- Sustainable tourism isn't just good for the planet and other people - there are **business** reasons why we should act ahead of legislation and improve our impact.
- **Customers** are increasingly interested in the environmental and social credentials of the goods and services they buy - including travel and holidays.
- The **media** is also very interested in the environmental and social impacts of travel.
- **Investors** see companies that manage their risks in their area as a better long-term prospect.

# The importance of sustainable tourism

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- ❖ Worried about the impact of their holidays (26%)
- ❖ Worried about climate change and holidays (23%)
- ❖ Seeking more 'authentic' experiences (54%)
- ❖ Would choose a hotel with a green award, if available (a 9% preference)



# Climate change puts tourism at risk

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- Seaside – beach erosion, sea level rise, sea surges and storms, reduced fresh water supply. Where will the new destinations be?
- Mountains – shorter winter sport seasons, demand for higher altitude resorts.
- Longer summer seasons?
- Stormy weather, droughts, heat waves – cancelled holidays, rescues, rebuilding

## ➤ Wasting Resources is a Waste of Money

- Energy
- Water
- Raw materials and products

# Practical steps towards sustainability and climate change

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## Getting there – and getting around, less CO<sub>2</sub>

Fuel efficiency, public transport, cycling and walking  
- excursions and transfers

## Treating local people and employees

Sourcing locally, fair wages, promoting local products

## Using energy, water and other resources efficiently

Lighting, heating, natural ventilation, efficient fittings, reuse and recycling

## Celebrating and protecting natural and cultural heritage

Forests, beaches, reefs, buildings, sacred places, traditions



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Through our projects we aim to

- demonstrate the benefits that sustainable tourism has to the environment, the society and the economy of the island
- protect the natural environment and respond to **climate change**
- promote local culture and traditions
- develop close links between local suppliers and hoteliers / operators
- educate and inform regarding sustainability issues

# CSTI Projects

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# Saving Water and Energy

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# Saving Water and Energy

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## *Project Aim*

- To reduce the consumption of water and energy in the hotel industry and to assist the industry take a collective action that will help the destination begin to address the impact of Cyprus tourism industry on climate change.
- Time frame: May to November 2008





# Saving Water and Energy

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Energy and water consumption generate one of the most significant operational costs in a hotel. Implementing energy and water conservation methods without causing a negative impact on customer demands and satisfaction is at the very essence of what we do.



# Saving Water and Energy

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The project sampled 106 hotels Cyprus wide

## *Tools used for the project*

- 'Sustainable Tourism is Good for Business' kit, provided by the Travel Foundation
- 'Water is Precious' stickers, provided by the Cyprus Hotels Association
- Questionnaires
- Forms for recording data



# Saving water and energy in the hotel industry

**YOU CAN MAKE A BIG DIFFERENCE**

WE WORK ALONGSIDE THE TRAVEL INDUSTRY TO CARE FOR THE PEOPLE AND PLACES YOU LOVE TO VISIT TODAY AND IN THE FUTURE

**HOW YOU CAN HELP**

- Buy locally produced food and drink
- Choose locally made crafts and souvenirs
- Check that souvenirs are local suppliers so your money goes into the pockets
- Take short showers (instead of baths) and use water sparingly
- Re-use your towels and linens / pack towels, rather than have them replaced daily
- Adjust the thermostat or turn off air conditioning / heating
- Switch off lights when leaving a room and turn off TV / music when not in the room
- Re-use plastic bags, take used bottles home, and use your own water / tea / coffee pot
- Use re-usable water bottles
- Get closer to nature and share by using public transport, bicycles and walking
- Please respect the local culture and any dress codes as appropriate. Check with staff if you are unsure
- Please don't buy products made from endangered plants, wild animals or habitats
- Please don't have your photographs taken with "naked" animals

**SUSTAINABLE TOURISM IS GOOD FOR BUSINESS**

GOING GREENER BRINGS BENEFITS FOR YOUR BUSINESS, THE ENVIRONMENT AND THE DESTINATION YOU OPERATE IN.

**CARING AND KEEPING**

YOU CAN MAKE A BIG DIFFERENCE

**HOUSEKEEPING POLICIES**

- Turn off lights and TV
- Turn off or adjust heating/cooling to prevent overheating or over-heating
- Leave doors fully closed and lockers fully closed
- Report the disposable garbage can when full or damaged
- Check for water leaks and immediately report them
- Check for malfunctioning toilet, excessive water flows, leaking plugs, doors fitting windows and doors
- Report leaks and malfunctions immediately for prompt repairs
- Clearly display any boardroom or room change notices
- Report the towels / bed linen in accordance with the house change policies
- Collect the recyclables from guest rooms separately (paper, glass, cans, plastic)

**SAVE ENERGY AND WATER CAREY**

- Turn off kitchen and bathroom equipment when not needed (kettle, hairbrush, shower, phone, electric shaver, coffee-maker, hair-dryer)
- Turn off restaurant lights and adjust heating / cooling between meal services
- Use dishwasher for full loads only
- Turn off lights or switch on water when not in use
- Don't let taps run unnecessarily
- Use a bucket and mop, rather than a hose, to clean floors
- Take longer time to flush (to save running water)

# Saving water and energy in the hotel industry

*Awarded Hotel : Sunrise*

	2007	2008	% saving
Total Water	260 litres	220 litres	15.4%
Total Energy KWH	16.96 KWH	15.40 KWH	9.2%



# Reduce plastic project

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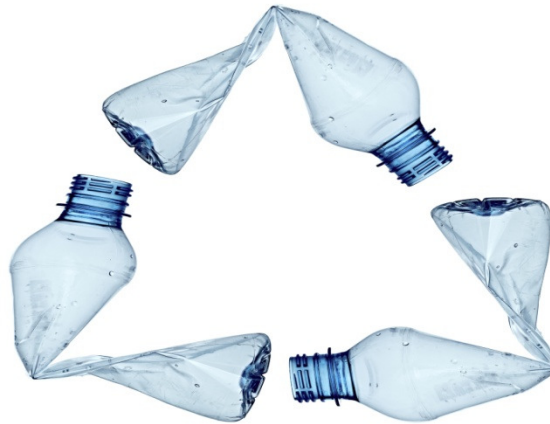


# Reduce plastic project

## Cyprus 2011

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**Objective:** reduce the amount of plastic waste generated by participating hotels without reducing the quality of the guest experience.



# Reduce plastic project

## *Project outputs*

- Measured reduction of plastic items in hotels
- Training for hotel staff and support on how to reduce plastic in each hotel department
- Increased employee awareness with respect to the reduction of plastic
- Increase in customer awareness the need to reduce plastic consumption and waste

## MAKING CYPRUS GREENER

Thomas Cook is working together with your hotel to reduce plastic waste and we would appreciate it if you could help us!

Some useful tips to help us... whilst you are on holiday:

- Minimise the use of plastic straws
- Take one plastic cup at a time
- Reuse your plastic cup?
- Put messy rubbish into the bathroom bin
- Reuse your shopping bag instead of taking a new one each time
- Get a glass of water instead of a bottled one
- If you can see more ways to help? Please feel free to contact any staff member or your representative so they can pass this on to the management.

You can play your part to help us to save plastic  
Help us to protect our fragile environment

**THANK YOU SO MUCH FOR TAKING PART!**

*Cyprus is a small island – we don't have much room for rubbish*



# Measured Reduction of Plastic Items in Hotels

- Participating hotels saved an average of 19% of the total number of plastic items

49,000 plastic cups were saved by Ascot Coral Beach Hotel and 69,075 plastic cups were saved by Dome Hotel by changing from single use plastic cups to multi-use durable cups.

*This represented a total saving of €5300.*

793,916 plastic bottles of water have been saved from disposal in landfill

1.33 plastic bottles of water have been saved on average per each guest each day





# Greener campaigns

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# Make Hotel Greener campaign

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## *A campaign to help businesses to:*

- Reduce energy costs and increase efficiency
- Mitigate risks and meet regulatory requirements
- Gain competitive advantage
- Respond to emerging consumer trends and demands
- Protect essential resources



# Make Hotel Greener campaign

- Online tools and training material
- Advice and best practice Tips
- First steps towards TRAVELIFE
- Free training material and toolkits for managers
- **No cost!!!**

The banner features a green header with the 'make hotels greener' logo and the Travel Foundation logo. The main content area is blue and white, with a list of benefits for sustainable tourism. On the right, there are two orange and green boxes for 'GREENER ACCOMMODATIONS GUIDE' and 'JOIN OUR FORUM'. The bottom of the banner shows a photograph of a resort with a large swimming pool and palm trees. At the very bottom, there is a 'FIND OUT MORE ABOUT...' section with links to The Travel Foundation, Cyprus Sustainable Tourism Initiative (CSTI), and Cyprus Tourism Organisation (CTO), along with their respective logos.

**make hotels greener** theTravel Foundation  
caring for places we love to visit

IT'S SIMPLE, SUSTAINABLE TOURISM IS GOOD FOR BUSINESS...

- ✓ It reduces costs and improves efficiency
- ✓ It safeguards essential resources, such as water
- ✓ It helps you manage risks and achieve green certification
- ✓ It can help you gain competitive advantage - e.g. Increasing your appeal to tour operators
- ✓ It can help meet consumer trends and offer a better experience to guests
- ✓ It can also help you to engage and retain high quality staff

Protect your business - follow the simple steps in the free Greener Accommodations guide for a more sustainable and profitable future, and help keep Cyprus special for years to come.

**GREENER ACCOMMODATIONS GUIDE**  
Follow the step-by-step advice in the free Greener Accommodations guide. It will help you reduce energy and water usage, as well as waste - and make the most of local suppliers. It's easy to use and available in English and Greek. If you are seeking Travelife sustainability certification, visit [www.travelife.co.uk](http://www.travelife.co.uk) and click 'getting started in sustainability'.

**JOIN OUR FORUM**  
Get up-to-date news on the Travel Foundation's Make Hotels Greener activities; including events, bulletins and case studies.

**FIND OUT MORE ABOUT...**

- ▶ THE TRAVEL FOUNDATION
- ▶ CYPRUS SUSTAINABLE TOURISM INITIATIVE (CSTI)
- ▶ CYPRUS TOURISM ORGANISATION (CTO)

theTravel Foundation  
caring for places we love to visit

Cyprus Sustainable Tourism Initiative  
CSTI

Love Cyprus

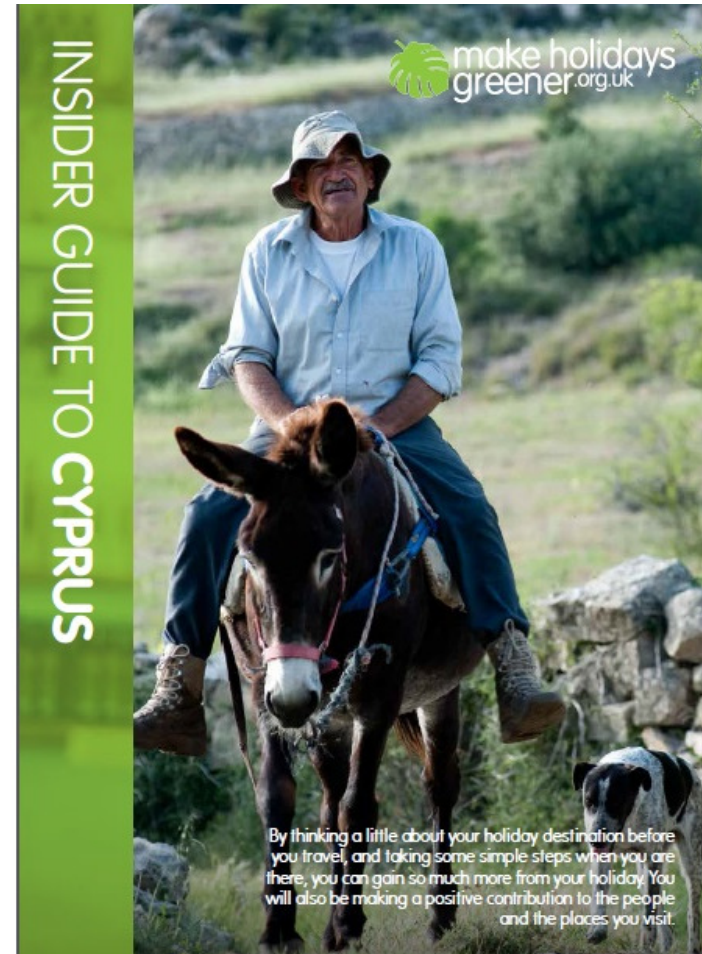
# Make Holidays Greener campaign 2013

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## *Insiders guide to Cyprus*

- Tips to help holidaymakers
- Ideas on how visitors can play their part in helping local communities and how to protect the environment.
- Recommendations for dine around and local products
- Useful tool for agents

**It can be downloaded for free**





# Sustainable hotel gardens in Cyprus

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# Sustainable hotel gardens in Cyprus

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The issue of water management is crucial for Cyprus and during recent years there have been major campaigns to promote water saving. The gardens of hotels in Cyprus make up a fundamental part of their facilities.



## Sustainable Hotel Gardens in Cyprus - Reducing water usage for landscaping and gardens

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- A project funded by the **Travel Foundation** through **Cooperative Travel customer donations** to reduce water consumption in the landscaping and gardens of a selection of hotels and apartment complexes in Cyprus
- Consultants put forward plans to redesign hotel gardens with endemic plants
- As a result of this project best practice guidelines have been produced for hotels



# Sustainable Hotel Gardens in Cyprus

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## ***'Best practice' tool for hotel gardens***

- The 'best practice' tool for hotel gardens' water management has been developed to help hotel gardening staff reduce water consumption in the areas they manage.
- The software is designed using Microsoft Excel and can be easily and simply implemented.





# Minimum sustainable standards for the Cyprus Hotel Industry

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# Minimum sustainable standards for the Cyprus Hotel Industry

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## *Focusing on:*

- Integrating sustainability into business planning
- Environment
- Protecting human capital
- Local communities
- Customer relationships

# Minimum sustainable standards for the Cyprus Hotel Industry

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## ***Actions:***

- Guidelines for hoteliers in English and Greek



# Minimum sustainable standards for the Cyprus Hotel Industry

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## *Actions:*



Training Workshops for CTO hotel inspectors

Free training workshop to inform and educate the hotel industry regarding sustainable criteria and how they can be part of the implementation process



# Minimum sustainable standards for the Cyprus Hotel Industry

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## ***Outcome:***

- will assist Cyprus in integrating sustainability principle consistently across the tourism industry.
  - will help hotels to operate more efficiently, cost effectively and act more responsibly.
  - enable hotels to progress towards meeting the standards required for a number of different certification schemes, such as Travelife (supported by UK Tour Operators).
- ***unique marketing tool providing a significant competitive advantage for the island***

**Hotels can get it for free**





# Village Routes

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# Village Routes

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We help spread the income and higher quality of life further within the rural communities

# On going sale of Village Routes – VR6





# On going sale of Village Routes – VR6

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‘Discover the Real Cyprus – A Self Drive Tour to create your own Adventure’.



# Greening Cyprus Beaches

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# Greening Cyprus Beaches

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- 2011 feasibility report
- 2012- Nissi beach and Fig Tree Bay beach chosen as pilot beaches for implementing green initiatives
- 2013 Yiannathes beach in Voroklini and Polis Chrysochou beach
- Multi-stakeholder project
- Improving the environment and experience for beach users





# Greening Cyprus Beaches

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Green" beach = A sustainably  
managed  
recreational beach

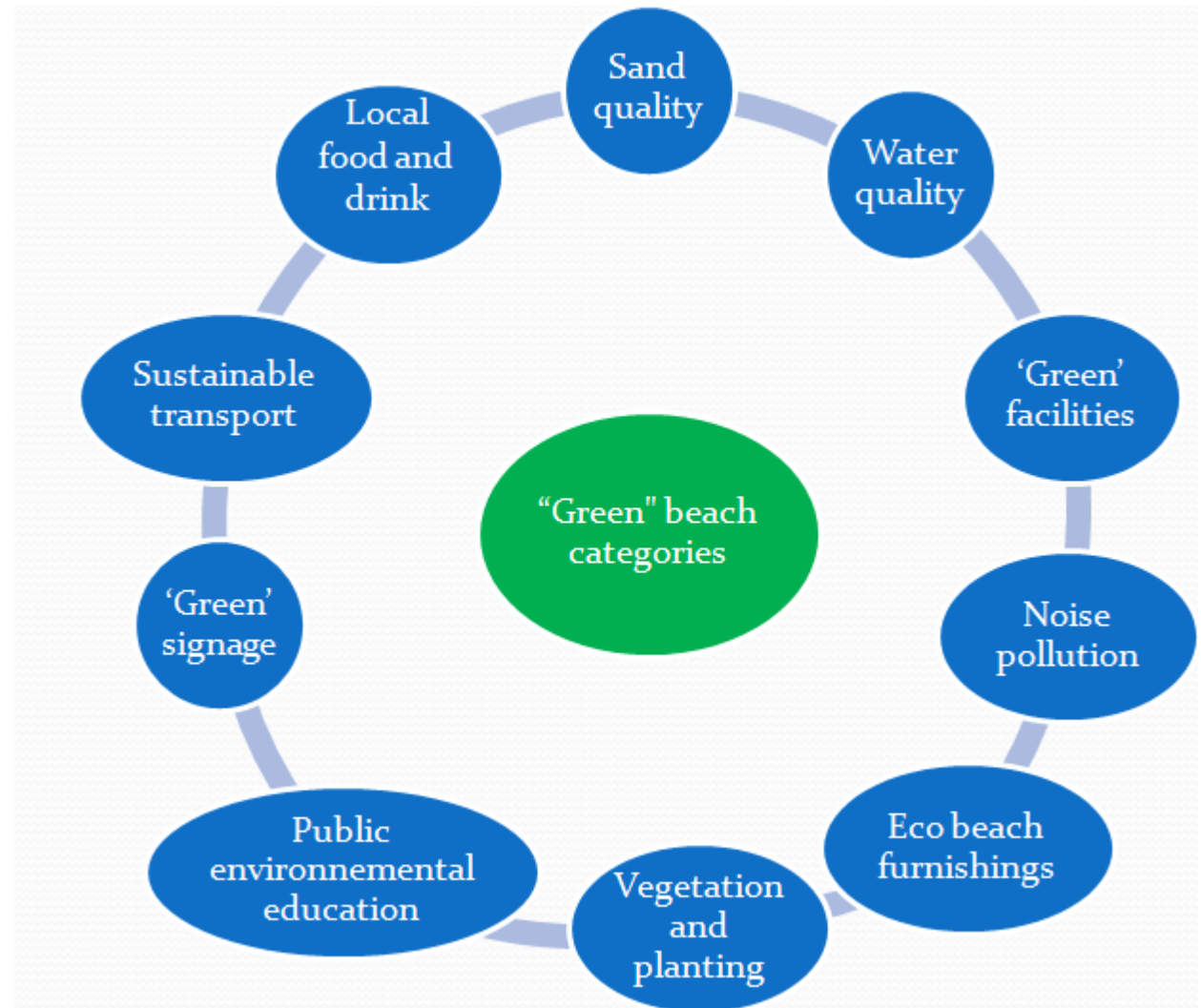
A medium to high intensity recreational beach that is trying to embed some aspects of sustainability into its planning framework, to allow for leisure and economic development, whilst still conserving the natural resource for future generations.



# Greening Cyprus Beaches

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The “green” beach standards for Cyprus are housed within a list of 10 categories



# Greening Cyprus Beaches

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The results of the first two beaches have showed beach user satisfaction increased by 9% and 19% respectively following improvements such as promoting recycling and growing native plants.





# Greening Cyprus Beaches

## ***Ten practical steps to greener beaches and satisfied tourists!***

- ✓ The Greening Cyprus Beaches **free handbook** was launched on 24th of April 2013!
- ✓ The free handbook includes tried and tested ideas to protect natural beach assets and boost visitor satisfaction levels.



# Greening Cyprus Beaches

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## Handbook

- Guide for all local authorities, beach-front businesses and property owners who are interested in replicating the successful pilots
- Available free of charge from the CSTI in both Greek and English.
- Provides practical tips, case studies and information on ten categories.
- *Contact the Green team and get started!!*



# Waste mapping project

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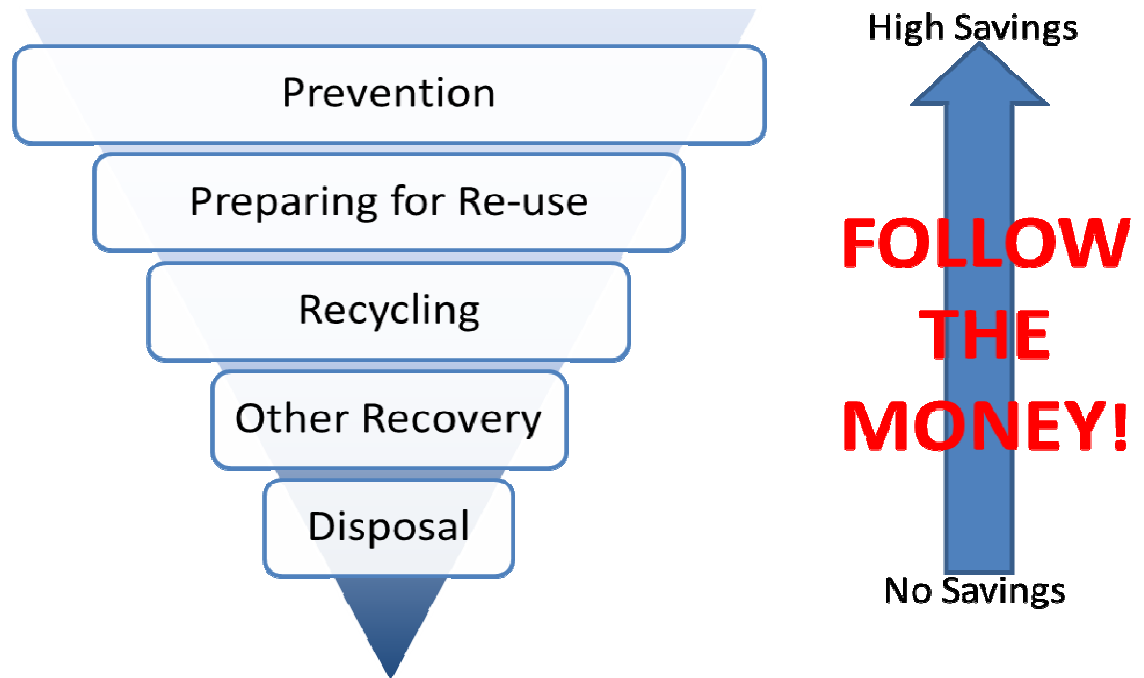
# Waste Mapping Guide for Hotels in Cyprus: Saving money and improving the environment

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- First waste mapping guide available
- The guidance document is tailored principally to meet the needs of hotel operators and other organizations working in the Cypriot tourism industry to highlight the financial and environmental benefits of undertaking waste mapping as part of their on-going business operations.

# Waste Mapping Guide for Hotels in Cyprus: Saving money and improving the environment

- The guide is structured to take you through the key steps in implementing a waste mapping process through diagrams, photographs, and templates!



*Download the guide from CSTI website*



# Cyprus Breakfast

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# Cyprus Breakfast

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## *Project Aim*

- To develop a 'Cyprus Breakfast' to be offered by Cypriot hotels, enhancing the tourist product and increasing the quality of the tourist experience while simultaneously supporting the local agro-food industry.





# Cyprus Breakfast

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The research include the following:

- Identification and analysis of the current breakfast 'offer' within hotels
- Investigation into what a 'Cyprus Breakfast' could include
- Identification of the potential constraints/challenges and opportunities, for hoteliers
- Identification of the potential demand for a 'Cyprus breakfast' among UK and other source market tourists
- Investigation into the availability of potential Cyprus Breakfast ingredients among local producers, including their potential to supply hotels

# Optimising all inclusive customer spend in the Paphos economy

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# Optimising all inclusive customer spend in the Paphos economy

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## ***Background***

In 2012 the Travel Foundation commissioned research into the contribution of the hotel sector in Cyprus resorts to the local economy.

⇒ A number of tourists reported the lack of appealing shops, restaurants and activities as being factors that limited their spend outside of the hotels. Equally, some hotels in Paphos have undertaken significant re-fits, raising the quality of the 'offer' to a very high standard and creating an environment that is simply ***'too good to leave'***.

⇒ ***tourists are leaving the hotels less and spending less locally.***

# Optimising all inclusive customer spend in the Paphos economy

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The partnership is proposing to develop and implement new initiatives that will:

- ☐ stimulate greater tourist spend within the local economy
- ☐ increase customer satisfaction with the holiday experience,
- ☐ encourage repeat visits and help to ensure the long term sustainability of Paphos as a holiday destination.

*The focus will be on hotels with an all-inclusive offer*

**ALL INCLUSIVE**

# Optimising all inclusive customer spend in the Paphos economy

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## *Anticipate Outcomes:*

- Information on key findings from the literature review
- Establishment of a local stakeholder group to be ready to work in consultation.
- A report outlining recommendations on what initiatives could be implemented is already ready with the pilot project starting on March.





# Initiatives

bio ent  
links

Need more Scribbles  
See a link or with  
silly and I want  
Dorling Twiss link  
That's not good  
Also - really want  
template - like and  
see to mod Build 52

# Beach clean ups / increase awareness

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# “Lets do it Cyprus” environmental campaign

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# School presentations / environmental education

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# Tree planting



# Tree planting





# Pancyprrian Environmental Awards 2013

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- The Cyprus Green Party awarded the CSTI for its contribution to the development of sustainable tourism in Cyprus.





## Who benefits from our projects?

We all do, because the long-term global environmental impact of our tourism sector improves, protecting the planet for future generations to enjoy!



Cyprus Sustainable Tourism Initiative

## Learn more about CSTI

E-Mail: [info@csti-cyprus.org](mailto:info@csti-cyprus.org)

➤ <http://csti-cyprus.org/>

➤ Join our team and become a member!

➤ Become a volunteer!

➤ Spread the word and promote sustainability as a way of living!

*Thank you / Ευχαριστούμε*



Find us on  
**Facebook**