



## CYPRUS SUSTAINABLE TOURISM INITIATIVE

NEWSLETTER

MAY 2015

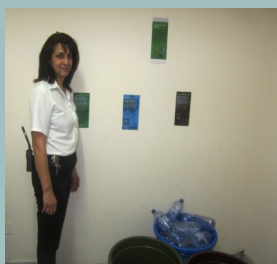
CSTI is affiliated to the



"Sustainable development means development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

*"The waste mapping project running in our hotel looks very interesting. It will help us to identify which department generates more waste, and find ways to reduce it. Also with this program we can give our suggestions and ideas for waste reduction and management."*

**Chryso Demetriou**  
Floor Supervisor  
Louis Imperial Beach Hotel



# Cyprus Destination Partnership

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

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
- promote local culture and traditions
- develop close links between local suppliers and hoteliers/tourist operators
- educate and inform regarding sustainability issues

## Waste Mapping in the Hotel Industry

Waste mapping supports hotels in identifying the sources, types and quantities of waste produced and implementing simple actions that can be taken to minimize waste, save money and achieve long lasting sustainable waste management.

The Cyprus Destination Partnership will be working closely with Louis Hotels throughout 2015 to support them in implementing the waste mapping tool and developing interventions to reduce waste at each of their hotel properties in an effort to improve the guide and tool on waste mapping before introducing them in the hotel industry in Cyprus.

manager presented the tool through two interactive workshops that included a presentation of the tool to the head of the departments of Louis Hotels in Protaras and Pafos. The staff was very eager to implement the tool and most importantly they identify its importance to their daily work.

A group of 10 from each hotel were represented at the workshops including the hotel managers from all the 7 participating hotels.

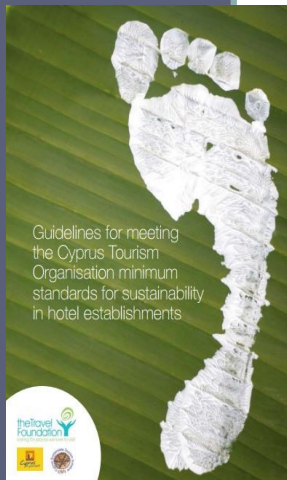
This tool while aiming to reduce the waste in the hotel industry, at the same time, empowers the staff to provide suggestions and

ideas for the practical actions in every department of the hotel.

The practical implementation of the tool started the last week of May and will end in October. During these months we will be analyzing the waste data, incorporate suggestions from the staff and create a practical and easy to use mapping tool to be provided to all the hotels in Cyprus.

During May the programme

# Minimum Sustainable Standards



One of the Cyprus Destination Partnership greatest successes was the introduction of minimum sustainable standards in hotels. For the first time in any destination, mandatory sustainability standards for hotel establishments have been approved by the CTO. This means every hotel operating in Cyprus must now take action to protect the environment and support their local community, which will ultimately lead to cost

savings and a more authentic Cyprus for their guests.

The standards cover a range of criteria including:

- Reducing energy, water and chemical use and the amount of waste generated.
- Training staff and having a 'green team' responsible for sustainability issues.
- Sourcing local goods and services where possible.
- Promoting local goods and services where possible.
- Promoting authentic Cypriot food and entertainment.

The CTO's inspectors will check compliance as part of their general assessment of quality standards from June 2015. As hotels sustainability performance improves over time, the standards will be reviewed and revised in order to move the Cypriot hotels sector towards best practices in the long term.

Visit our website [www.csti-cyprus.org](http://www.csti-cyprus.org) or call us at 22311623 if you need more information.

## Cyprus Breakfast

As part of the Cyprus Destination Partnership initiative to support and promote the Cyprus culture a 'Cyprus Breakfast' project was implemented in Pafos last year and is now extended in all the hotels in Cyprus.

The programme focuses on Cypriot gastronomic tradition, aiming to improve the local/traditional character of the breakfast offered by the participating hotels with a view to create an added value in the hotel service industry. Our ultimate goal is to identify the brand with the authenticity of the products we use and to know their rich tradition. Cyprus Breakfast is a unique concept currently offered by 16 hotels in Cyprus. The presentation of the continuation of the 'Cyprus Breakfast' took place in April 2015 at the Louis Royal Apollonia Beach Hotel in

Limassol with the support of the Cyprus Hotel Managers Association and was very well attended by many hoteliers in Limassol. The Acting Director General of CTO Mrs Annita Demetriadou addressed the event and mentioned that gastronomy is included in the tourists' trend looking for authentic experience.

Mr Philippos Drousiotis, the President of the Cyprus Sustainable Tourism Initiative in his speech expressed his delight for the very positive respond of the hoteliers in the

Pafos region that have participated in the pilot implementation of the 'Cyprus Breakfast' in 2014.

Mr Savvas Maliotis the consultant of the 'Cyprus Breakfast' has analyzed the programme to the Hotel Managers and Hotel Executives and indicated the need that it should be implemented in a professional manner and in a high quality level from all hotels that will offer the 'Cyprus Breakfast'. Mrs Florentia Kythreotou did a presentation on food styling of the 'Cyprus Breakfast'.



# Optimising ‘All Inclusive’

After a research carried out in Pafos we found out that tourists staying in Pafos spent significantly less time outside the hotel than those staying in other Cypriot resorts.

The lack of appealing shops, restaurants and activities as well as the comparatively high quality of the all inclusive hotels, make the tourists unwilling to leave the hotels and explore Pafos and its surrounding villages.

The Cyprus Destination Partnership project ‘Optimising All-Inclusive’ aims to develop a scheme where businesses can display a logo to advertise, that they offer something uniquely Cypriot. This may be traditional food, cultural activities, local crafts or their unique situation within a historical building or site.

The scheme will be supported and promoted by hotel staff, trained as ‘ambassadors’, who will provide guests with information on authentic local delicacies, activities and crafts.

The project includes already 45 businesses. The new logo ‘Destination Pafos’ will be used as a bench mark to identify businesses that they fulfill certain criteria such as supplying locally sourced food, selling traditional crafts or promoting local heritage as well as ambassadors who

trained to inform guests about the places they can visit to get a real flavor of Pafos.

We hope, this means more people will be tempted to leave their hotels to experience some of the wonderful local quality experiences in Pafos. The next phase of the pilot is the upcoming press conference and launch event scheduled early June.



# Greening Cyprus Beaches



Beaches are really important to Cyprus. We have produced a handbook for beach managers in Cyprus to help make beaches greener. It provides practical tips,

checklists, case studies and other information around ten categories including sand and water quality, vegetation and planting, ‘green’ signage and facilities, locally sourced food and drink and public information and education.

Five beaches transformed into green in the last 3 years including Fig Tree Bay in Protaras, Nissi beach in Agia Napa, Voroklini in Larnaka, Akti Olymbion B/Cosmos beach in

Limassol and Polis Chrysochous beach. During the presentation of CSTI work by Mr Philippos Drousiotis in sustainable tourism in Cyprus at the MITOMED Conference ‘Challenges and Perspectives for Coastal and Maritime Tourism in Europe’ which took place in Florence, Italy, organizers and participants were impressed of the Greening Cyprus Beaches project.

The Mitomed - Models of Integrated Tourism in the Mediterranean, is a transnational project co-financed by the European Regional Development Fund within the MED Programme 2007-2013 for Territorial Cooperation.

The MITOMED partners are interested in promoting the Greening Cyprus Beaches project by including it to the

action plan of the project for sustainable management of maritime and coastal tourism. It will be presented as a good example for the regeneration of the Sun & Sea product in the MED area by having quality beaches.





## 5 JUNE - WORLD ENVIRONMENT DAY

World Environment Day is held each year on 5<sup>th</sup> June. It is one of the principal vehicles through which the United Nations stimulates worldwide awareness of the environment.

As Cyprus Sustainable Tourism Initiative, we decided to celebrate the world environment day with a clean-up and awareness campaign in one of the first Green beaches in Cyprus, Nissi Beach.

A big thank you to Nissi Beach Resort for the organisation, to the teachers and children of the elementary school of Ayia Napa, volunteers from Thomas Cook and TUI, Nissi Beach Resort and Nissi Park employees and guests and Atlantica Aeneas Resort employees.

Going Green is not an option!! It's a must!!



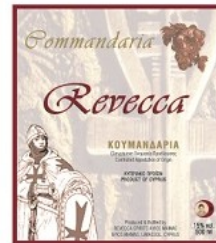
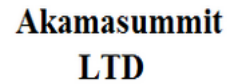
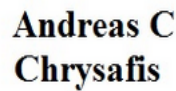
### *Get to know our members*

Kafkalia family started the business in 1978 at their home village of Agros, as a small workshop producing traditional processed meat products.

As the family business was strengthened and new investment took place bringing the business in line with the strict hygienic conditions demanded by consumers and required under EU guidelines, the same processing methods which typically involve smoking meat products and maturing in wine remain unaltered.

Kafkalia meat processing unit at Agros village, today operates under HACCP and ISO 9001 certifications. A new expansion involves the export of its products into the Greek retail sector, a move that opens new channels for promoting Pitsilia traditional products in foreign markets.

# Our Members





# Our Members



## Producers



Dairy A.M.  
Droushia

Regena Gardens  
Potami

## Municipalities/Community Councils



Community  
Council of Pano  
Akourdalia

Community  
Council of  
Droushia



## Universities/NGO's



## Insider Guide to Cyprus

The CSTI under the project 'Make Holidays Greener' has issued the leaflet 'Insider Guide to Cyprus' which provides brief information about Cyprus and information to protect the environment.

Those interested to have copies of the 'Insider Guide to Cyprus' for display at the hotel rooms or at the reception of their enterprise, contact us at 22 311623 or send us an email to [info@csti-cyprus.org](mailto:info@csti-cyprus.org)

The leaflet is free of charge

The leaflet is available on our website:

<http://csti-cyprus.org/wp-content/uploads/2013/11/Insider-Guide-to-Cyprus-2013-CYPRUS-final.pdf>

***Our next Annual General Meeting will take place in October 2015.  
Further details will be available in our next newsletter.***

