

Promoting the Development of Sustainable Tourism in Cyprus



Cyprus Sustainable Tourism Initiative

**CSTI
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P.O.Box 58538 Limassol 3735, Cyprus Phone: 99440983

E-mail: cyprussustainabletourism@cytanet.com.cy ♦ www.csti.org.cy

Water and Energy Saving Project- The Outcome

A leaking water supply system - since 2006, 8 ½ million cubic meters of water was wasted through broken piping -, three years of drought and years' of current governments' failure to deal effectively with the issue of water supply on the island resulted in a serious water shortage in the summer of 2008; we all remember the horrifying pictures of dams with dry cracked earth on their bed on the daily news together with reports that water reserves would run out within days. As a result, water rationing was introduced in April, Cyprus was forced to import water from Greece and our lives evolved around water availability.

Amidst this crisis, the Cyprus Sustainable Tourism Initiative in collaboration with the Cyprus Tourism Organization and the Travel Foundation launched a Water and Energy Saving pilot project with the aim to reduce the consumption of water and energy in the hotel industry in Cyprus and to help the industry take a collective action to address the issue of water shortage and consequently the impact of tourism on climate change as it affects Cyprus.

CSTI used the 'Sustainable Tourism is Good for Business' training package of the Travel Foundation to introduce the project to the hotel industry which responded very positively; managers and heads of departments of participating hotels were eager to save water, energy and money and very willing to adopt water and energy saving measures where possible. TUI, Thomas Cook and Sunvil who supported the project undertook the task of informing and sensitizing visitors who are often unaware, or feel that the water shortage doesn't concern them about the water shortage in Cyprus. The project invited also the input of numerous government departments, tourism bodies such as STEK and Cyprus Hotel Managers Association and educational institutions such as the University of Nicosia and Intercollege - Hospitality and Tourism Department. These bodies provided information, resources and their support to the project.

The project sampled 106 hotels across the island of which 63% participated fully in the project. Participating hotels provided monthly reports on their water and energy consumption, as well as information regarding the water and energy saving measures they had adopted. The result of these efforts was a 10% reduction of water consumption in the hotel industry - a saving of €259,961, and a 1% reduction of energy consumption which saved the industry €345,777 for the period between May and October 2008.

What was learned is that water and energy saving practices are a win-win situation for the hotel industry and the environment and that all hotels can make savings on water and energy by taking a few simple lowcost initiatives.

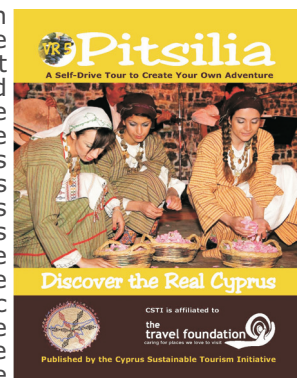
The more committed a hotel manager is, the better the results. As the case of the Sunrise Beach Hotel - the hotel received an award from CSTI for its efforts - demonstrated, even where a hotel already has good practices in place, savings can still be made. Sunrise Beach Hotel, which already had a low level of consumption, managed a further saving of 15.4% in water consumption and a 9.2% in energy consumption. The results of the project were announced during the World Travel Market in London, in November of 2008, and were received with great enthusiasm by the industry. In Cyprus, the results were announced at a press conference which was held on the 26th of February at the House of Journalists in Nicosia.

CSTI and CTO reached an agreement to continue the project. In 2009, the Cyprus Tourism Organization's inspectors will continue to compile data on water and energy consumption savings in the industry. The Travel Foundation uses the success of the project in Cyprus, the positive response of the industry and the materials that were developed to launch similar projects in Morocco, Sri Lanka and the Caribbean.

Discover the Real Cyprus Pitsilia - Village Route 5

CSTI completed successfully yet another village route - the 5th in the Discover the Real Cyprus series of Routes. The Pitsilia Route takes the visitor to some of the most popular villages of the Pitsilia Valley such as Agros - the village of roses - and Palaichori, to some of the most visited churches in Cyprus such as the church of Panagia tou Araka in Lagoudera and the Church of Timios Stavros in Pelentri, to some of the highest villages on the island such as Chandria and Kyperounta and to villages untouched by time such as the village of Askas. On this route, the visitor will have the opportunity to visit the Commandaria Factory in Kalo Chorio and the newly opened Museum of Commandaria in Zoopigi and learn about the history and long tradition of the making of Commandaria on the island.

The valley lies between Nicosia, Limassol and Larnaka and is surrounded by the Troodos National Forest on the west, Adelfoi forest to the north and the Machairas forest to the east. Some of the highest mountain peaks on the island are found in Pitsilia and from the area's deep valleys originate many of the island's big rivers such as Atsas, Serrachis, Kourris and Vasilikos. Visitors on this route can enjoy panoramic views of the Mesaoria Valley and the Mountains of Pentadaktilos to the north, as well as panoramic views to the south as far as the Peninsula of Akrotiri. Copies are available from CSTI for the price of €4.00.



'Waste Management: the Prospects within the Hospitality and Tourism Industry in Cyprus'

Tourism occupies one of the most important sectors of Cyprus' economy generating one in three jobs and over € 1,877 billion in revenue per year. The largest number of tourist arrivals and revenues come from countries of the European Union where environmental issues are a priority. Tour operators such as TUI and Thomas Cook already select tourist structures for their catalogues based on environmental quality. If Cyprus wants to keep attracting tourists, it needs to keep a clean environment and improve its solid waste management practices, particularly within the hospitality and tourism industry.

Based on the latest available statistics, Cyprus produces about 570,000 tons of waste annually of which 88% goes into landfill. Tourism produces more waste than the residents of Cyprus: there is 468kg of solid waste produced per person in residential areas and 679kg per person in tourist areas. Within the hotel sector, 33% of waste is organic, 33% is paper/cardboard, 3% plastic, 2% glass, 2% metal – all of which can be recycled. The statistics are similar for residential areas.

To contribute to the efforts for a clean environment and to assist the industry tackle some of the issues involved in waste management, the Cyprus Sustainable Tourism Initiative and the University of Nicosia with the support of the Travel Foundation UK, the Cyprus Tourism Organization, Thomas Cook and Intercollege - Hospitality and Tourism Department are organising the Conference **'Waste Management: the Prospects within the Hospitality and Tourism Industry in Cyprus'**. The overall aim of the conference is to raise awareness on the issue of waste management and contribute to the improvement of solid waste management practices within the hotel industry, tourism service providers, visitors and the general public. Target audience for the conference are hotel managers and owners, tour operators and local municipalities.

The conference will take place on May 14 -15 at the University of Nicosia. The discussions will be facilitated by local and international experts on waste management. Speakers include Professor Elissaios Paul Taiganides; the Cyprus Environment Commissioner, Charalambos Theopemptou; the Director of Energy Management and Sustainability of the Hilton Hotel Group, Andrew Forte; the Director of Conrwall Sustainable Tourism Project (CoaST), Manda Brookman; Environmental Consultant, Patricio Gonzalez Morel; and the Commercial Manager of Green Dot Cyprus, Sakis Theodosiou. Among other speakers are the Minister of Commerce Industry and Tourism Mr. Antonis Paschalides, the President of the Council of the University of Nicosia Dr. Nicos Peristianis and Miss Phoebe Katsouris, General Director of the Cyprus Tourism Organization.

**Waste Management Conference:
The Prospects within the Cyprus
Hospitality and Tourism Industry**

MINIMISE WASTE. MAXIMISE PROFITS

**Venue:
University of Nicosia
May 14 – 15, 2009
Participation is Free**

The Cyprus Sustainable Tourism Initiative and the University of Nicosia invite you to the conference, which is organised in collaboration with the Travel Foundation, the Cyprus Tourism Organisation and Intercollege.

This 'hands-on' event will tackle topics that need to be addressed when developing a successful waste management programme. Stakeholders in the Cyprus Hospitality and Tourism Industry will develop insights regarding more efficient, effective and comprehensive methods to manage waste, and simultaneously improve the 'bottom line'.

Facilitating the discussions will be local and international industry experts on waste management. Speakers include Professor Elissaios Paul Taiganides; the Cyprus Environment Commissioner, Charalambos Theopemptou; the Director of Energy Management and Sustainability of the Hilton Hotel Group, Andrew Forte; the Director of Cornwall Sustainable Tourism Project (CoaST), Manda Brookman; Environmental Consultant, Patricio Gonzalez Morel; and the Commercial Manager of Green Dot Cyprus, Sakis Theodosiou.

Contact information: Concha Michael
Phone: 25 733154 and 9948922 Fax: 23365982
Email: waste.conference@unic.ac.cy
www.tvrunit.com/conf



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Organizations involved in environmental issues that like to display materials related to their work are welcome to book a display table.

For more information about the conference, to book a table and to register visit the website of the conference: www.tvrunit.com/conf

Troodos Cleaning Campaign

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Sunday May 10, 2009
From 10:00 to 15:00
Galata Village, Troodos

Littering is a serious problem in Cyprus. In addition to the damaging impact on the environment, littering presents a serious threat to the tourism industry because it damages the image of Cyprus as a tourist destination. To start addressing the problem, the Cyprus Sustainable Tourism Initiative in collaboration with local communities, the Cyprus Tourism Organization, the University of Nicosia and others in the tourism industry organise a Campaign for a Clean Rural Cyprus.

For a seat on the bus contact CSTI on 99123127 or 99440983
For more information visit: www.tvrunit.com/conf

CSTI Annual General Meeting

The second Annual General Meeting of CSTI was held on October 22nd 2008, at the village of Fini. The AGM was combined with the launching of the 5th Village Route which covers the Troodos area, a tour of the village of Fini and a producers' fair. During the dinner that followed the AGM, Sunrise Beach Hotel, which participated in the Water and Energy Saving Project, received an award from CSTI in recognition of the hotel's water and energy saving practices. CSTI gave an award also to the Cyprus Tourism Organization in recognition of CTO's on-going support to the work of the Cyprus Sustainable Tourism Initiative.

At the AGM, Mr. Philippos Drousiotis, CSTI Chairman, reported on CSTI's achievements of last year and Doctor Michael Ierides, who served as Treasurer of CSTI for two years, reported on the finances of the organization. Miss Julie Middleton of the Travel Foundation who attended the meeting, addressed the AGM and reaffirmed TF's support to the work of CSTI. Following the reports, there was the election of a new board of directors.

Elected Directors for 2008-2009 are: Chairman-Philippos Drousiotis of Cyprotels; Vice President - Geoffrey Bezzina of TUI; Treasurer - Gregoris Demetriou; Secretary - Christos Pedrides; Angela Richardson of Sunvil; Anastasia Guy of the Cyprus Wine Museum; Tina Dobbins of Thomas Cook; Maria Walsh of Thomas Cook; Julie Fitzpatrick of TUI; Andreas Gregoriou, President of the Hotel Managers' Association; Chrysoula Panagiotou, Chair of the Community Council of Sykoptera Village; and Costas Michael of Intercollege -Hospitality and Tourism Department. Mr. Antreas Demetriades was appointed as CSTI auditor.

CSTI would like to take this opportunity to thank Doctor Michael Ierides of CYMEPA for his contribution, commitment and support to CSTI, particularly during the developmental stages of the organization. He will be missed greatly.