



JULY 2013

## CYPRUS SUSTAINABLE TOURISM INITIATIVE

### Newsletter



## Newest members of our organization!

CSTI is affiliated to the



### Droushia Heights Hotel

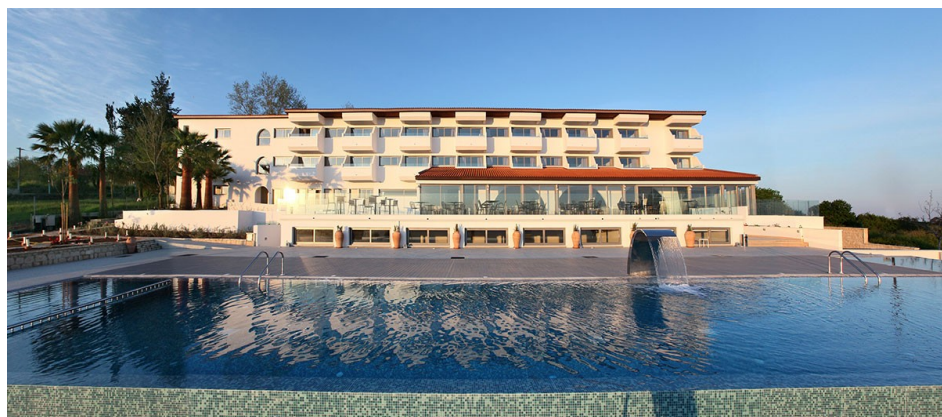
Droushia Heights Hotel (DHH) is a small hotel with a unique design, which was renovated and upgraded to a hotel of high standards. It is a place of great natural beauty, located on a hill, with a spectacular view of the sea, the mountains and the nearby National Park of Akamas.

Droushia Heights Hotel is a retreat away from the bustle of cities and mass tourism and is only 10 minutes from the nearest beaches of Polis and Latchi.

It is the ideal place for ramblers, botanists, cyclists and nature lovers.



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



### Vasilikon Winery

Vasilikon Winery is one of the first local wineries of Cyprus, established in 1993 by the brothers Heracles, Georgios and Giannis Kyriakides. Its successful operation is based on the excellent quality grapes of Kathikas, Akamas and Laona areas of Paphos, which are mainly picked from the family's vineyards. Furthermore, the knowledge, dedication and care exhibited

by these winemakers, together with the technologically advanced special machinery used, make Vasilikon one of the most accomplished wineries in Cyprus.

The brand new winery aims to cover every need not only of the winemakers but also the visitors, who are always welcome to taste a wide variety of wine.



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

The Greening Cyprus Beaches **free handbook** was launched on 24th of April at the Filoxenia conference centre in Nicosia by the Cyprus Tourism Organisation (CTO), the Cyprus Sustainable Tourism Initiative (CSTI) and the UK-based charity the Travel Foundation.

**The free handbook includes tried and tested ideas to protect natural beach assets and boost visitor satisfaction levels.**

The Handbook is a guide for all local authorities, beach-front businesses and property owners who are interested in replicating the successful pilots which ran last year at Fig Tree Bay and Nissi Beach.

The results of those pilots, also published, show beach user satisfaction increased by 9% and 19% respectively following improvements such as promoting recycling and growing native plants.

Other ideas which proved

effective in the pilot include providing a safe drinking water fountain to reduce plastic bottle waste, installing bike racks to encourage cycling, and involving local residents, school children, businesses and holiday makers in beach litter clean-ups.



The handbook is available free of charge from the CSTI in both Greek and English. It provides practical tips, case studies and information on ten categories including sand and water quality, vegetation and planting, 'green' signage and facilities, locally sourced food and drink, and informing and educating the public. It is part of a package of support offered by the CSTI and the

CTO for those who are interested in greening their local beach.



*"One of the greatest initiatives on the beach, noticed by many holiday makers, was the good quality of the sand. Also the innovative smoking zone on the beach had many positive comments from the tourists"*

Mr. Hadjicosteas, Manager, Nissi Beach Resort

## *Minimum sustainable standards for the Cyprus Hotel Industry*

On April 25th, the Guidelines Manual for meeting the Cyprus Tourism Organisation Minimum standards for sustainability in hotel establishments was presented to the CTO inspectors with the aim to be adopted by the hotel industry. The purpose of this project is to introduce a simple set of minimum environmental and social standards which will become part of the quality

standards. This will assist Cyprus in integrating sustainability principles consistently across the tourism industry. It will help hotels to operate more efficiently, cost effectively and act more responsibly. This will enable hotels to progress towards some of the standards required for a number of different certification schemes, such as Travelife (supported by UK

Tour Operators). In addition the future mandatory adoption of the minimum sustainable standards from the hotel industry will also serve as a unique marketing tool for the CTO and provide a significant competitive advantage for the island.

This coming September training workshops will be available for all hoteliers in every region!





## *Participation in the watermelon festival in Frenaros*

The 7th Pancyprrian Cultural Watermelon Festival in Frenaros was successfully held on July 5th. The community of Frenaros is among the first villages of watermelon production in the whole of Cyprus, making the product the trade mark of the community.

The festival was held under the auspices of the Minister of Agriculture, Natural Resources and Environment, Mr. Nikos Kougiialis and was dedicated to Social Solidarity.

All guests were able to offer dry food in order to support the Frenaros Community Food Bank and the

Famagusta Coordinating Council of Volunteerism.

The Cyprus Sustainable Tourism Initiative supported the effort of the Frenaros community to promote local products.

CSTI was present with a kiosk at the entrance of the stadium informing visitors about the village route booklets of the area offering free booklets to those interested in exploring the real Cyprus.

Visitors had the opportunity to try sweets, liqueurs and watermelon juice while learning about arts, crafts and local customs of the area.

The CSTI offered the amount of 150 euro to the community council of Frenaros supporting local charity organizations.

These activities enhance the local culture and support the local society and economy.



## *Pancyprrian Environmental Awards 2013*



The Cyprus Green Party on 05/06/2013 at the 'Journalists House' hosted the annual Pancyprrian Environmental Awards event with great success. Present at the award ceremony were the Minister of Agriculture, Natural Resources and Environment Nicos Kougiialis, officials and other environmental stakeholders.

The CSTI was awarded for its contribution to the development of sustainable

tourism in Cyprus.

The Cyprus Sustainable Tourism initiative thanked the Cyprus Tourism Organisation and the Travel Foundation (TF) a charity organization of United Kingdom for the ongoing financial and ethical support for the implementation of sustainability projects.

We would like also to thank the Cyprus Green Party for honoring CSTI and for the excellent organization of the event.



## Upcoming events

### INVITATION

## Workshop

The Cyprus Tourism Organisation (CTO), the Cyprus Sustainable Tourism Initiative (CSTI) and UK sustainable tourism charity, the Travel Foundation invite you to a *free training workshop* to introduce the *CTO's new minimum standards for sustainability in hotels* to be held on the following dates and locations:

Date	Location
Tuesday, 10 <sup>th</sup> September 2013	Hotel Cyprotel Cypria Maris, Pafos
Wednesday, 11 <sup>th</sup> September 2013	Hotel Cyprotel Poseidonia Beach, Lemesos
Thursday, 12 <sup>th</sup> September 2013	Hotel Capo Bay, Protaras

We urge all accommodation enterprises to take advantage of this *one-off opportunity* to learn how to effectively implement the standards, *for the benefit of the enterprise*, as well as of Cyprus as a quality tourism destination, by:

- .Improving quality
- .Reducing costs
- .Improving customer satisfaction
- .Creating greater staff engagement
- .Supporting the local community

Commencement: 09: 00 a.m / Information - 22-311623



## Annual General Meeting

The Annual General Meeting of CSTI will be held on October 18th, 2013 at 6pm at the Droushia Heights hotel in Droushia.

During the AGM local producers and craftsmen who are included in the village route number six (North Paphos and Akamas) and selected sponsors of CSTI will have the opportunity to promote and sell their products.

*Invitations will be sent soon!*

Visit our website!

<http://csti-cyprus.org/>

Or find us on facebook!



<https://www.facebook.com/?ref=logo>

The Cyprus Sustainable Tourism Initiative is a non-profit organization affiliated to the Travel Foundation (TF), a charity in the UK.

The organization works together with major tour operators such as Thomas Cook, TUI and Sunvil holidays, the Cyprus Tourism Organisation and other local non-governmental organizations, local producers, communities, town halls, tourist and hotel associations

as well as academic institutions.

The organization's aim is to develop sustainable tourism in Cyprus, which protects the environment, supports the local economy and promotes the local culture.

**We hope you find this newsletter interesting and useful.**

**If you want to renew your membership please email us at [info@csti-cyprus.com](mailto:info@csti-cyprus.com) or call us at: 22311623**

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