



# Cyprus Sustainable Tourism Initiative

Cyprus Hotel Association Conference

February 2014

## *Who we are*

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.

### *Our Mission:*

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

## *Memorandum of understanding 2010-2015*



In 2010, the Cyprus Tourism Organisation (CTO), the Cyprus Sustainable Tourism Initiative (CSTI) and the 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.

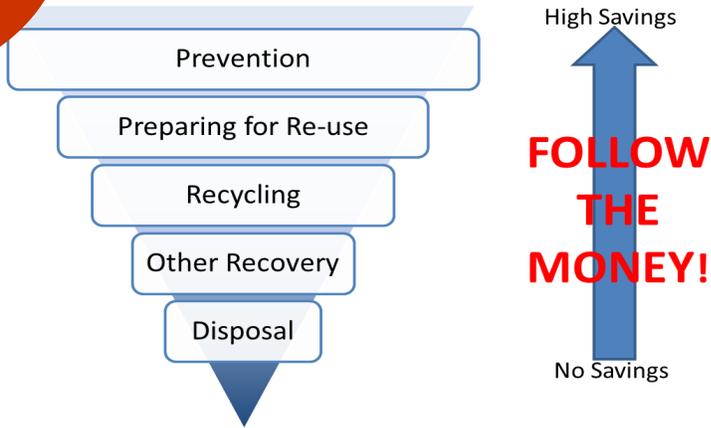
## *Projects*

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

A major initiative that has come out of the destination partnership between the Travel Foundation, CSTI and CTO is the introduction of minimum standards for sustainability in the hotel establishments. Guidelines for hoteliers have already been produced in English and Greek and are available through CSTI. These minimum standards 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 meeting 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.



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



### *Optimising all inclusive customer spend in the Paphos economy*

*Tourists are leaving the hotels less and spending less locally*

The partnership is proposing to develop and implement new initiatives that will stimulate greater tourist spending within the local economy; increasing customer satisfaction with the holiday experience encouraging repeat visits and helping to ensure the long term sustainability of Paphos as a holiday destination. The focus will be on hotels with an all-inclusive offer since they comprise the majority of bed spaces in Paphos.

A report outlining recommendations on what initiatives could be implemented is already ready with the pilot project starting on March.

The first waste mapping guide is now available to be implemented in hotels! The guidance document is tailored principally to meet the needs of hotel operators and other organisations 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 enables you to identify the sources, types and quantities of waste you produce. The mapping approach allows you to investigate where and how waste arises, and present this visually in a way that can help to identify hidden costs of waste. 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*

Consultants have been exploring the feasibility of 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. The research included an identification and analysis of the current



breakfast 'offer' within hotels constraints/challenges and opportunities for hoteliers and an investigation into what a 'Cyprus Breakfast' could include. A pilot project will commence this Spring.

**ALL INCLUSIVE**



## Greening Cyprus Beaches

*We welcome all municipalities, community councils and private companies to engage with the green initiatives and participate in the greening Cyprus beaches project, transforming their beaches to green ones and thereby upgrading their visitors' experience. Let's work as a team and offer a unique experience improving our tourist product. Our green team is ready to help you in the implementation process.*

***Do you manage a beach hotel and do you want to be pioneer in the tourism industry? Find out more about the Greening project and implement the green initiatives easily and sustainably!***



**Tree planting in Polis Chrysochou beach-Greening Cyprus Beaches Project**

## ***Voroklini and Polis Chrysochou The new green beaches!***

Yiannathes beach in Voroklini and Polis Chrysochou beach- which are currently being environmentally improved under the 'Greening Cyprus Beaches' eco-initiative - have begun to upgrade by planting endemic plants. Around 950 and 300 endemic bushes and flowers have recently been planted along the seaside pedestrian road in Yiannathes and in Polis Chrysochous respectively, fulfilling one of the criteria required in order to become a green beach. Both beaches will soon begin to implement the rest of the criteria required, by providing traditional locally made clay ashtrays, place green directory signage, installing bins for general waste and recycling and creating a bicycle parking area.

The beaches are already Blue Flag holders and this additional initiative is undertaken through a partnership between CTO, CSTI and TF, which was launched in 2010. Yiannathes is the third beach and Polis the fourth beach to be selected for the greening process after Fig Tree Bay and Nissi Beach in the Famagusta region.

***Adopt the project and transform your beach to a sustainable manage beach for all to enjoy!***

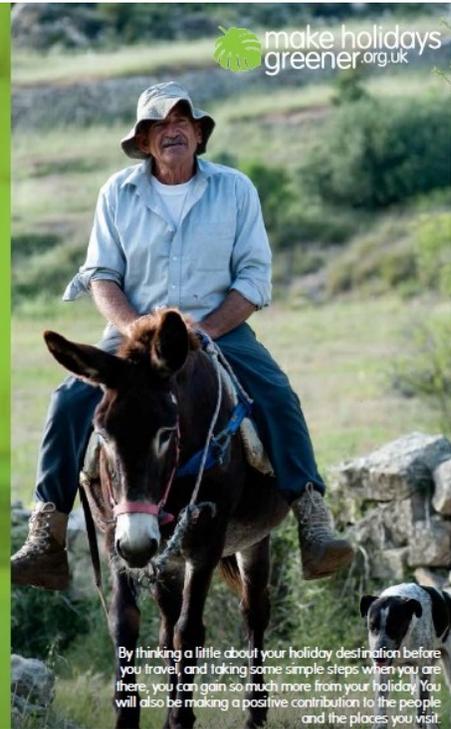
## Insiders guide to Cyprus

A new Insider Guide to Cyprus is now available from the partnership. Packed with tips to help holidaymakers have a unique stay on the popular island, the guide also provides engaging and original ideas on how visitors can play their part in helping local communities to earn a living from tourism and how to protect the environment.

Including recommendations from dining in local taverns on wholesome and seasonal produce, to days out at ancient Greco-Roman amphitheatres such as Kourion, the guide will help holidaymakers make the most of their holiday.

It's a useful tool for agents selling Cyprus. It can be printed and given to client's who've booked a holiday to the island, or agents can use it as a reference tool for tips to give to those considering a holiday there. Hoteliers can place it in their guests' rooms and upgrade their services. It can be downloaded for free.

INSIDER GUIDE TO CYPRUS



## Join our Team and become a Member

Your membership is VITAL to accomplish our sustainability projects in Cyprus.

As we enter 2014, we would like you to consider the benefits of becoming a member of the Cyprus Sustainable Tourism Initiative.

### Benefits of Membership

- ⇒ It will help your business corporate social responsibility and meet regulatory requirements
- ⇒ It will allow your business to respond to emerging consumer trends and demands
- ⇒ Information and access to producers fair
- ⇒ Net working opportunities
- ⇒ Information and access to Travel Foundation tools
- ⇒ Regular newsletters
- ⇒ Support with your sustainability plans to help your business to gain a competitive advantage in the tourism industry
- ⇒ Listing and advertising on our webpage
- ⇒ Opportunity to participate in industry programmes and studies
- ⇒ Financial savings through implementation of projects

You can do it online in our webpage: [www.csti-cyprus.org](http://www.csti-cyprus.org) or you can call us at our offices: **22 311623**

*We would like to thank our existing members for their valuable contribution in 2013 and we would like to remind you to renew your membership for 2014.*

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