



Co-funded by
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Amethyst Napa Hotel & Spa

Case study- AB IED



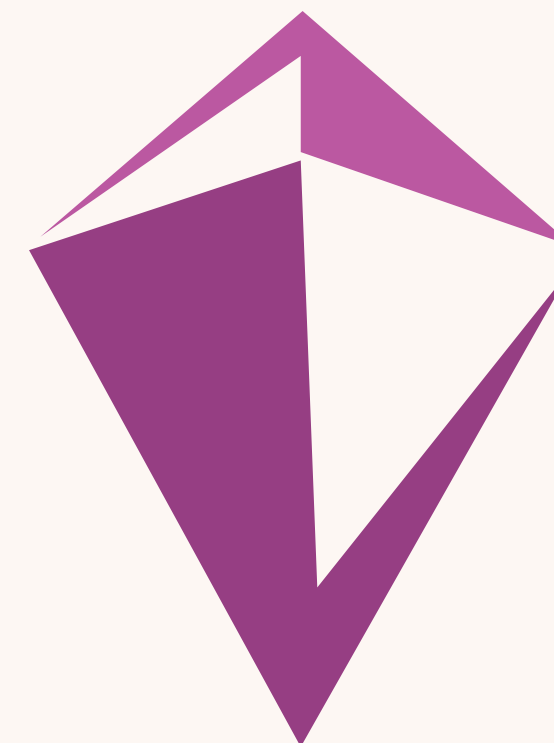
SME Overview

Type and size of SME:

Amethyst Hotel & Spa is a modern 4-star rural tourism business located in Ayia Napa, Cyprus. While situated near a popular beach area, the hotel offers a peaceful, nature-inspired experience, catering to both families and couples as a small-scale, eco-conscious hospitality SME.

Rural setting: Though close to the coast, the hotel is nestled in a quiet, less urbanized area of Ayia Napa, renowned for its natural beauty and seasonal tourism economy. The region benefits from its proximity to the sea while facing typical rural challenges, such as seasonal fluctuations, limited resource availability (e.g., water), and increasing pressure to adopt sustainable tourism practices.

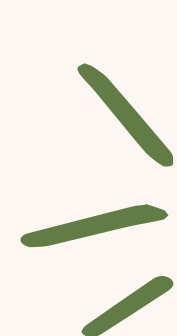
History and main activities: Founded with a vision to create a wellness-oriented, tranquil retreat, the hotel's identity is inspired by the calming qualities of the amethyst stone. It offers modern accommodations, including a large outdoor pool, spa services, buffet and à la carte dining options, and various drink and lounge areas. The hotel focuses on delivering personalized, high-quality guest experiences for both couples and families, emphasizing relaxation and sustainability.



AMETHYST
NAPA HOTEL & SPA

Website [here](#)





SME Overview

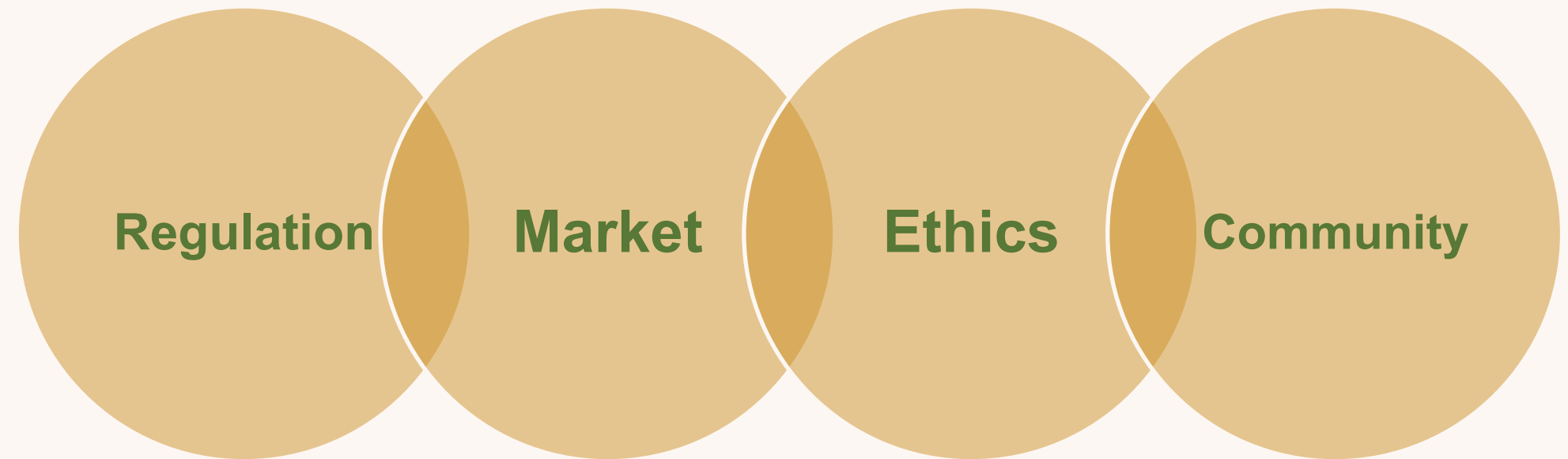
ESG challenge or opportunity faced: As sustainability awareness increased among travelers, the hotel began receiving feedback and questions from guests regarding its **environmental practices**—particularly around water and energy use, plastic reduction, and food sourcing. This external interest revealed a **strategic opportunity**: to improve transparency and implement a clear **ESG approach** that reflects the values of eco-conscious guests and supports long-term operational efficiency.

Situated in a **semi-rural tourism zone**, the hotel operates in a seasonal economy with limited natural resources—especially water—and increasing regulatory attention to **sustainable tourism**. While not traditionally seen as a “rural business,” its physical location and dependence on local environmental conditions create unique pressures and opportunities. The hotel’s relatively small size and flexible structure also allow for faster adaptation to **ESG-oriented changes**, making it a good model for ESG integration in regional tourism SMEs.



ESG Challenge / Opportunity

In Cyprus' semi-rural coastal zones like Ayia Napa, small hotels operate under **strong seasonal pressure**, with **limited water resources** and growing emphasis on sustainable tourism. With the hospitality sector facing tighter expectations from both local authorities and international visitors, embracing ESG has become a **competitive necessity**.



Key drivers:

- Market pressure from eco-conscious travelers seeking sustainable accommodations
- Desire to differentiate from nearby larger resorts through personalized and transparent ESG practices
- Growing importance of EU tourism sustainability regulations and certifications
- Internal values of the management team supporting ethical hospitality and local sourcing

Capitalizing on ESG as a Strategic Opportunity

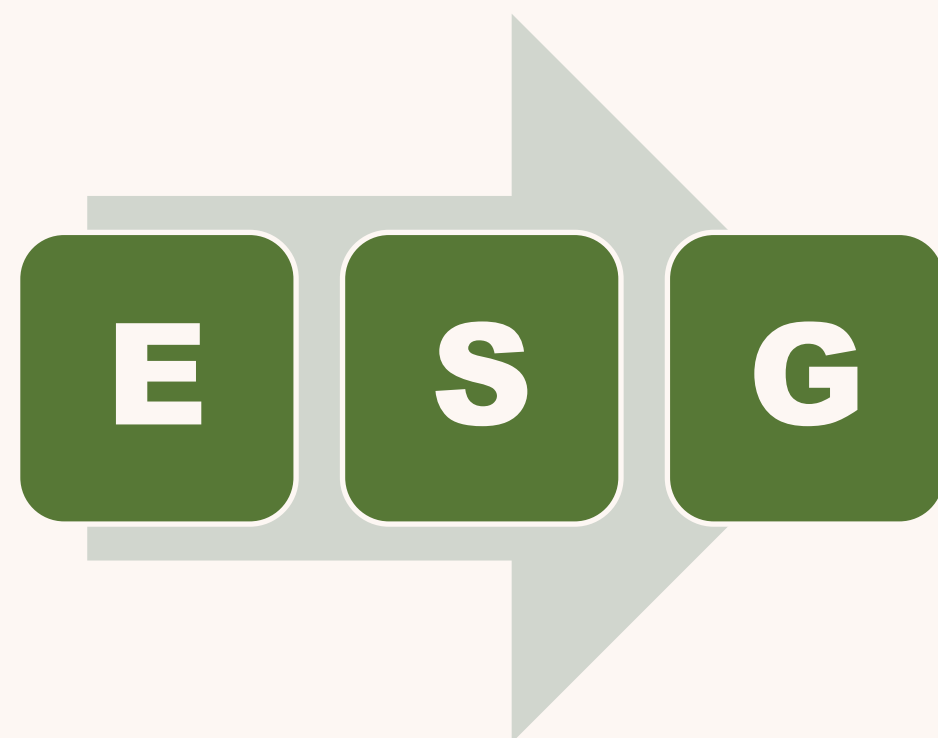


Amethyst Hotel & Spa identified that while it offered a relaxing guest experience, it lacked a systematic way to **track and communicate its environmental and social performance.**

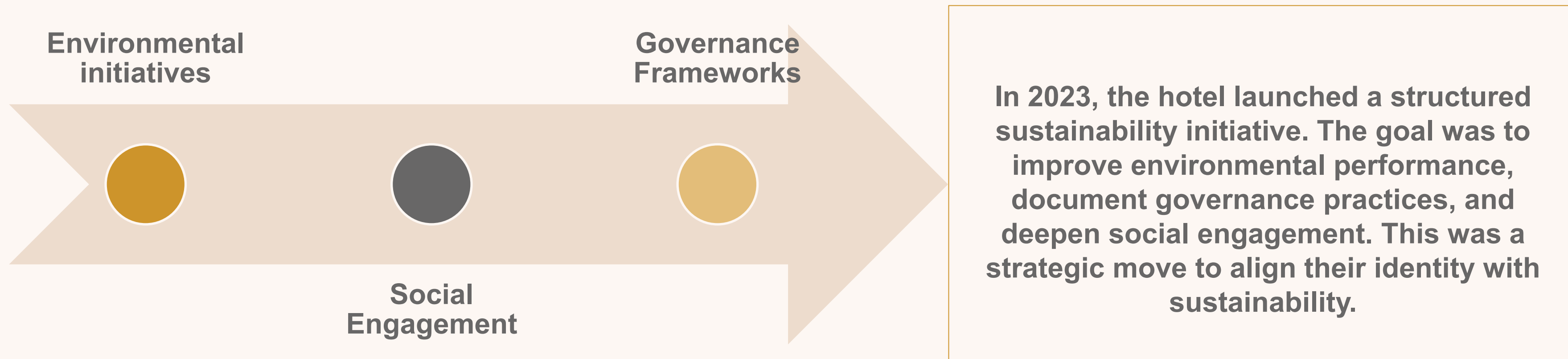


Specifically, issues such as **high seasonal energy consumption, water use, and plastic waste generation** during peak tourist months were not being monitored or optimized. There was also no formal documentation of community engagement or governance practices, despite informal positive actions already taking place.

Relevant environmental, social, or governance aspects



What did they do? Specific ESG Steps Taken



Specific ESG Steps Taken: Environmental

Water Fixtures

- Installed low-flow water fixtures across guest rooms and common areas.

Waste Separation

- Initiated a waste separation program in the kitchen and guest facilities.

Usage Monitoring

- Began monitoring monthly energy and water usage via digital utility tracking.

Plastic Replacement

- Replaced single-use plastic items with refillable or biodegradable alternatives.

Specific ESG Steps Taken: Social Sustainability Initiatives

Staff Feedback

Surveys were conducted to gather feedback on working conditions and wellbeing.

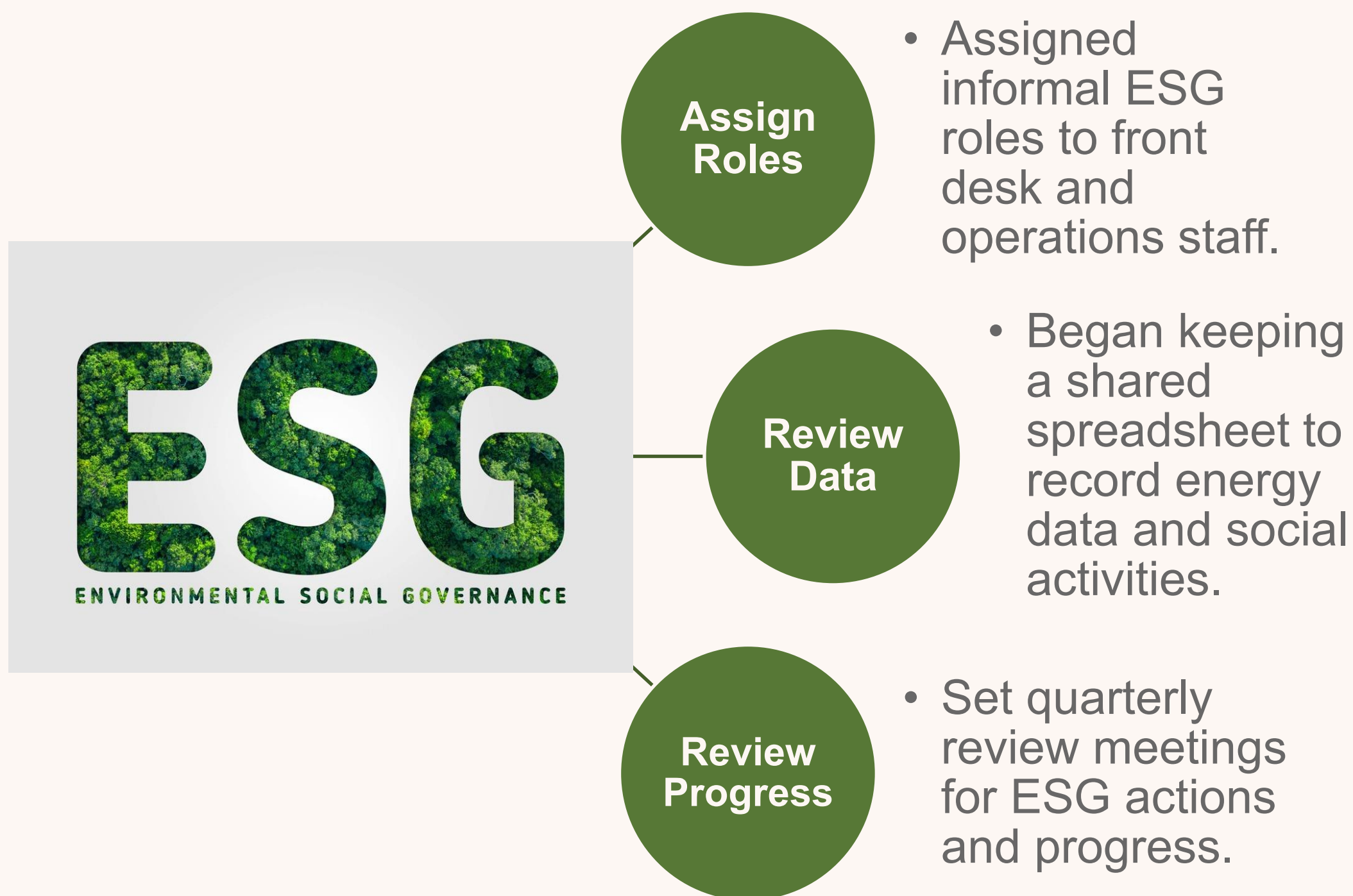
Volunteer Initiative

A volunteer initiative was created for staff to participate in community beach clean-up days.

Eco-Guest Package

A welcome package was launched with sustainability tips and local culture highlights for guests.

Specific ESG Steps Taken: Governance Implementing ESG Initiatives



What did they do?



Proactive & Strategic

The hotel management recognized the market trend toward sustainability and proactively positioned Amethyst as a **wellness-oriented, eco-aware boutique hotel**, aligning ESG goals with brand identity and long-term competitiveness.

Timeline & Scope

- **Initial planning:** Spring 2023
- **Implementation:** Summer 2023 pilot during high tourist season
- **Review & adjustment:** Autumn 2023, with plans for ongoing monitoring

Who Was Involved?

- **Hotel Manager:** Oversaw overall strategy and coordinated suppliers
- **Front Desk Team:** Collected data on guest feedback and basic social metrics
- **Maintenance Staff:** Tracked utility use and waste
- **Kitchen Staff:** Initiated food waste and recycling practices
- **External Sustainability Consultant:** Provided advice on eco-certification and data collection templates

What changed?



Business Outcomes



1. Reputation Boost: The hotel received increased positive reviews mentioning sustainability (e.g., “**eco-conscious** stay” on TripAdvisor).



2. Customer Retention: Guests cited the eco-amenities and local engagement as reasons to return.



3. New Audience: Attracted younger, environmentally conscious travelers.



4. Cost Savings: Reduced water and electricity bills by approx. 15% during the first full season of implementation.



5. Operational Improvements: Streamlined reporting processes and clarified staff roles.

Environmental & Social Impacts

1

Reduced plastic waste:

A 40% drop in single-use plastic items used in guest services

2

Water Conservation:

Low-flow systems saved approximately 18,000 liters monthly.

3

Employee Engagement:

Staff reported higher motivation and satisfaction levels.

4

Local Impact:

Collaboration with NGO raised awareness among guests.

Community effects

1

The hotel became a reference point in local tourism networks for integrating sustainability with guest experience.

2

Partner suppliers began exploring eco-packaging options after the hotel requested greener solutions.

3

The hotel's ESG practices were shared at a regional tourism workshop, sparking discussion among peers.

Unexpected Outcomes / Lessons Learned

- ◆ The staff's involvement in ESG monitoring revealed creative solutions from frontline roles (e.g., reusing greywater in landscaping).
- ◆ Guests often wanted more information, leading to the creation of a new "Sustainability Corner" at reception.
- ◆ Realized the importance of documenting even informal actions—small initiatives became part of a bigger narrative.

ESG in Action: People, Skills, Tools

ESG Competences and Roles

Who did what?

- **Hotel Manager (ESG Optimizer & Leader):** Took overall responsibility for integrating sustainability goals, initiated the ESG planning process, and coordinated cross-functional involvement.
- **Front Desk & Housekeeping Staff (ESG Analysts):** Monitored water and electricity use, tracked customer feedback, and proposed small changes (e.g., towel reuse signage).
- **External Advisor:** Provided guidance on compliance with local environmental regulations and ESG indicators
- **Restaurant Supervisor:** Piloted a food waste tracking method in the buffet area.

Relevant ESG Competences used

- **3.G.3** – Monitor ESG performance using internal data collection.
- **4.E.1** – Promote resilient ecosystems and reduce environmental risks.
- **2.S.2** – Engage local communities in social and environmental initiatives.
- **3.E.4** – Use ESG data for continuous improvement.
- **1.G.1** – Understand sustainability-related regulatory and voluntary frameworks.

Tools and methods

- Informal SWOT analysis during internal planning discussions.

Identified and tracked KPIs such as:

- Monthly electricity & water consumption
- Customer feedback scores on sustainability
- Plastic usage reduction
- Employee satisfaction ratings

Progress Tracking:

- Excel-based dashboard to record monthly figures.
- Manual checklists in housekeeping for monitoring supply use and cleaning practices.
- Staff debriefs held quarterly to reflect on ESG actions.

Data Collection Methods:

- Staff logbooks (manual entries)
- Guest survey forms
- Utility bills & supplier invoices

ESG Reporting Standards Followed: While no formal reporting framework was applied, practices were loosely inspired by GRI Standards, especially in stakeholder communication and performance transparency.

Leading with Purpose, Rooted in Place

How One SME Made ESG Work

Inspiring change

What ESG Leadership looks like

- **Leadership Vision:** The hotel manager demonstrated a long-term vision for becoming a model of sustainable hospitality in a competitive but sensitive natural setting. She prioritized ESG not just for compliance, but as a core brand value.
- **Team Commitment:** Staff showed high levels of ownership and participation in the sustainability efforts. Housekeeping staff reduced laundry loads through towel reuse programs, while kitchen staff tracked waste without formal training.
- **Previous Innovation Culture:** As a relatively new and boutique hotel, Amethyst had already integrated modern tools and flexible practices, making it easier to test ESG initiatives without bureaucracy.
- **Barriers Overcome:** Initially, lack of structured ESG knowledge led to uncertainty about how to measure success. Time constraints in peak seasons made regular tracking difficult. These were overcome through internal training, role-sharing, and simple tracking tools.
- **Mobilizing Roles:**
 - ESG Leader (Manager): Vision, coordination, and oversight.
 - ESG Optimizer (Restaurant and Maintenance Leads): Implemented pilot actions.
 - ESG Analysts (All Staff): Provided ground-level data and insights.

Making it work locally

Adapting ESG to Our Rural Reality

How the place mattered – and how they adapted:

- **Tourism-Driven Rural Area:** Ayia Napa is a tourism hotspot in a rural region, where environmental pressures like overuse of water and energy are highly visible. Sustainability efforts aligned with both guest expectations and ecological needs.
- **Cultural Expectations:** Local traditions of hospitality and strong community ties helped foster buy-in, especially when ESG was framed as care for both people and place.
- **Climate Considerations:** The Mediterranean climate puts pressure on water and electricity consumption. Efficiency measures weren't just green—they were necessary.
- **Community Support:** Suppliers and local stakeholders appreciated the hotel's move toward local procurement, boosting the hotel's image.

Local Challenges:

- Seasonal employment and youth migration made consistent engagement harder.
- The hotel responded by creating part-time sustainability roles and involving young seasonal staff in awareness actions.

 REFLECT

What challenges could similar SMEs face in replicating this?

- Resource constraints in small businesses (e.g., limited budget for new systems or infrastructure). Knowledge gaps in ESG frameworks or sustainability best practices, especially in rural settings.
- Staff turnover or seasonality, which can affect the consistency of data collection or implementation. SMEs face in replicating this?

What could your SME or organization learn from this approach?



Start Small, think big: Even small changes, such as implementing water-saving fixtures or creating a sustainability corner for guests, can have significant impact.

Tailor Solutions to fit: The hotel's solutions were adapted to its size and seasonality, showing that even small rural SMEs can start their ESG journey with manageable steps.

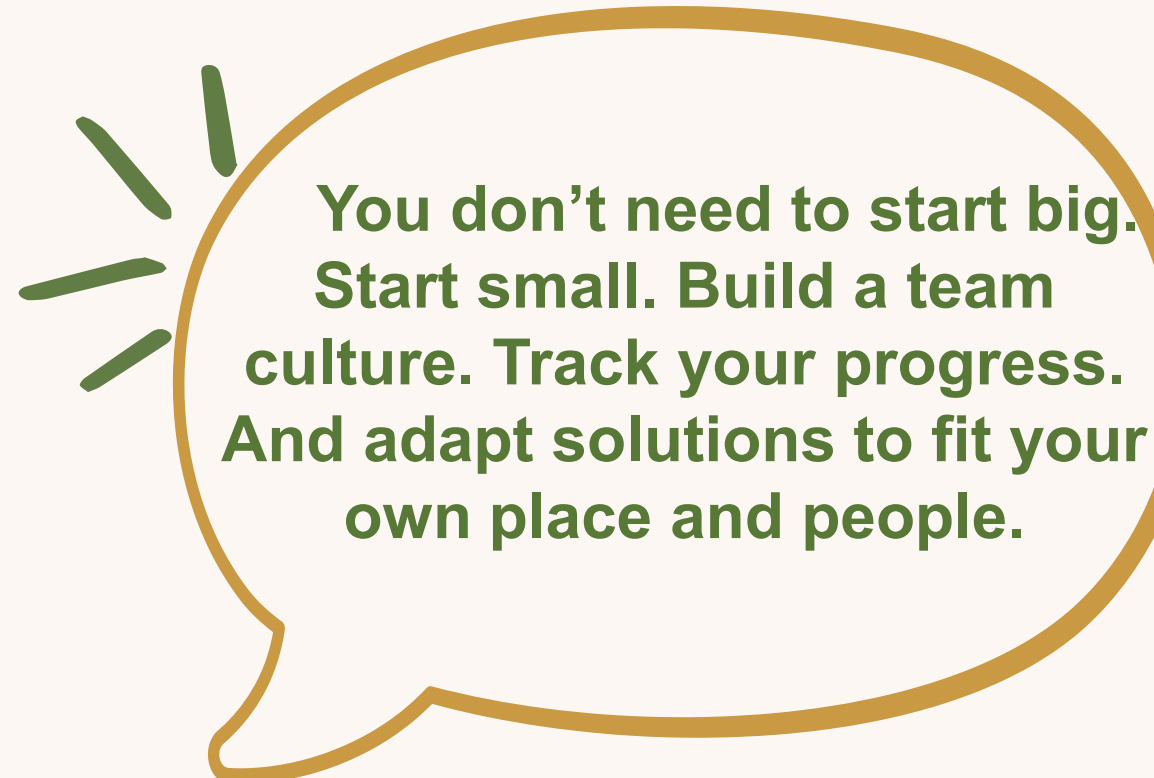
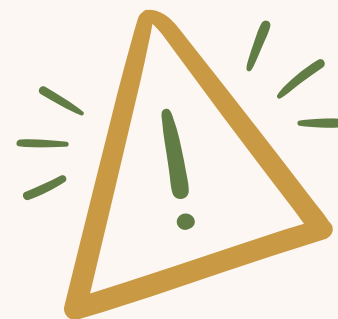
Engage Team: Assigning informal roles and encouraging employee ownership boosts engagement and ensures ESG goals are integrated into day-to-day operations.

 REFLECT**What challenges might rural SMEs face when adopting similar approaches?**

- **Limited infrastructure:** Access to advanced monitoring tools or utilities (e.g., for energy or water usage) may be difficult in some rural areas.
- **Workforce constraints:** Seasonal employment or lack of skilled staff can hinder the implementation of consistent ESG actions.
- **External factors:** Economic factors like local economic pressures, or supply chain challenges, may complicate adopting sustainable practices.



“ Even a simplified version of the hotel’s practice could be effective, such as tracking energy consumption and engaging staff in simple ESG tasks. ”

 REFLECT

**You don't need to start big.
Start small. Build a team
culture. Track your progress.
And adapt solutions to fit your
own place and people.**



Challenges to Adapt: In rural communities where resource availability is limited or where businesses are smaller, scaling up without overwhelming resources may be a challenge. However, prioritizing easy wins like waste reduction and employee engagement can set the stage for larger efforts.