

BEST PRACTICE HOTEL BOTÁNICO & THE ORIENTAL SPA GARDEN

Submitted by: Dom Spain

An aerial photograph of a rugged coastline with rocky cliffs and clear turquoise water. A large, solid blue circle is overlaid on the right side of the image. In the center, a white circle contains the text 'CIRCULAR ALBANIA TOURISM'.

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ALBANIA
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INTRODUCTION



SECTION 1: BASIC INFORMATION

- Title of the Best Practice: Hotel Botánico & The Oriental Spa Garden
- Website of the Practice: www.hotelbotanico.com
- Social Media links: <https://www.instagram.com/hotelbotanico/>
- Location: Avenue Richard J. Yeoward, 1, 38400 – Puerto de la Cruz, Santa Cruz de Tenerife, Spain

SECTION 2: PRACTICE OVERVIEW

• Short Description of the Practice:

Hotel Botánico & The Oriental Spa Garden is a 5-star “Gran Lujo” (Luxury) hotel in Tenerife committed to sustainable development and minimising its environmental impact. It operates with an integrated management system, holding certifications such as UNE-EN ISO 14001, EMAS, UNE-EN ISO 9001, and BIOSPHERE HOTEL standards. The hotel's fundamental objective is to provide high-quality services with the minimum environmental footprint possible, particularly focusing on resource efficiency. Key initiatives include rationalising energy and natural resource consumption through investments in energy-efficient equipment (e.g., in rooms, kitchens, and the machine room), sourcing 71.3% of its electricity from certified green providers, and implementing water-saving systems like dual-flush toilets and flow reducers. The hotel also prioritises waste reduction and recycling by promoting selective waste separation and reducing paper consumption through digital solutions and reusable materials.

- Implementation Period:
- Status:

☐ Planned ☐ Pilot phase ☐ Fully implemented ☒ Ongoing and evolving

• Thematic Areas Addressed:

☐ Farm to Fork / Sustainable Food Systems
☐ Waste Management
☒ Resource Efficiency
☐ Other: _____

• Describe how the practice aligns with the selected Thematic Areas:

Hotel Botánico & The Oriental Spa Garden demonstrates a significant alignment with the thematic area Resource Efficiency. The hotel is committed to rationalising the consumption of energy and natural resources through efficiency and the use of renewable energies. They have made investments in more efficient equipment in various areas, such as rooms, kitchens, and the machine room. This has contributed to a decrease in electricity consumption per overnight stay. Notably, 71.3% of the hotel's total energy consumed is from certified green sources. Water conservation efforts are evident through the implementation of systems like dual-flush toilets, flow reducers, and the replacement of bathtubs with shower trays in guest rooms, which has led to a reduction in water consumption per overnight stay. Furthermore, the hotel aims to reduce paper consumption by 20% by using QR codes for information like Spa treatments, room service, and mini-bar menus, and by utilising reusable materials for cleaning notices. Notably, 88% of the white paper consumed is recycled. These efforts are central to managing the environmental impact of a large-scale accommodation provider.

• Explain how this activity fits within the tourism sector:

Hotel Botánico's activities are deeply integrated into the tourism sector, particularly by exemplifying a comprehensive commitment to sustainable tourism. While its luxury accommodations, diverse gastronomy, wellness facilities, and event spaces fit a traditional high-end resort model, its deliberate focus on environmental responsibility distinguishes it as one of the key players in Puerto de la Cruz committed to these principles.



- **What learning value for VET training, curriculum development or capacity-building of professionals does the practice offer?**

Hotel Botánico's operations offer significant learning value for VET training and professional capacity-building. The hotel serves as a model for effective sustainability marketing, using QR codes and its website to transparently communicate its environmental efforts to guests. This practice teaches the value of promoting eco-tourism and how it can be done. Furthermore, its commitment to biodiversity and environmental stewardship—from protecting local fauna (the hotel provides detailed recommendations for guests on how to interact responsibly with local wildlife) to meticulously maintaining its gardens—provides a real-world case study in responsible tourism. Finally, the hotel's annual environmental reporting (e.g., electricity, water, waste, emissions) teaches professionals how to use data to measure and improve sustainability performance.

SECTION 3: CHALLENGES AND ALIGNMENT WITH CIRCULAR ECONOMY PRINCIPLES

- **What challenges or barriers were addressed?**

- ☐ Waste management and disposal
- ☒ Energy/resource use
- ☐ Infrastructure limitations
- ☐ Seasonality
- ☐ Skills and capacity gaps
- ☐ Low awareness of CE
- ☐ Behavioural resistance
- ☐ Financial or funding constraints
- ☐ Other : _____

- **How were these challenges overcome?**

The Hotel Botánico has proactively tackled its resource consumption. To overcome above-average energy use, the hotel invested in more efficient equipment across its facilities, from kitchens to guest rooms. New climatization systems with digital temperature control and automatic air conditioning shut-off when balconies are opened were installed, directly preventing energy waste. A machine room control system was also implemented to provide daily consumption data.

Furthermore, the hotel addressed high water use by implementing dual-flush toilets and flow reducers throughout the property. It also significantly reduced paper waste by replacing printed menus and service information with QR codes, opting for digital solutions that minimise its overall environmental footprint.

- **Which circular economy strategies does this practice address?**

- ☐ Waste reduction / reuse / recycling
- ☒ Renewable energy / energy efficiency
- ☒ Water conservation
- ☐ Circular product/service design
- ☐ Sustainable food systems / short food chains
- ☒ Eco-certifications or green standards
- ☐ Repair, refurbishment, or reuse of infrastructure/furnishings
- ☒ Digital tools for circularity or sustainability





- **Describe why this practice can be considered as a 'best practice' and how it contributes to one or more circular economy principles:**

Hotel Botánico's practices are considered a "best practice" because they are grounded in certified, transparent, and continuously improving sustainability efforts.

Firstly, the hotel is actively involved with the EU Eco-Management and Audit Scheme (EMAS), being EMAS III certified and registered with the number ES.IC.000243. EMAS is a tool developed for organisations to evaluate, report, and continuously improve their environmental performance, emphasising performance, credibility, and transparency. Furthermore, the hotel is recognised with the Biosphere Commitment badge. This badge identifies entities that have committed to making sustainable efforts and plan to adopt more responsible models. The transparent reporting on its environmental performance, including areas needing improvement, underlines its dedication to accountability and ongoing progress. This holistic integration of sustainability, coupled with clear reporting and proactive improvement plans, positions Hotel Botánico as a best practice in sustainable tourism.

- **Describe why this practice can be considered as innovative. What new, creative or underused approach brings added value to circular tourism development?**

Hotel Botánico's approach is innovative because it redefines circular tourism to include not just environmental factors (with its firm commitment to sustainability) but also social and cultural dimensions. It is a key participant in "Hoteles Creativos," a collaborative initiative driven by a commitment to sustainability and art. This practice creates value by integrating local artists directly into the hotel's premises. This creative strategy establishes a circular loop for social capital, ensuring local talent circulates within the destination's economy instead of being imported. By providing authentic and enriching experiences, the hotel supports the local community while giving guests a more meaningful and unique visit.

SECTION 4: COLLABORATION

- **Describe any collaboration that were involved in the development of this practice? Did this practice involve local authorities or other groups?**

Hotel Botánico engages in a wide range of collaborations to uphold its luxury standards and commitment to sustainability. Its membership in "The Leading Hotels of the World" ensures continuous quality improvement through strict annual controls. As part of the Loro Parque Group, the hotel offers a children's program promoting learning and respect for animals.

For sustainability, the hotel adheres to international standards like ISO 14001 and is a Biosphere Committed entity, with its systems validated by third-party auditors like TÜV Rheinland. Its involvement in "Hoteles Creativos" highlights a unique partnership that promotes local culture and talent, enriching the guest experience. The hotel also relies on a network of specialised external companies for everything from waste management and Legionella control to boiler and electrical maintenance, ensuring operational compliance and safety.

SECTION 5: RESULTS AND REPLICABILITY

- **What measurable results or outcomes were achieved?**

Hotel Botánico has achieved several measurable outcomes through its sustainability initiatives. The hotel's water conservation efforts, including dual-flush toilets and flow reducers, led to a drop in consumption per overnight stay from 0.57 m³ in 2022 to 0.37 m³ in 2023. In terms of energy, the hotel reduced electricity use per overnight stay from 32.35 kWh to 31.13 kWh in the same period, with 71.3% of its electricity now coming from certified green sources. These efforts, combined with new efficient equipment and digital climate control, resulted in a significant reduction in its total carbon footprint, which decreased from 261,086.44 kg CO₂ equivalent in 2022 to 241,035.02 kg in 2023.

- **Why is this practice relevant to the Albanian tourism context?**

Hotel Botánico's commitment to environmental stewardship is highly relevant to Albania's tourism sector. By systematically measuring and tracking resource use, waste, and emissions, the hotel shows how any tourism business, regardless of size, can gain crucial insights to improve efficiency and reduce its environmental impact. This data-driven approach offers a practical example for Albanian businesses looking to build a more sustainable and resilient tourism industry.

- **What is the practice's potential for further expansion? How can it be applied or adapted to other Albanian tourism destinations or businesses?**

Hotel Botanico provides a valuable blueprint for businesses regardless their sizes. For smaller hotels or guesthouses, the practice is still highly relevant. They can adopt easy, cost-effective strategies such as using movement sensor light bulbs and LED lights for immediate energy savings. Most importantly, avoiding paper waste by utilising QR codes for menus and guest information is a simple, universally applicable measure that any tourism business in Albania can implement to become more sustainable.

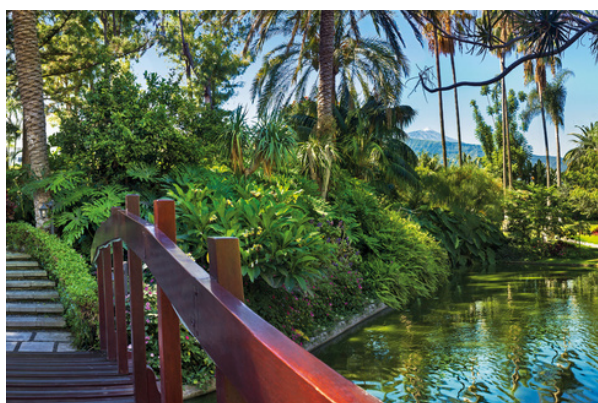
- **What advice would you give others looking to implement a similar initiative?**

Based on the Hotel Botánico's model, here is some advice for implementing a similar initiative:

- Develop a clear, public sustainability policy (outlining commitment and goals, providing transparency for both the team and guests).
- Track resource usage. Begin measuring key metrics like water, energy, and waste. Having this data is essential to set targets and show measurable progress over time.
- Invest in practical technology. Install water-saving solutions like dual-flush toilets and flow reducers, and upgrade to energy-efficient equipment.
- Engage with the community. By collaborating with local artists, artisans, or cultural organisations to create an authentic guest experience.

SECTION 6: PICTURES

- Pictures of the practice:





Project Partners



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