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Our sustainable tourism management system

Hotel Union has drawn up and implemented a long-term sustainable tourism management system. It is geared to the size of the hotel and steps are taken continuously to improve it:

- we clearly communicate and document our sustainability;
- our system includes environmental, social, cultural, economic and qualitative issues, as well as matters regarding human rights, health and safety;
- Hotel Union management is trained to deal with risks and crisis situations;
- our whole system is documented and monitored.

Our commitment to sustainable tourism is unwavering, so we monitor the progress of our improvements every year.

Engaging others in sustainable tourism

As well as teaching sustainable good practices to our business partners and guests, we also try to involve them:

- Hotel Union guests and business partners are involved and made aware of the importance of sustainable tourism;
- the results of our accomplishments are reported as successes;
- we do everything we can to present our policy in as clear a manner as possible on all internal, external, online and offline communication media, so all our guests and business partners are familiar with it.

We have drawn up a questionnaire for our guests which we hope will encourage them to be more sustainable, even after their holiday. We choose our business partners and involve them according to sustainable tourism criteria.

Hotel Union staff and sustainability

Sustainable tourism is a key value for us and our staff does everything it can to help us achieve it. We have put together a team which attends specific training courses and helps us meet our goals:

- our staff receives regular, documented training;
- certified professional and environmental sustainability training for our staff is of paramount importance to us.

We select our staff ethically and in respect of human rights, taking minority groups into consideration and guaranteeing the same opportunities to everyone, even as regards professional growth.

“Sustainable in everything we say and do!”

To ensure the best results in our sustainable tourism programme, we have created and enhanced our marketing strategy. We have made everything we do as transparent as possible, using real words and images that reflect our daily mission:

- the images we have chosen to convey our sustainability reflect our activities, services, products and infrastructures.

Hotel Union and all its management practise sustainable tourism and this is supported by facts and documents.

Sustainability at Hotel Union in Dobbiaco and in the UNESCO World Heritage Dolomites

We are well aware that we live in a truly unique natural environment and therefore feel it is our responsibility to teach our guests about lifestyles here and our local culture. We know the UNESCO World Heritage Dolomites very well and they are part of our lives. This enables us to show our guests the best way to appreciate them:

- we provide our guests with maps, publications, books and IT tools about the natural and cultural treasures they can find in the area;
- our staff is trained to explain the cultural and natural treasures in the area to our guests.

We make it our duty to show our guests how to behave when out and about in the area.