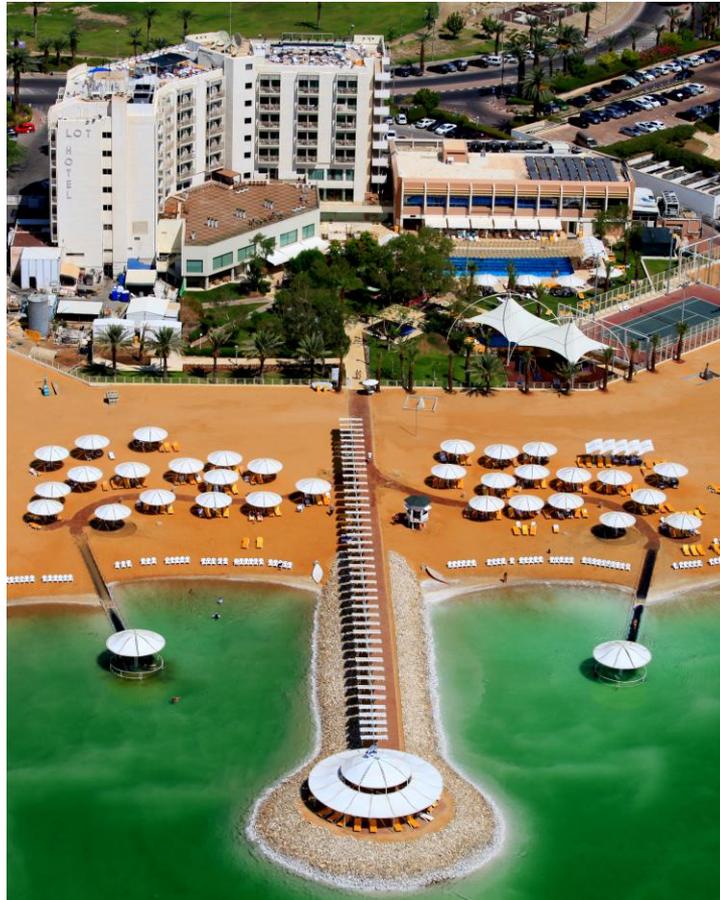


# Hospitality with care at the Lot Spa Hotel



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# Philosophy

בשעה שברא הקדוש ברוך הוא את אדם הראשון, נטלו והחזירו על כל אילני גן עדן ואמר לו ראה מעשי כמה נאים ומשובחים הן וכל מה שבראתי בשבילך בראתי, תן דעתך שלא תקלקל ותחריב את עולמי, שאם קלקלת אין מי שיתקן אחריך. (קהלת רבה ז').

At the time of creation, the lord almighty took Adam and walked with him amongst all the trees of Paradise and told him, have a look at my doings, how nice and excellent they are and all what I have created I have created for you. Put your mind in to it not to damage and destroy my world. Shall you destroy it there is no one to repair after you. (Midrash Ecclesiastes 7).

# Introduction

## The Dead Sea

- A world famous natural health and wellness resort with unique climatic conditions

## The hotel

- A 200 bedroom spa hotel, situated on the shore of the Dead Sea with an annual occupancy of 92%

## Our vision

- Our aim is to be a leading hotel in the field of health and wellness tourism at the Dead Sea. A profitable hotel which cares for the needs of its guests, its employees and the environment

# Our People

**We believe that people are our most precious and valuable resource**

- We do our utmost to create a fair and encouraging working environment for all our employees.  
Fair pay and benefits, reward programs, vocational and academic education and a promotion-within-the-hotel policy, are some of the methods we apply in order to do so
- We are continuously engaged in several communal activities including educational programs and welfare projects
- One of our most important achievements was the organising, sponsoring and leading of a two year Hospitality Management course for managers and employees working in the hotels in the Dead Sea area

# Utilities Management

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The Dead Sea is a dry and hot region which represents challenges and opportunities.

The following will show some of our activities aimed at saving energy and water whilst reducing pollution.

# Energy

Air conditioning is our biggest consumer of energy, followed by water heating for showers, swimming pools and the different facilities and baths in the spa (Dead Sea water pool, sulphur pool, sauna, hamam etc.).



# Solar System

- The hotel planned and built a solar water-heating system , which includes 90 plastic solar collectors, 50 glass/ metal solar collectors, water containers, distribution units, heat exchangers, pumps, control panels, etc.
- Its cost approx. 400,000 NIS and it saves almost 100,000kg of gas annually
- The system has been in use for more than six years without any need of special maintenance

# Solar System



# Solar System



# Pool covering

- The outdoor swimming pool is covered at night when heated
- The covering (a 5 min. daily activity) saves between 500,000 – 1,000,000 Kcal per night



# Laundry

- We encourage our guests to reduce their usage of room and bath linen
- We launder used, non-stained towels during the night with the shortest possible wash-cycle using minimal amount of chemicals, letting them dry in fresh air.



# Electricity Saving

- Saving electricity in a resort hotel is a complex task. It includes:
  - Management and employee awareness of saving
  - Use of fluorescent lighting
  - Room energy control
  - Knowledgeable use of economical and well-maintained air conditioning systems
  - Control of the air flow in the hotel
  - Adjusting temperatures to meet the needs of the hotel guests
  - Avoiding usage of high energy consuming units and avoiding usage of electricity at peak times
  - Usage of co-generation for water heating

# Water

- Our efforts to save water include:
  - Placing water meter units in various hotel areas in order to control consumption
  - Maintaining and replacing water pipe systems (cold water, hot water and air conditioning water)
  - Introducing economical irrigation systems
  - Shifting between water condensing and air condensing systems according to the climate
  - Implementing low flow devices for shower heads and taps in guest rooms and public areas
- All these actions have resulted in reducing water consumption from 91,000 m<sup>3</sup> annually in 2005 to 78,000 m<sup>3</sup> in 2009, despite a growth of 9.3% in in-house guests and 31% in day guests

# Water

- Swimming pool water treatment:
  - Filters and circulation pumps have been added in order to achieve higher water clarity and reduce almost half the amount of disinfectors in the water
  - Shading is applied over the pool during the summer season in order to avoid quick dissolvent of the disinfectors
- Waste water treatment:
  - In the kitchen, oil and fats are collected for recycling
  - We had an experimental process of bacterial treatment for our fat separator tank in order to avoid fat dumping
  - We continuously monitor our sewage water for salts, fats, COD, BOD , TSS etc.

# Results

- Average annual spending on utilities in hotels in the Dead Sea area is 8.6% of total expenditure
- Lot Spa Hotel spends 6.3% of its total expenditure on utilities
- The difference in spending between Lot Spa Hotel and an average similar sized hotel is approx. 1,300,000 NIS per annum

# Conclusion

- Every hotel has different features, different needs and different capabilities to save energy and take care of the environment.
- High commitment, good professional knowledge and efficient management is important to enable a meaningful reduction in the usage of our resources.

