

The Fun Lab

The Green Lab

Sustainable management
model of outdoor areas for
holiday resorts



Motivation of the project



The new sustainability paradigm is profoundly changing the world in which we live at, and the hotel sector is no stranger to this process. Today we note a trend towards the increasing focus on sustainable solutions and initiatives within the generation, building and renovation of resort facilities.

For several years, we had been seeking to find the existence of specific standards concerning a sustainable and efficiency approach regarding outdoor areas at holiday resorts. Among all, these are the facilities which have more intensive use during periods of high demand (with a greater seasonality) and generate most impact in the municipalities where are situated – water and energy stress, acoustic and light environment...-, mainly mature coastal tourist destinations.

Therefore, we have developed our own sustainable framework regarding holiday resorts outdoor areas, whose objective is to provide an operational guideline with clear actions and performance indicators.



Applied innovation project

Development, implementation and validation of a sustainable architecture and management model of outdoor areas for holiday resorts.

Sustainable management model

Key pillars

1. Theoretical Model

Modeling, development, and validation of a sustainable management model for different application areas such as pools, leisure facilities and other outdoor spaces, including more than 100 procedures and indicators around hydraulic and energy efficiency, circular economy, accessibility and applying innovative technological solutions in each of the fields under consideration.

2. Customization

We propose a **management model adaptable to any space, no matter if the installation is a new construction or an existing area.**

Based on the overarching theoretical model, the analysis and the implementation plan will be executed suited to the objectives that have been set.

Together with the customer, we will define the goals to be achieved and the associated implementation plan with short, medium, and long-term actions.

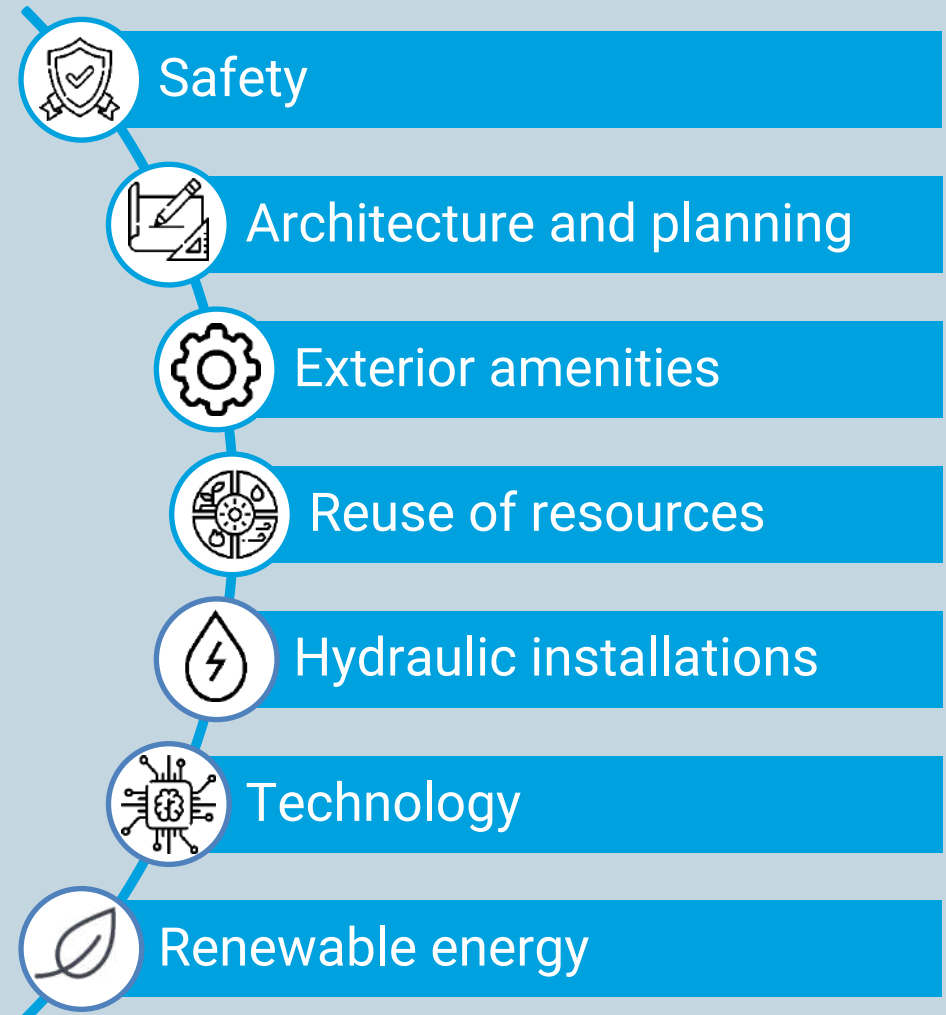
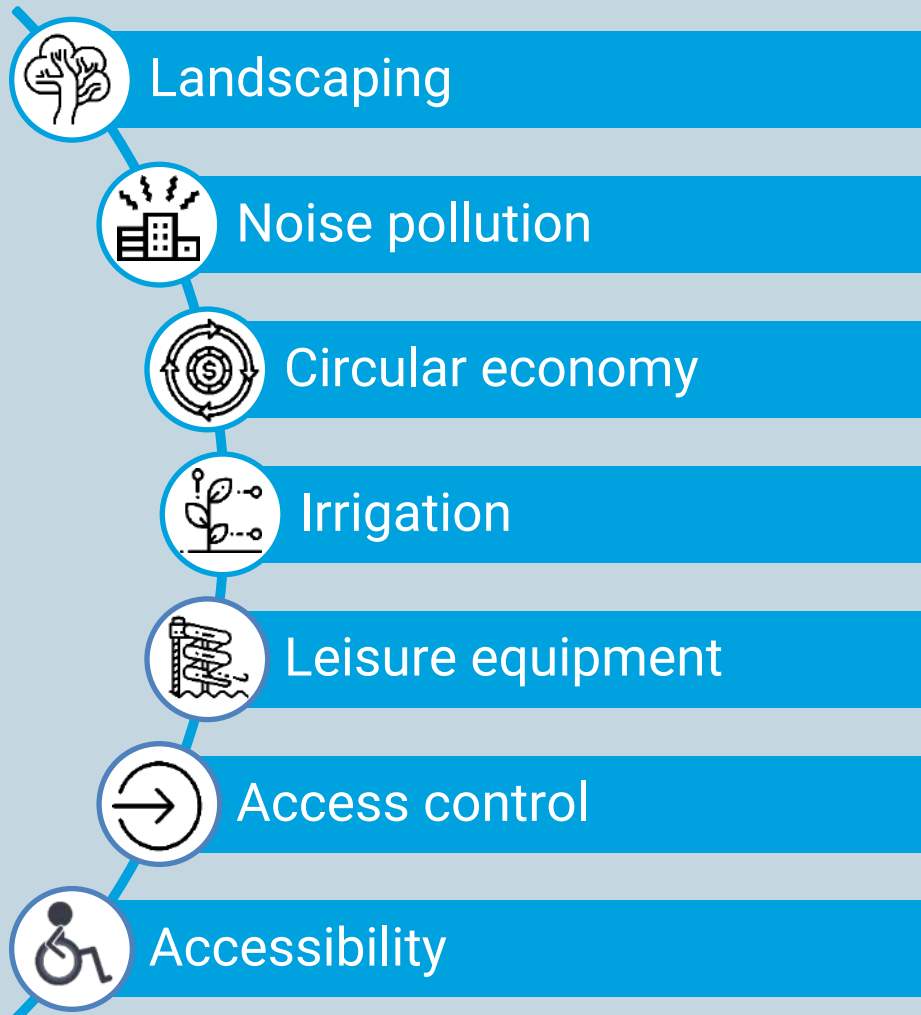
3. Efficiency and digitization

Our project is aligned with the **integration of existing technology solutions for an efficient management of these areas.**

With this technology, it can be easily monitored and controlled energy and water resources and costs, associated with pre-defined criteria and indicators to achieve improvements over time, resulting in an efficiency and substantial cost savings model.

Sustainable management model

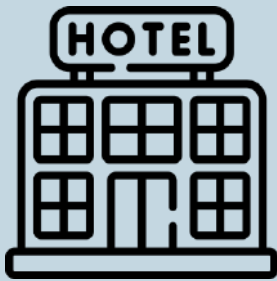
Covered fields



Who is this model for?

Resorts likely to adopt this sustainable management model

Recommended for any holiday resort having outdoor areas, swimming pools and leisure facilities:



Hotels & Resorts



Campings



Theme & Water parks

Suitable for implementation by any resort which:

- Wants to carry out an ad-hoc project
- Is building new facilities
- Is being renovated

Benefits in our model

Any establishment may benefit from the implementation of the management model by:

- Reducing overall environmental footprint on the touristic destination.
- Reducing energy and water consumption, which entails a better efficiency and profitability.
- Cost savings and more efficient use of available resources.
- Brand positioning and differentiation of the company's value proposition through sustainability strategies.
- Increase in staff sustainability awareness.
- Technological transformation implementation of business intelligence solutions.
- Tailored, modular and step-by-step implementation.

Institutional support

At the institutional level, 'The Green Lab' project is supported by:

We have obtained the Thinktur label (from the Spanish Tourism Technological Platform), with the participation of the Spanish Ministry of Science and Innovation, which considered our project to be of great interest and aligned with goals and objectives related to improve the productivity, sustainability and competitiveness of the Spanish tourist industry.



Furthermore, we are developing a pilot project with the Hotel Poseidon Resort (Benidorm, Spain), with the institutional support from HOSBEC (Benidorm, Costa Blanca and Valencia Region Hotel Association).

The organization: The Fun Lab

The Fun Lab, the company behind the project, is an independent consulting and engineering firm dedicated to leisure, recreational pools and family tourism. In addition, we are an independent inspection company (ISO/IEC 17020), accredited by ENAC (Spanish National Accreditation Entity) for the inspection and certification of aquatic leisure facilities in accordance with European regulations.

Javier Salvador, Managing Director, is a PhD student in Sustainable Tourism Management at Universidad Complutense de Madrid. On the other hand, Santiago García, Technical Director, is graduated in Engineering specialized in hydraulic and energy facilities.

Contact

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