

COMPREHENSIVE BUSINESS PLAN DEVELOPMENT FOR TOURISM AND RECREATION

Chosen topic:

Option 1: Eco-Friendly Resort

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Executive Summary

To construct the plan for eco-conscious resort identifying the contemporary market condition is important where the USA, China and Germany have been identified as the leading sectors. After analysing the competitive landscape of the respective industry, a significant threat of substitution has been observed where travellers can prefer cost effective traditional hotel and homestays in comparison to the sustainable resorts. The increasing popularity of eco-tourism and sustainable travel gives GreenHaven Eco Resort an exclusive chance to attract environmentally mindful visitors. GreenHaven Eco Resort distinguishes itself through innovative eco-friendly experiences to build a devoted customer base who seeks sustainable travel combined with comfort. The eco-friendly resort business plan outlines sustainable operations, financial projections, risk management, and market strategies. It emphasizes renewable energy, waste management, community engagement, profitability, and resilience in a competitive hospitality industry.

Table of Contents

1. Introduction	5
2. Market Analysis.....	5
2.1 Industry Overview	5
2.2 Competitive landscape.....	6
2.2.1 Bargaining power of buyers	6
2.2.2 Bargaining power of suppliers.....	6
2.2.3 Competitive rivalry.....	7
2.2.5 Threat of New Entrants	7
2.3 Target market.....	8
3. Business Model	9
4.1 Business Offering.....	9
4.2 Unique Value Proposition	10
4.3 Revenue Streams	11
4.4 Pricing Strategy	12
4. Operational Plan	12
4.1 Outline of the logistics	12
4.2 Location	14
4.3 Technology.....	14
4.4 Manpower requirements	15
5. Marketing Strategy.....	17
6.1 STP model.....	17
6.2 Branding and Customer Experience.....	18
6.3 Marketing Channels	19
6.4 Customer Acquisition Strategies.....	19
6.5 Strategic Partnerships.....	20
6.6 Sales and Retention Strategy	20
6. Financial plan.....	21
6.1 Detailed projections including start-up costs	21
6.2 Revenue forecasts	22
6.3 Profit and loss.....	23
6.4 Cash flow.....	23
6.5 Break-even analysis.....	24

7. Risk Management.....	24
7.1 Identification	24
7.2 Mitigation	26
8. Sustainability Strategy	28
9.1 Energy Efficiency	28
9.2 Waste Management.....	28
9.3 Water Conservation	28
9.4 Community Involvement	29
9.5 Certifications.....	30
10. Conclusion	32
11. Appendices	33
11.1 Porter's five forces on the tourism industry	33
References.....	34

1. Introduction

The option that has been chosen for the development of this assignment on business plan development is that of an eco-friendly resort. The work incorporates various aspects such as market analysis, presentation of a model, operational plan, marketing strategy and others. Financial planning has also been done along with risk management to mitigate any issues that could come up.

2. Market Analysis

2.1 Industry Overview

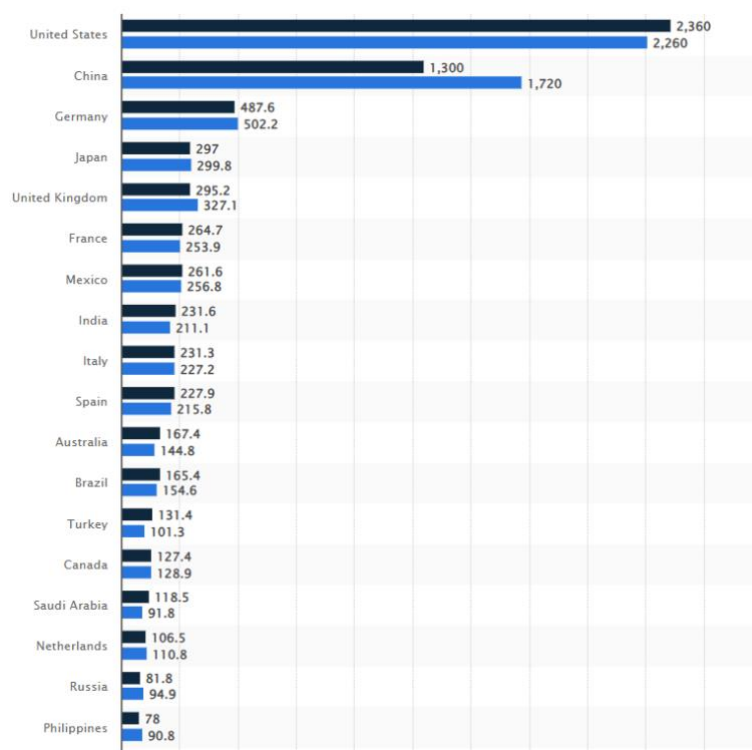


Figure 1: Leading tourism and travel sector contributing to GDP

(Source: Statista, 2025)

The tourism industry is one of the important sectors that contributes to the socio-economic development of the related countries by generating revenue, employment and micro-level

improvements. For example, the USA is the leading tourism sector, generating \$2.36 trillion followed by China and Germany as per the records of 2023 (Statista, 2025). In this regard, considering the growing need for developing sustainability demand on eco-friendly resorts has significantly garnered attention from the global business landscape. Increasing eco-consciousness among travellers towards reports offering ethical tourism, sustainability, and waste management to preserve natural landscapes accordingly.

2.2 Competitive landscape

To develop a comprehensive business plan identifying the competitive landscape is important.

[Refer to Appendix 1]

2.2.1 Bargaining power of buyers

Within the respective industry, buyers have high bargaining power due to the availability of various options. According to Rajesh et al. (2022), in the tourism sector, customers have alternative options to accommodate including luxury resorts and hotels according to the budget, as well as accommodation. Considering the increasing number of eco-conscious tourists demand for sustainable practices along with price-sensitive facilities has emerged, creating a competitive landscape.

2.2.2 Bargaining power of suppliers

The bargaining power is moderate for suppliers within the industry on sustainable resources like renewable energy biodegradable materials and eco-conscious suppliers. Gebreslassie (2022) highlighted the limited availability of renewable energy due to growing infrastructure and financial limitations, especially for small-sized businesses impacting negatively on the supplier's bargaining power. On the contrary, considering the increasing demand for sustainability suppliers indicated an interest towards long-term eco-friendly resort planning to be more competitive.

2.2.3 Competitive rivalry

Competition in the industry is high where the majority of the resorts emphasized aligning eco-friendly practices. Continuous innovation to provide a sustainable experience for travellers directed the operating companies to present sustainable value propositions (Kandampully et al., 2023).

2.3.4 Threat of substitute

The presence of traditional hotels resorts homestays and accommodating areas creates a high threat of substitution for eco-friendly resorts. Considering the higher accommodation price to maintain sustainable practices in eco-friendly resorts, cost-sensitive travellers can prefer traditional homestays available at comparatively lower expenses (Zhichao& Yashu, 2024). Hence providing focus on the pricing strategy is important to encourage travellers towards eco-conscious resorts.

Other travel alternatives are a major threat to the environmentally friendly resort, as tourists can opt for conventional luxury resorts, low-cost lodges, or short-term rental houses such as Airbnb. Environmentally friendly tourists can also opt for national parks, glamping grounds, or eco-friendly retreats that provide similar nature experiences. Trends such as virtual tourism and staycations also offer indirect competition, particularly for those who want to reduce their carbon footprint (Chang et al., 2021). In order to sustain a competitive advantage, the resort should focus on its sole exclusivity sustainability practices, robust community engagement, and high-end yet ethical hospitality, making it remain superior in preference to substitutes in the market.

2.2.5 Threat of New Entrants

Risk due to emerging companies is high with the expansion opportunities. However, to develop an eco-friendly resort financial investment certificate adequate infrastructure and a skilled workforce are also necessary (Abdellatif et al., 2024). Thus, ensuring higher quality service is necessary to improve guest satisfaction in the eco-conscious resort.

2.3 Target market

The eco-friendly resort will serve as a destination for environmentally conscious travelers, adventure seekers, and wellness-oriented travelers, with sustainability in mind. This target market is eco-tourists, millennials, and gen Z travelers focused on ethically responsible, conscious travel with minimal environmental impact. In addition, the resort will also service corporate clients seeking retreats focused on sustainability, along with family and couple groups seeking eco-nature vacations.

Geographically, the primary target market will consist of in-bound and out-bound travelers in regions with a known culture of sustainability, such as Europe, North America, and Australia. The resort will also service digital nomads, who are often remote workers, that desire peace and serenity, eco-friendly resorts with wellness offerings (Dannevig et al., 2021). The resort will provide value by emphasizing sustainable practices, supporting the local community and providing one-of-a-kind, nature-based experiences to attract those looking for luxury, responsible tourism, and set itself apart from the competitive lodging market.

3. Business Model

GreenHaven Eco Resort serves as an eco-friendly retreat that focuses on providing sustainable services for visitors who want meaningful and memorable experiences. The business model follows three essential principles which include personalized lodging and a powerful environmental stewardship value proposition together with various funding channels that allow financial success and sustainable practices.

4.1 Business Offering

The accommodations at GreenHaven Eco Resort will suit different guest needs while maintaining standards for responsible ecological building and property upkeep.

The resort will feature:

- **Eco-Lodges:** Spacious units constructed with sustainable bamboo, reclaimed wood, and solar-powered lighting. These will cater to families or groups looking for longer stays.
- **Cabins:** Compact, cozy units ideal for couples or solo travelers. These cabins will be designed using prefabricated, modular materials to reduce construction waste.
- **Treehouses:** Elevated eco-units offering a unique experience nestled among trees, ideal for nature enthusiasts and adventure seekers.
- **Glamping Tents:** Luxurious tents with modern amenities for those seeking a rustic experience with comfort.

The facilities will have energy-efficient appliances together with composting toilets and rainwater collection systems and natural air flow solutions. Each building design within the resort will integrate environmental beauty to minimize ecological damage to the location.

GreenHaven will have various shared facilities including a community kitchen that uses organic produce from local sources as well as a yoga platform with nature views and sustainable spa services and interactive ecological education areas for guests to participate in local conservation activities.

4.2 Unique Value Proposition

GreenHaven Eco Resort stands out in its competitive market through its extensive dedication to sustainability together with its engaging guest encounters. The resort will achieve eco-certifications from Green Globe and LEED for Hospitality and EarthCheck to demonstrate its dedication toward environmental impact reduction.

All guest services at the resort will use zero-waste policies that include food waste composting and product recycling and biodegradable material usage for minimizing landfill waste. Guests will receive complete information about waste management through visual displays and rewards for their active involvement (Szromek, 2021).

Guests visiting GreenHaven can participate in various eco-experiences including forest path guidance along with wildlife observation and visits to the permaculture gardens and sustainability classes (Guerra & Gonçalves, 2024). The combination of educational experiences promotes environmental stewardship learning and develops emotional attachments to the region which leads guests to return and share their positive experiences.

Community involvement stands as a central element of what the resort offers its guests. GreenHaven will collaborate with nearby artisan and farmer communities and cultural heritage groups to create genuine destination experiences while strengthening the local economic growth. The resort will create meaning connections to local culture through staff employment and indigenous art displays and by hosting traditional storytelling events (Yu, Zhang & Kim, 2023).

The resort offers an immersive sustainable approach which extends past traditional hospitality because it connects with increasing travelers who prioritize ethical tourism and want to reduce their environmental impact without sacrificing comfort or quality.

4.3 Revenue Streams

GreenHaven Eco Resort will generate revenue from a diversified portfolio of sources:

1. **Accommodation Bookings:** The main revenue source of GreenHaven Eco Resort will be its nightly room reservations. The resort will use a pricing system that suits different budget ranges across its lodging options.
2. **Wellness Packages:** The resort provides tailored wellness packages which combine yoga instruction with meditation practice as well as organic dietary plans and spa treatments. The resort offers multi-day packages and day packages for sale (Chang et al., 2021).
3. **Guided Eco-Tours and Workshops:** The business will earn revenue through its guided eco-tours alongside workshops which include birdwatching along with forest hikes and stargazing and sustainability education sessions. The activities will be managed by professionally trained local guides together with naturalists.
4. **On-site Local Store:** The resort will operate a boutique store featuring eco-friendly goods together with local-made products and reusable travel items and sustainable fashion pieces.
5. **Event Hosting:** GreenHaven will operate facilities to accommodate destination weddings together with environmental conferences and retreats as seasonal revenue generators.
6. **Subscription and Loyalty Program:** Membership through the Subscription and Loyalty Program enables customers to access new packages early and receive exclusive discounts

and rewards which keeps members coming back and generates recurring revenue (Papallou, Katafygiotou & Dimopoulos, 2024).

4.4 Pricing Strategy

The GreenHaven Eco Resort adopts a pricing structure that makes its services both sustainable and budget-friendly. The resort will use a seasonal price structure to achieve maximum occupancy in peak times while generating reservations in off-peak periods.

- **Dynamic pricing** will be implemented based on demand forecasting, holidays, and weather patterns.
- **Bundled Packages** will offer discounted rates for guests booking combined services like stay + wellness + tour.
- A **loyalty discount** program will reward repeat guests and referrals, enhancing customer lifetime value.
- **Promotional campaigns** will be launched during the resort's initial phase to gain visibility and traction (Otto, Schutte & Kennon, 2024).

The pricing strategy will balance profitability with inclusivity, attracting eco-conscious travelers from diverse economic backgrounds. This approach ensures GreenHaven remains competitive while supporting long-term financial and environmental sustainability.

4. Operational Plan

4.1 Outline of the logistics

Effective operational logistics are the cornerstone of guaranteeing the smooth operation of the environmentally friendly resort. The resort will adopt a systematic approach to daily operations,

such as guest services, sustainability measures, supply chain management, and waste disposal. A centralized system will oversee all the elements of operations, ranging from reservations and check-ins to housekeeping and dining services. Sustainable procurement will be given preference in the form of local and organic food sourced for the restaurant, environment-friendly toiletries, and biodegradable packaging to reduce the carbon footprint. Also, a strict waste management system will be implemented, including recycling, composting, and proper disposal.

Efficiency and conservation will be prioritized while managing the resort's energy and water consumption. Solar panels and wind power will be combined to minimize reliance on non-renewable energy sources, while rainwater harvesting systems will help in sustainable water consumption. Smart energy systems will control lighting and air conditioning, with minimal wastage (Darville et al., 2022). In addition, environmentally friendly transport means like electric shuttle services and bicycles will be available for visitors to minimize carbon emissions. These initiatives will not just reduce running expenses but also reiterate the resort's commitment towards sustainability, to appeal to eco-aware tourists.

Customer experience will be the center of the plan for operation at the resort, and will ensure that service quality matches up to that experience standards, while also maintaining sound ecological values. A hospitality team that is well trained will accommodate guests with personalized service, in a manner that leverages digital solutions for easy check-ins and concierge services. Activities such as guided nature walks, farm tours and sustainable workshops will be incorporated in the guest experience expectations and will reflect the core values of the resort. A dedicated team will manage environmental conditions so that minimal deviations from environmental regulations

occur to maintain green certification for the property and its operations, clearly defined minimums of compliance will be established. Overall, any aspect of a guest's visit or experience will be considered thoroughly planned and executed, in order for the property to operate seamlessly, while executing high quality service, hospitality and sustainability.

4.2 Location

Selecting the ideal site is a major factor in deciding the success of the eco-resort. Areas along the coast or mountains with abundant natural beauty will be given preference so as to ever enhance the appeal of the resort. The site selection criteria will include ecological significance, accessibility, and sustainable development potential. The distance of the resort site from natural attractions such as forests, waterfalls, or marine reserves will further enhance the guest experience while enthralling into eco-tourism activities like hiking, wildlife watching, or snorkeling. Additionally, the resort will strategically be located near international airports or transportation hubs to conveniently shuttle in both international and domestic travelers.

There will be environmental impact assessments in place to ensure and maintain minimal disruption to the local ecosystem (De Jesus et al., 2021). The construction process will be strictly sustainable, using only local and ecologically friendly materials that meet environmental requirements and integrate seamlessly with the surroundings. The resort will also liaise with local communities in promoting eco-tourism programs that are concurrent with conservation and promote cultural heritage. In a nutshell, the chosen site will not only be a peaceful hideaway for the guests but an example of responsible tourism in the ecological balance of economic development versus environmental sustainability.

4.3 Technology

The incorporation of cutting-edge technology will play a key role in the resort's operational systems to achieve sustainability and improve visitor experience. The resort will employ smart energy management systems to control energy consumption through motion-sensor lighting and automated climate control to minimize unnecessary energy waste. Making use of renewable energy, the resort's energy grid can integrate solar panels and wind turbines to diminish the reliance on fossil fuels.

Water conservation technology, including low-flow tubs and rainwater harvesting, will be integrated to further utilize resource conservation systems to manage their consumption. Digitalization will be integrated into guest services where mobile check-ins, keyless door entry, and AI-powered chatbots for customer service will streamline operations. A centralized property management system will centralize the guest reservations, housekeeping, and maintenance departments to improve efficiency and reduce paper use (Farooq et al., 2022). Data analytics will also be included to measure energy use and waste management, allowing for continual improvement of sustainability practices. In adopting cutting-edge technology, in addition to operational efficiencies, the resort will also commit to environmental responsibility and set the standard for sustainable hospitality.

4.4 Manpower requirements

A highly trained and motivated staff will be critical to the effective running of the green resort. The organizational structure will comprise hospitality experts, sustainability specialists, and operations managers who share the resort's vision for environmentally friendly practices. Some of the key positions will be general managers in charge of day-to-day operations, guest relations officers providing world-class customer service, and environmental officers tracking sustainability

programs. In addition, trained housekeeping staff will use green cleaning protocols, utilizing biodegradable products and water-saving cleaning techniques.

The resort will endeavor to hire local communities, creating jobs in addition to promoting regional economic growth (Guerra et al., 2024). Training initiatives will be established to impart specialized skills in sustainable hospitality, customer service excellence, and environmental stewardship. Waste management, energy efficiency, and sustainable tourism workshops will guarantee that all employees are part of the resort's green mission. Local artisans, farmers, and cultural practitioners will also be involved in collaboration to further increase the resort's authenticity and sustainability practices. An exclusive HR team will be responsible for employee welfare, including equitable remuneration, ethical working practices, and career development opportunities. By investing in a highly trained staff, the resort will provide outstanding guest experiences while remaining committed to its environmental and social responsibility objectives.

5. Marketing Strategy

GreenHaven Eco Resort implements a complete marketing plan to draw eco-friendly visitors while maintaining them by showcasing environmentally friendly amenities and natural encounters along with its environmental dedication. The resort follows the STP (Segmentation, Targeting, and Positioning) model to direct marketing initiatives towards appropriate audiences through optimal communication channels.

6.1 STP model

Segmentation:

GreenHaven's market segmentation is based on behavioral, psychographic, and geographic factors.

- **Psychographic:** Environmentally conscious travelers, wellness seekers, digital detoxers, and mindful consumers who value sustainability.
- **Behavioral:** Frequent travelers, eco-tourism enthusiasts, and individuals who participate in nature or adventure experiences.
- **Geographic:** Primarily targeting travelers from urban centers in Europe and North America, where awareness of environmental issues is high and demand for green tourism is growing.

Targeting:

GreenHaven will adopt a **differentiated targeting strategy**, focusing on:

- **Eco-conscious Millennials and Gen Z (ages 25–40):** This group is highly active online, values sustainable living, and seeks meaningful travel experiences.

- **Working professionals and couples (ages 35–55):** Often seeking wellness retreats, escape from city life, and high-quality experiences with environmental responsibility.
- **International tourists** looking for authentic, off-grid experiences.

Positioning Strategy

GreenHaven Eco Resort presents itself as an eco-luxury resort which delivers deep natural experiences while sustaining environmental responsibility at all operational levels. The resort's identity concentrates on delivering guests two essential elements: comfortable living spaces alongside meaningful experiences that promote environmental sustainability (Horng et al., 2022). The resort brand delivers special eco-luxury services alongside community-based care and nature-focused immersion that attracts travelers looking for both wellness experiences and sustainable living. GreenHaven distills its core message into a meaningful statement that reads: **“Experience nature, nurture the planet.”** The resort stands apart from regular luxury hotels because it focuses heavily on sustainability which positions GreenHaven as an eco-tourism leader.

6.2 Branding and Customer Experience

GreenHaven establishes its branding strategy by developing a unified brand presence which appeals to consumers who care about environmental sustainability. The visual brand identity uses earthy shades together with minimalist design principles to produce a peaceful sustainable setting through natural inspiration (Varelas, Karvela & Georgopoulos, 2021). Marketing materials at GreenHaven resort showcase the high-quality images which depict the surrounding landscape together with eco-friendly features and local cultural elements through both digital and printed platforms. Guest interactions at GreenHaven will showcase personalization based on sustainability goals through welcome kits and workshops that help people learn environmental conservation methods while staying at the resort (Sampaio & Régio, 2022). GreenHaven delivers genuine

experiences which create deep emotional bonds with guests who frequently return and act as promoters of the resort.

6.3 Marketing Channels

GreenHaven will utilize both digital platforms and partnership marketing to successfully connect with its target market. The resort maintains its official website that functions as the main platform for both sales transactions and information delivery with search engine and mobile device optimization. Online reservations will be simple while the website contains sustainability advice through a blog and interactive tours that display environmentally friendly resort facilities. GreenHaven will sustain active social media profiles on Instagram, Facebook, Pinterest and TikTok to broadcast visually appealing content featuring its sustainable initiatives and joint projects with local communities and guest experiences. The resort will deploy email marketing for sending periodic newsletters that contain eco-travel advice and seasonal updates and special promotional offers. EcoHotels.com and ResponsibleTravel along with GreenHaven will work together to reach eco-tourism audiences who prioritize responsible travel choices (Pahrudin, Liu & Li, 2022).

Through collaborative partnerships with sustainability-focused influencers the resort will produce genuine content to attract its target audience. Social media influencers will create content through blog posts and handle resort takeovers while producing videos to showcase its eco-friendly elements and wellness programs and immersive features (Nozari, Szmelter-Jarosz&Ghahremani-Nahr, 2021). By raising brand awareness, the resort will gain trust from environmentally conscious consumers.

6.4 Customer Acquisition Strategies

GreenHaven will use a blend of incentive programs and interactive approaches to draw new and existing guests into their customer base. Customers who book their reservations early during off-peak seasons will gain access to special discount offers at the resort. A referral program will provide discounts and complimentary spa treatments or guided tours to existing guests who successfully bring new customers to GreenHaven. GreenHaven will use guest reviews on TripAdvisor Google Reviews and Booking.com to motivate satisfied clients into sharing good experiences while they receive loyalty points or perks for future reservations (Gyenge et al., 2021). The marketing campaign of GreenHaven will use targeted social media and Google advertisements to reach eco-conscious travelers who demonstrated interest in nature-based sustainable tourism.

6.5 Strategic Partnerships

The marketing strategy of GreenHaven will receive additional enhancement through its strategic alliances with local artisans as well as environmental NGOs and travel agencies. The resort will develop partnerships with local artisans to present traditional products while providing guests the chance to join cultural workshops. GreenHaven gains social responsibility recognition through its partnerships with environmental organizations which create both awareness about conservation work and establish a positive business reputation (Sampaio&Régio, 2022).

6.6 Sales and Retention Strategy

The resort will maintain initiatives which develop strong guest relationships and promote guest loyalty in addition to its customer acquisition strategy. The loyalty program at GreenHaven grants points to guests for each stay and these points can be used to obtain discounts or access to exclusive experiences. Through their Customer Relationship Management (CRM) system GreenHaven will provide personalized communication that lets customers receive customized offers and

recommendations based on their previous interests to enhance guest satisfaction and increase repeat bookings.

6. Financial plan

6.1 Detailed projections including start-up costs

A sound financial plan is important in initiating and sustaining the operations of the environmentally friendly resort with a long-term sustainability guarantee. The startup investment will be focused on major aspects including land acquisition, building, and infrastructure establishment. As the resort is centered on sustainability, major investments will go into sustainable materials such as reclaimed wood, bamboo, and energy-efficient insulation. There will be a need for extra capital to install renewable energy equipment such as solar panels and wind turbines and water conservation equipment such as rainwater harvesting and greywater recycling. The interior furnishing cost will be greater than in conventional resorts because of the organic fabrics, biodegradable toiletries, and sustainable furnishings. In addition, investments in smart booking technologies, automated air conditioning, and waste management will be required to increase operational effectiveness while minimizing environmental footprints (Hanafi et al., 2023).

When the resort is open for business, regular costs will mostly be made up of employee wages, upkeep, and advertisement. Labor costs will comprise market competitive wages and employee training schemes, especially for employees recruited locally in order to advance economic empowerment. Upkeep costs will comprise periodic maintenance of renewable energy installations, environmentally friendly accommodation, and organic gardening. Certification to operate sustainably and keeping up with environmental standards will also necessitate occasional financial expenditures. Marketing efforts will be concentrated in digital channels, influencer

collaborations, and co-branding with sustainable tourism associations to reach ecotourists. Although such marketing activities will mean a heavy investment, they will be critical in developing the resort's image and providing regular occupancy levels. Furthermore, local business and artisan partnerships will contribute to multiple streams of income while boosting local economies.

Revenue will also be generated from room bookings, eco-tourism activities, and wellness retreats. Premium prices will reflect the resort's commitment to sustainability and quality service, aiming at the kind of traveler who cares about responsible tourism. More sources of income will come from organic farm-to-table dining, nature excursions, and corporate eco-retreats. Given the growing demand for sustainable tourism, this is expected to yield significant financial returns, with profitability expected in the next three to five years. Philosophy of cost-efficient operations coupled with sustainable revenue line diversification will ensure long-term financial viability (Marasigan et al., 2021). By striving toward a balance between environmental integrity and financial growth, this resort will be capable of not only achieving profitability but also setting a new standard for the sustainable hospitality industry.

6.2 Revenue forecasts

Income will come from placement, specialty services, and unique eco-tourism activities. In the first year, the occupancy rate is expected to be around 60%, increasing along with brand awareness aiming for 80% occupancy by year three. Room tariffs will be based on a sustainable luxury ethos, thereby appealing to those travelers who would pay in a premium manner for responsible tourism. The resort will face peak demand seasons, with higher rates and more services offered in those periods of high demand, such as holidays and summer vacations.

Apart from revenue from rooms, considerable income will be realized through wellness retreats such as yoga and meditation programs, supplemented with tours in nature with major focuses on environmental education. Organic dining with locally sourced products and a sustainable menu would attract health-conscious and environmentally-friendly clientele. Corporate bookings for ecological conferences and team building retreats will be significant revenue generators. In addition, private events such as weddings and other celebrations will help generate money using the ambiance of the resort. With these multiple streams of income, the resort is expected to get gradual revenue growth, and profitability during the first three years (Otto et al., 2024).

6.3 Profit and loss

For the achievement of a sustainable growth, the eco-friendly resort will have to manage its profit and loss statement proactively. Initial expenses will be concentrated on capital expenditures pertaining to construction, renewable energy systems integration, and other green amenities. Staff salaries, maintenance, and marketing expenditures will be controlled to ensure profit in the medium term. Primarily, revenue will come from room rentals, eco-tourism activities, and wellness programs and there is expected increase in the number of guests during the first three years. Due to significantly high start-up costs, the resort is expected to operate at loss during the first year, but will become profitable from the third year onwards as occupancy levels and revenue from ancillary services increase. The combination of cost control and stable income from various sources will guarantee profitability in the long run.

6.4 Cash flow

There will be some variability regarding money influx of the eco-friendly resort, especially in the early stages of operation. The first year will feature negative cash flow due to startup costs which

include land costs, construction costs, and the installation of renewable energy sources. However, as time goes on the resort will open, which will generate revenue via room bookings, wellness retreats, and eco-tourism. As occupancy rates rise, cash inflow will increase, culminating in a forecasted 80% occupancy by year three. Cash flow will be further sustained by diversified revenue streams such as organic dining, corporate retreats, and private events (Rajesh et al., 2022). Operating income is expected to rise due to effective cost management through energy savings and waste reduction initiatives. The resort is expected to have a positive cash flow during the latter part of year three, ensuring sustainability for the future.

6.5 Break-even analysis

The significant fixed costs are land acquisitions, building construction, renewable energy system installations, and initial marketing, totaling an estimated \$1.5 million. Variable costs, such as staffing, maintenance, and utility charges, will fluctuate with occupancy levels and guest services. To break even, the resort will need to cover fixed and variable costs from revenue generated by room bookings, wellness programs, dining services, and eco-tourism activities. At an average room rate of \$300 per night and an estimated occupancy rate of 60% in the first year, the resort will need to generate approximately 5,000 room nights per year to break even. With increased occupancy and additional services, the break-even point will be reached by the end of the second year, as diversified services generate revenue. The break-even analysis of the eco-resort identifies the point at which total revenue equals total cost, with neither profit nor loss.

7. Risk Management

7.1 Identification

It is important to recognize potential threats to long-term success on the part of the green resort, because these threats will affect day-to-day operations as well as profitability in general. Perhaps

the most significant risk to recognize is financial instability, particularly in the early stages of development (Salman et al., 2021). Due to the large amount of capital required for sustainable infrastructure, including renewable energy systems, water conservation technology, and green materials, the threat of not having enough money if revenue does not materialize as anticipated is high. As the resort develops brand equity, occupancy rates can take time to grow, so it is important to have enough finances to fill the gap in early cash flow. Without a sound financial base, the resort could struggle to maintain operations until the business yields a profit.

Environmental and regulatory risks are also a significant threat to the resort's operations. Sustainability practices are at the heart of the resort's business model, and changes in government regulation in the areas of environmental standards, waste management, or renewable energy can result in higher operating costs or the requirement to implement costly changes. The resort's adoption of renewable energy technologies such as solar and wind power is particularly vulnerable, as government incentives or changes in energy policy can directly impact operating costs. Non-compliance with local or international environmental laws can also result in fines or litigation, damaging the resort's reputation and financial standing.

Market risks or fluctuations in demand are another risk category. Although eco-tourism is becoming more and more popular, the demand for green resorts tends to fluctuate and be influenced by many factors external to the destination. For instance, an economic downturn could result in reduced consumer spending on luxury vacations, thereby directly affecting bookings and occupancy levels. Also, natural disasters, pandemics, or other global events may affect international travel as a whole, so the hospitality services demand is reduced. The seasonal nature

of this activity encompasses risks, like low levels of occupancy in the resort during some non-peak seasons, thus affecting revenues (Yu et al., 2023). Furthermore, evolving consumer preferences may result in the increased popularity of alternatives, like glamping or local tourism, into which the numbers of potential clients agitating for high-end eco-resorts would have reduced.

7.2 Mitigation

In order to counterbalance financial instability, it is important to create an overall financial plan that includes conservative revenue estimates and buffers for unexpected costs. Seed capital can be diversified by blending bank loans, equity investors, and government subsidies for environmentally sustainable projects. Through the acquisition of a blend of financial sources, the resort will minimize dependence on one source of income. Moreover, a phased development strategy can also assist in stretching out capital investments, enabling the resort to expand incrementally and control cash flow. Marketing activities must emphasize brand building in the early stages to create a constant flow of bookings and income that can support operations until profitability is reached (Varelas et al., 2021).

In order to counter environmental and regulatory threats, the resort needs to keep abreast of any amendments to local and global environmental legislation. Building close relationships with environmental consultants and legal experts will give the resort important information about changing laws and assist the team in maintaining compliance. Periodic audits of the sustainability practices of the resort, as well as third-party certifications, will further enhance the commitment of the brand to sustainability and avoid possible legal problems. Establishing rapport with local officials and having open discussions with environmental groups can give advance notice of

impending regulatory shifts. Being proactive about compliance can enable the resort to steer clear of unnecessary expenses or fines.

Mitigating market and demand risks entails a move towards a diversified customer base with flexible pricing strategies. The resort could attract a broad range of guests through different packages offered to various target markets, e.g., wellness retreats, family eco-tourism vacations, and corporate eco-events. Besides, loyalty programs and activities encouraging repeated visits will help in maintaining steady demand even in the off-peak seasons. Such marketing programs should work toward building a brand that stands tall in identity with eco-conscious travelers, especially through digital channels like social media as well as eco-tourism platforms. Partnering with eco-tourism organizations and travel agents would prop up visibility and bookings. Special discounted rates during these low-demand periods would counter seasonal fluctuation to ensure a continuous flow of patrons to the resort (Dannevig et al., 2021).

8. Sustainability Strategy

9.1 Energy Efficiency

GreenHaven will reach optimal energy usage through its investment in renewable power systems and energy-saving technology implementations. The resort will equip every building with solar panels to generate sustainable electricity that will power its complete operations. The implementation of renewable energy systems will enable the resort to decrease its dependence on conventional power grids which will lead to lower carbon emissions (Dibene-Arriola et al., 2021). The property will use LED lighting fixtures for all its areas to reduce energy use and increase the longevity of its lighting systems. Natural ventilation systems installed throughout the accommodations and common areas serve to cut down on air conditioning needs which decreases the overall power consumption (Orynycz&Tucki, 2021).

9.2 Waste Management

GreenHaven will establish an extensive waste management system which aims to decrease landfill waste volume. The resort will implement a zero-waste policy which includes three stages of waste management: reduction, reusing and recycling. All organic waste collected at the resort will become compost which supplies nutrients to permaculture gardens (Koliotasi, Abeliotis&Tsartas, 2023). Single-use plastics are eliminated from the resort operations while the resort substitutes plastic bottles and straws with reusable containers and biodegradable packaging. The resort will teach visitors about waste reduction through educational materials and recycling participation opportunities that foster guest involvement in GreenHaven's sustainability initiatives (Farooq et al., 2022).

9.3 Water Conservation

Water conservation stands as a fundamental pillar in the sustainability strategy of GreenHaven. The resort utilizes rainwater harvesting technology to accumulate and store rainwater which gets used for irrigation and toilet flushing purposes. The resort's water-efficient operation depends on this strategy which reduces its dependence on municipal water sources (Antonova, Mendoza-Jiménez&Ruiz-Rosa, 2023). The facilities will include greywater reuse systems which will recycle water from sinks and showers and laundry for landscape use thus reducing total water usage. The implemented water conservation measures will protect both water reserves and preserve the integrity of nearby water resources which supports the sustainability of the surrounding environment (Alhudaithi, Arregui &Cobacho, 2022).

9.4 Community Involvement

GreenHaven develops positive community ties through its local product procurement and service partnerships along with its community-focused initiative programs. The resort chooses to obtain its food alongside materials and products from nearby sources to boost local farmers and artisans and suppliers (Kasim et al., 2023). The combination of local economic advancement and sustainable community practices will characterize GreenHaven's operations. The resort will create job opportunities that target local community members to work in hospitality, maintenance and eco-tourism positions.

GreenHaven will establish eco-education programs that combine guest and community training through workshops and guided tours and educational events focusing on environmental awareness. The programs will provide instruction about renewable energy and sustainable agriculture and waste reduction strategies which will help guests implement sustainable practices after their visit. Through the incorporation of regional culture and native traditions into their programs

GreenHaven supports community heritage preservation and shares cultural heritage while encouraging environmental protection (Kasim et al., 2022).

9.5 Certifications

GreenHaven will obtain internationally recognized eco-certifications in order to prove its dedication to sustainability. GreenHaven Resort will work to secure Green Globe and EarthCheck and similar sustainability recognition certifications from industry leaders. GreenHaven's commitment to high environmental standards will be verified through certifications which will help attract travelers who value sustainability during their accommodation decisions (Farooq et al., 2022). The certifications will strengthen the resort's marketplace credibility while delivering essential marketing benefits to a crowded eco-tourism sector.

Sustainability initiatives at the green resort should aim to minimize environmental footprint, maximize social accountability, and provide long-term financial sustainability. Utilizing renewable energy forms, for example, solar and wind power, will decrease dependence on conventional energy grids, reducing expenses and the resort's carbon footprint. Waste management techniques, including composting, recycling, and limiting single-use plastics, will additionally ensure environmental accountability. Water-saving measures, such as low-flow fittings and rainwater harvesting, will maintain resource efficiency. Socially, the resort can interact with nearby communities by procuring goods and services from local sustainable vendors, developing the economy while minimizing transportation-related emissions. Also, providing guests with environmentally friendly experience opportunities, like nature walks and educational sessions, will raise awareness and enhance customer loyalty. Financially, incorporating sustainable practices can

reduce operational expenses in the long term, improve the reputation of the resort, and appeal to eco-friendly tourists, setting the business up for success in the growing eco-tourism industry.

10. Conclusion

GreenHaven Eco Resort is probably the next generation business model into which ecotourism could be made with viable profit generation. This eco tourist destination resort will eventually be home to renewable energy, waste management solutions, and responsible water use practices while providing services of the highest quality. Indeed, it positions itself in the emerging trend in the tourism market known as ethical tourism for travelers who seek responsible yet full-immersion experiences.

It will be ensured that other income sources will be satisfied through accommodation, wellness packages, guided eco tours, and sustainable product sales, in turn making it a viable business venture. Strategic alliances to improve brand awareness and community involvement include local artisans, environmental organizations, and responsible travel agents. All in all, a highly focused marketing activity on digital platforms and influencers as well would ensure GreenHaven's competitive edge.

Sustainability is central to the way in which the GreenHaven operations would run, with promises on getting various eco certifications like the 'Green Globe' and 'EarthCheck'. It motivates environmental stewardship for the longer term through contributions by guests to his or her eco education and partnerships developed with the community.

Overall, GreenHaven Eco Resort is poised for leadership in sustainable tourism in balancing the responsibilities of the environment, economic growth and top-quality guest experiences. GreenHaven sets itself as a model eco-resort for the future-the new generation in industry innovation and still knocking ahead on its efforts towards global sustainability.

11. Appendices

11.1 Porter's five forces on the tourism industry

Forces	Impact
Bargaining power of buyers	High
Bargaining power of suppliers	Moderate
Competitive rivalry	High
Threat of substitute	High
The threat of new entrants	High

Table 1: Porter's five forces

(Source: Self-developed)

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