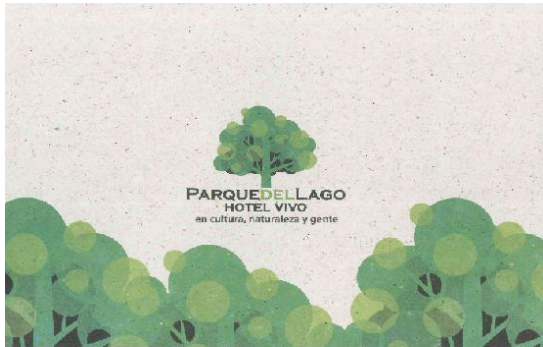


## Parque del Lago, a hotel with a special mission



Parque del Lago is a family run hotel with 40 rooms in Paseo Colon, San Jose, Costa Rica. Since its inception, Parque del Lago has promoted a vision including the best of Costa Rican traditions with the comforts of modern life. With this vision in mind the management and staff of the hotel want to transmit their hospitality and Costa Rican friendliness with an attitude and the knowledge of world citizens.

Parque del Lago was created as an effort to build a place for personal growth opportunities within a hotel. This vision is motivated by care and concern for the culture, nature and the people. “We build the company together”, says the general manager of the hotel, **Ms. Ana Gabriela Alfaro**. *“We need to be aware of the fact that we are all equally part of the actions, we are just placed in different positions,*

*according to our talents and assets. The results are built together and everyone’s efforts are valued and respected in a positive way”.*

The vision of the hotel is therefore not only to compete as a business but to produce elements that endorse an effort to reach everyone’s personal potential according to their responsibilities and talents, not only at the work place but within their families and communities, too.

Parque del Lago, the Living hotel –Alive in Nature, Culture and People. The logo of the

**The Earth Charter has become the best tool of orientation to reach the goals of the hotel.**

hotel shows that they are all part of the whole. These three themes have been chosen by the hotel to work on them precisely, and to illustrate

how each of them has a symbiotic relationship that makes us what we are.

The Earth Charter has become the best tool of orientation to reach the goals of the hotel. The EC recognizes and gathers in an impressive and positive way, motivation, the critical areas to work on, and routes to follow in order to achieve substantial, integral and global changes. Also recognizes the relation between each of the

parts that forms the whole as we know it within structures that we also are familiar with and proposes new ways of improvement. Not only it shows concepts of social responsibility of the companies but also gives structured universal elements to

*“The principles of the Earth Charter have been included to the ethical framework presentation of the hotel, with an invitation to visit the EC website”. Gabriela Alfaro*

recognize humanity. The different presentations of the people and groups that have made the Earth Charter possible have in common the vision of action that recognizes humanity and its best intentions in its actual structure. It proposes new ways towards positive changes in different patterns of coexistence and the development of new capacities, talents and feelings.

In 1994, Parque del Lago was motivated by “I have a dream...” by Martin Luther King and “The man in the mirror” by Michael Jackson. “I have a dream...” manifests our relation with our inner self. When we have a dream, we tend to find the best ways to reach it in peaceful coexistence. “The man in the mirror” shows the reason and the

origins for positive changes. They start within ourselves.

By getting to know the EC the staff of Parque del Lago found themselves motivated to understand that a common effort, good intentions and creative actions are essential in order to be able to resolve the Earth’s problems. “It has been concomitant to recognize how much it helps to reach goals in any field, by recognizing our capacities as valuable, talented and capable people”, Ms Alfaro states: *“The principles of the Earth Charter have been included to the ethical framework presentation of the hotel, with an invitation to visit the EC website”.*

The conscious contribution of Parque del Lago is about understanding that everything starts with ourselves. It is not about attacking humanity for the bad things it does, but removing people’s interests towards personal education, knowledge and actions. We can start by making changes at a personal level, then moving towards our closest circles to multiply the effects.

### **What has happened in Parque del Lago since contacting the Earth Charter?**

- In December 2009 Ms. Betty McDermott gave two Earth Charter workshops to the personnel of the

hotel

- The EC in Action materials were given to all our co-workers and to the newly arrived staff members
- Many principles of the EC have been included into the agenda as a part of the Code of Ethics. The EC website and the e-mail addresses are in constant use to stay updated and informed
- The logo “Inspired by the Earth Charter” has been added to the printed materials and e-mails of the hotel
- The EC books are available for the guests and staff in many hotel areas: in the lobby, library and staff eating room
- The Earth Charter has been promoted for the commercial contacts of the hotel
- The Personal Performance Evaluation, within the company’s personal performance evaluation, the qualitative values, proposals and actions are evaluated within the framework of the Earth Charter
- Personnel politics: the personnel’s policies have been broadened to embrace their intention of fairness

