

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Agroktime**

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**Country/region of operation:** Greece/ Region of Peloponnese/ Leonidio Arkadias

**Sustainability dimension:** social, economic, environmental

**Description of the enterprise/initiative:**

Situated at the foot of Mount Paron, Agroktime guesthouse is surrounded by a garden and consists of ten farm houses, samples of the Tsakonian architecture.

**Social/ community impact:**

Being travelers themselves, the hosts, who used to live in Athens, considered agro-tourism as a chance to offer high-standard accommodation combined with tours in the farm, familiarizing guests with natural assets.

**Stakeholders:** Guests

**Approach applied:**

Agro-tourism approach

**Innovation applied:**

Unprocessed stone, wood and iron have been harmoniously put together, creating a unique setting. The traditional furnishings, the wooden ceilings, the handmade needlework, the

country-style fireplace and the stone-paved courtyard add to the houses a rustic character. Depending on the visiting period, the farm has the opportunity to monitor the process of sowing, cultivating and harvesting the agricultural products of the estate, while in the garden of the guest house a garden with herbs and vegetables has been created, enabling the guests to cut their own products and use them for cooking.

**Sustainability of the business model:**

The agro-touristic model promoted by the guesthouse can bring many economic and non-economic benefits for farmers, visitors and the community. On the one hand, the visitors can enjoy recreation and leisure agricultural activities, while, on the other hand, the entrepreneurs have the opportunity to increase their income.

**Key success factors:** Quality of accommodation, sales of own and/or local agricultural products, excursions and guided tours, learning laboratories, agricultural production activities, such as harvesting vegetables and fruits, complete tourism packages, support and participation of local government, sufficient funds for tourism development, cooperation with local businesses (Broccardo et al, 2017; Komppula, 2014; Tew & Barbieri, 2012).

**Challenges and problems:** Isolation from important tourist attractions, responding to market opportunities, seasonality, small scale character of the business, limited support system for small businesses, need for significant investment beyond the business' capacity, matching the quality of products and services to tourists demands and expectations, having the skills and the resources for effective marketing (Doh et al, 2017; Tew & Barbieri, 2012; Sharpley, 2002).

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):**

<https://www.agroktima.com/en/>