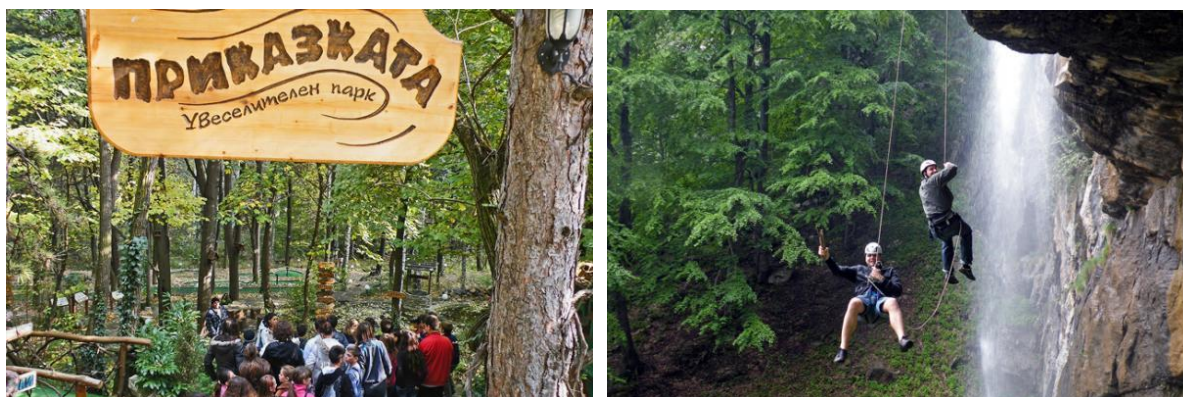


**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Amusement park “Prikazkata”

Page | 1



Source: <http://prikazkata.com/galerii.html>

Country/region of operation: Vratsa, Bulgaria

Sustainability dimension: experiential tourism, facility management

Description of the enterprise/initiative:

Amusement park “Prikazkata” has a variety of equipment which offers entertaining games and fun activities, but also serious sport challenges and adventures for kids and adults, which require power skills. The park is located in a beautiful nature zone near the exit of Vratsa. “Prikazkata” has café – garden and kid’s corner for the youngest, barbeque and summer cinema with a scene. The park could host cultural, entertainment events and celebrations. One use of the existing attractions is conducting teambuilding programs. The different by activities, size and geographical location companies can check the agility, endurance, rapid response and cohesion of their teams, under the supervision of experienced psychologists. All wood, rope bridges, ladders, nets and walls are completely secured and safeguarded. The park has 22 trained instructors who, when needed, provide physical help, advice and guidance. It works in cooperation with hotels and other accommodation facilities, which allows the use of equipped conference rooms for standard company training.

Social/ community impact sought:

Amusement-Adventure Park "Prikazkata" offers a wide variety of leisure activities at affordable prices, thus giving every visitor the chance to spend time in the most memorable way.

Stakeholders: children and adults

Approach applied:

The park is located on 17 acres of forest area. It combines attractions for visitors from all ages, places for relaxation and support and festivals from Bulgarian folklore. There are 5 zones differentiated according to the attractions that are offered:

- Party zone with barbeque and café
- Game zone with mini golf, mini bowling, backgammon and billiards, darts, pony riding, children playground
- Alpine zone with alpine climbing wall, wired trolley, bungee pendulum, extreme and children's circle /rope gardens/ and lion jump
- Military zone with paintball and forest shooting range
- Art zone where show programs and company events are held

In addition the park offers activities outside the park such as rappel at the waterfall, penetration into caves, rafting and rock climbing.

It is planned to be build a 120-150m long sled track with a lift for the return to the amusement park. Priority in the list of upcoming intentions and tasks is a free visit to the park of children from the social homes in the area. It is envisaged to be build a villa settlement with a conference and sports hall in the lower part of the park. The idea here is to prepare athletes for competitions in disciplines for which the necessary facilities are available.

Innovation applied:

In order to extend the tourist season, the park can be opened in the winter. For this purpose a prefabricated hall is installed, which accommodates the most amusing attractions and is heated by a fireplace. This technological innovation makes the park one of a kind in Bulgaria.

Social impact and business results achieved:

The park is situated at the foot of the Vratsa Balkan on the way to Okolchitsa peak. It is located in immediate proximity to the town of Vratsa, about 300 m from the hotel complex "Hashove". The location in combination with the wide opportunities provided and the affordable prices make the site preferred destination for wide target group and ensure the success of the business.

Financial situation / sustainability of the business model:

The innovative idea (there are not many similar parks in Bulgaria), the extremely rich assortment of tourist attractions and the wide target group (the park offers attractions for people of all ages) contribute to the sustainability of this practice.

Key success factors: wide target group, wide range of opportunities, affordable prices, perspectives for development

Challenges and problems: The park does not offer individual visits. Visits are only available for organized groups after a preliminary request.

Year when the enterprise was created: 2007

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

<http://www.prikazkata.com/za-prikazkata.html>