

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Architectural and Park Complex “The Palace”.

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Source: <https://www.google.bg/>

Country/region of operation: Balchik, Bulgaria

Sustainability dimension: heritage-based, cultural, social

Description of the enterprise/initiative:

The architectural park complex "The Palace" emerges as the residence of the Romanian Queen Maria (1875-1938). Nowadays, the Cultural Centre “The Palace” – Balchik is a State Cultural Institute, established with an act of the Council of Ministers on the advice of the Minister of Culture. It is based on the premises of The Architectural and Park Complex “The Palace”.

The tradition of organizing cultural events in “The Palace” is strong. The environment is especially suitable for holding important national and international festivals, promoting young talents, mounting exhibitions. “The Palace” can be the perfect venue of training sessions for artists and sculptors, drama sessions, small theatre performances, shooting films and clips. Apart from being a tourist site, however, “The Palace” is also a cultural centre carrying out diverse activities and providing the venue for holding cultural, scientific, educational and other related events in the most appropriate facilities.

The complex offers a total of 100 beds within the villa area of “The Palace”***. The Villa Area “The Palace” comprises 6 villas, with 29 double rooms and 12 suites. All rooms are with private bathroom. The Villa Area “The Palace” is open year round. There are also conference halls and meeting rooms supplied with the necessary equipment for holding

conventions, seminars and other events. Those who would like some refreshments and have a good time round the complex can try the cuisine in the top-class restaurants and other catering establishments, as well as taste some of the wines of the fine collection of wines at the Queen's Winery.

Social/ community impact sought:

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The Cultural Centre "The Palace" offers excellent facilities for developing cultural and convention tourism. It carries out a number of major and supporting activities aiming at creating and promoting culture as well as preserving the cultural heritage. It creates the perfect environment where different arts and cultures can meet, it serves as an inspiration and challenge for developing the creative potential of the artistic-minded. The policy of the Cultural Centre "The Palace" is to maintain and preserve the architectural park complex as a cultural landmark following the Law on the Cultural Heritage.

Stakeholders: local and international visitors of Balchik

Approach applied:

The current changes in the profile of today's tourists and their complex requirements and new passions, their demand for immediate access to different activities at the same time and on the same site have placed the Royal Complex – The Summer Residence of the Romanian Queen on the map of fashionable destinations, a destination for the future which can offer a host of opportunities for cultural pursuits and tourism experiences.

Cultural Centre "The Palace" provides a number of supporting or fringe events that complement the main goal of the institution. Cultural events and happenings, exhibition shows, promotional and publishing work as well as other additional activities. Among the rapidly developing tourism initiatives are: Cultural and Convention Tourism, promoting the Summer Reading Room "The Palace", arranging all the details of Weddings at the Palace.

Innovation applied:

Creating opportunities for accommodation in the cultural monument's premises. The visitors can spend their holiday in villas which in their construction were designed for the Queen's entourage.

Moreover, as back in the days, Regina Maria used to have a wine cellar connected with the palace through the "Walk of wine" where the wine and the brandy made from the vineyards of the Palace were stored, nowadays, after long research in the archives and meetings with descendants of growers and gardeners, the grape varieties grown in this region were determined and the tradition of local wine production was restored.

Social impact and business results achieved:

The Architectural-Park Complex "The Palace" offers an exceptional opportunity for a holiday to people who would be happy to have it the untraditional way, combining it with

cultural pursuits. In addition, the Palace is a place for congress meetings, exhibitions, weddings, festivals and other events. The wedding tourism at the Palace in Balchik is becoming more and more popular and every year these kinds of celebrations are increasing, with couples from all over the world.

The work of artists and intellectuals on the premises of the complex and the environment, conducive to creative work and art, makes the popularity of the complex even greater. All the cultural events happening here combined with the romantic atmosphere of the place create the sense of aesthetic pleasure. Visitors cherish the memory of a joyful day in the world of art and beauty.

Financial situation / sustainability of the business model:

The sustainability of the complex is ensured by its status of cultural value, the opportunities for accommodation, congress tourism, weddings, educational and art events, etc. The facility management and the constant development increase the market performance of the complex and enhance the economic sustainability of the enterprise by offering classy dining and an excellent wine collection at the Queen's winery house.

Key success factors: diversity of utilization, appropriate facility management

Challenges and problems: funding, maintenance

Year when the enterprise was created: 1987

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

<http://www.dvoreca.com/>