

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Art Complex Anel**

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Source: <http://sozopol.hotelanel.com/bg/>

**Country/region of operation:** Sozopol, Bulgaria

**Sustainability dimension: social:** facility management

**Description of the enterprise/initiative:**

Art Complex Anel extends over an area of approximately 20 000 sq. m. There are 12 houses, a park, a restaurant, bars, a tennis court, sport center with a fitness, sauna, steam bath and Jacuzzi, swimming pools, beaches, games room (pool table, foosball table and table tennis table) BBQ a guarded parking lot.

The complex has a unique park with exotic tropical and subtropical vegetation, the whole area is a flush with green grass like a thick carpet stretching into the horizon. Scattered on this carpeting are numerous sculptures by renowned Bulgarian artists, carefully selected and aesthetically exhibited throughout the complex, presenting an unforgettable atmosphere.

**Social/ community impact sought:**

The impact sought was creating a luxury place for relaxation right on the beachfront of Black Sea, as at the same time promoting the artwork of some of the most famous Bulgarian sculpture masters.

**Stakeholders:** art connoisseurs, national and international visitors

**Approach applied:**

Art Complex Anel is located on the rocky picturesque shore of the Budzhaka peninsula. The place is characterized with its three capes making impressive notches deep into the Black Sea. The specificity of the landscape had enabled the sea to form a natural saltwater pool on the beach which is one of the reasons for the owners to choose exactly this place to establish the complex. The approach applied include selection of location, supplying today's commonly required facilities regarding accommodation, dining and relaxation and combining everything with art.

**Innovation applied:**

It is the only place in Bulgaria with such a big park exhibiting spectacular sculptures by some of the most famous Bulgarian masters such as Pavel Koichev, Emil Popov, Krum Damyanov, Ivan Slavov, Valentin Starchev, Vezhdi Rashidov and Velichko Minekov.

**Social impact and business results achieved:**

Art Complex Anel is a preferred destination for different types of tourists but it is a favorite place of the art-lovers. With its waterfront location and prime vistas the complex is among the top choices of many couples for their wedding.

**Financial situation / sustainability of the business model:**

The sustainability is ensured through the combination of natural beauty, modern and luxury accommodation and dining opportunities, and art.

**Key success factors:** Innovative approach of combining art and hospitality management

**Challenges and problems:** Due to being exhibited outside, under the influence of the coastal climate, the sculptures need special care.

**Year when the enterprise was created:** 2015

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

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