

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Balani Complex

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Source: <http://www.balani-bg.com/>

Country/region of operation: Balani village, Gabrovo, Bulgaria

Sustainability dimension: environmental, resource-efficiency

Description of the enterprise/initiative:

Complex Balani is located 7 km away from the town of Gabrovo, 800 m above sea level in a beautiful nature and fresh Balkan air, with incredible views of the Balkan Mountains, away from the busy everyday life of the city. It works all year round and has 17 double rooms and 3 suites, restaurant and summer garden, a sports hall and table tennis and outdoor swimming pool. Local walks are organized along two eco paths. One of them leads to object Zaslona - picnic area with barbecue and campfire, with the possibility of panoramic observation with binoculars and telescope tops of the mountains and playground for paintball. The other eco path leads to the ethnographic complex Etar. For the lovers of cultural tourism among the landmarks in the region are Etar, Sokolski Monastery, House of Humor and Satire, Astronomical Observatory and Planetarium, Zoo, Historical Museum, National Museum of Education, Dechkova House, Shipka Peak, AIR Bozhentsi, Art Gallery Hristo Tsokev and more.

Social/ community impact sought:

Environmental protection and environmental education through green tourism

Stakeholders: Children and adults from Bulgaria and abroad

Approach applied:

Balani Hotel has become a demonstration center for sustainable tourism with minimal negative environmental impact, combining long-term economic efficiency, environmental friendliness and social compatibility.

Innovation applied:

Introduction of three technologies for the use of solar energy, namely: DHW, photovoltaic, passive use of solar energy for heating. Creation of demonstration center for environmental education.

Social impact and business results achieved:

Offering hospitality service as at the same time demonstrating energy efficiency, using solar energy for hot water and energy production, conducting environmental education and offering healthy food by creating integrated green tourism models.

Financial situation / sustainability of the business model:

Sustainability is assured by achieving the social impact as at the same time measures for environment protection are being carried. In addition, the complex is self sustaining in terms of energy and hot water.

Key success factors: resource-efficiency and self sustaining

Challenges and problems: The tourists find the place a bit too isolated and share it needs renovation.

Year when the enterprise was created: 2000

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

<http://www.balani-bg.com/>