

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Bedouin Adventure Bar

Page | 1



Source: <https://www.facebook.com/BedouinAdventureBar/>

Country/region of operation: Sevlievo, Bulgaria

Sustainability dimension: environmental, resource-efficient, managerial innovation

Description of the enterprise/initiative:

Near the village of Valevtsi, municipality of Sevlievo, BEDOUIN Adventure Bar is situated on 0,5 ha of flat area just above the crystal clear waterfalls and pools of the river Rositsa. It is a summer bar where DJs and artists from all over the country and abroad come to perform. There are also recreation areas, fireplace, massage corner, children's playground, sunbeds, Jacuzzi and more.

Social/ community impact sought:

The region is suitable for all kinds of tourism, and the bar itself is very convenient for organizing cocktails, seminars, teambuilding, private and public parties and events of

different character / picnic, birthday, name day, abiturian ball, maiden or bachelor party, company party, jubilee, non-standard wedding or party of different kind/.

Stakeholders: local and international visitors of all age and background

Approach applied:

Page | 2

Stara Planina - Central Balkan. Here the wild nature has sculpted indescribable landscapes, rock phenomena and wild waterfalls. Central Balkan is a favorite place for recreation among all Bulgarians, as well as a favorite destination for tourists from around the world. It is a huge responsibility to preserve this unique environment, so the summer bar is fully in line with this. Built entirely of wood and stone from the local bowels of the mountain, along with unique design and architecture, the site emphasize the natural beauty of nature.

Innovation applied:

Not only it is an innovative tourist product in general but the bar also applied innovation in terms of music concert performance location by organizing the first and only for the country Forest Carnival. The three-day musical journey took place in the summer of 2016 under the shadow of the mountain, with some of the biggest underground DJs from around the world.

The bar also introduced a product innovation by offering the guests their own beer – Bedouin beer.

Social impact and business results achieved:

Since its establishment the Bedouin bar made the region a tourist destination for music and nature lovers, for the ones who want to have fun, swim in the river pools and sleep under the stars. Despite being located in the middle part of the country and the sea is far away, the people who have visited the site share that it is a paradise place and find it even better to swim in the cold river water and sunbathe on the lawn.

Financial situation / sustainability of the business model:

The sustainability of the business is bolstered by the homemade food and drinks, resource-efficiency, use of natural materials, constant development and diversity of entertainment.

Key success factors: Innovations, nature-preservation, constant development

Challenges and problems: There are many people who enjoy the experience on the site but who are not into sleeping in tents or outside, so the challenge faced by the owners is the demand for hotel-like accommodation. This, however is contrary to their perceptions of living free – the main aim of the place, and such initiative is not yet considered. Instead,

the bar management encourage the guest to book a room in some of the luxuries guest houses in the region and even advertise them on the Bedouin's website.

Year when the enterprise was created: 2012

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

Page | 3

<https://www.facebook.com/BedouinAdventureBar/>

<https://www.facebook.com/BedouinAdventureBar/videos/1281878301872597/>

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