

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Büyükkonuk Eco - Village



Source: <http://www.ecotourismcyprus.com/gallery.html>

Country/region of operation: Büyükkonuk, Cyprus

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Büyükkonuk village is located at the base of the "panhandle", a long narrow stretch of land pointing eastward into the Mediterranean Sea. Büyükkonuk's geographical location is truly one of its greatest strengths, as it is situated where the deep blue waters of the Northern coast meet sun drenched beaches before moving swiftly upward to rugged mountainous terrain. As you climb across the exposed rock spine of the mountains, standing on the Byzantine era Kantara castle walls, your journey is rewarded with a breath taking landscape that includes open fields, farms and villages, Büyükkonuk is surrounded by lush greenery, olive groves, farm pastures and forests. Its century's old, natural watershed preserves the greenery of the village.

In terms of accommodation, there is the Galifes Guesthouse which has four rooms which are entered into from a multi-arched stone porch. One room is a double and three are twin

rooms. This porch is joined to a common living and dining room. The rooms are all decorated with carved chairs, tables, mirror frames, cupboard doors and shelves in traditional Cypriot designs and motifs, made by the guesthouse hostess herself. The use of the kitchen, with washing machine, is available on request. Wheelchair access is available.

The Galifes Guesthouse family also keep a large herd of sheep in a farm on the edge of the village. They offer guests the opportunity to observe rural tasks, allowing them to join in milking or herding activities. They also pick figs in the summer and olives in the autumn, visitors are very much welcome to join in. Bread making or cheese making activities can also be observed.

Social/ community impact sought: Protect intangible heritage such as Cypriot traditions, rituals, festive events, knowledge and skills associated with the production of traditional crafts and practices concerning nature. The aim being to ensure knowledge and skills are passed down from one generation to the next. This is so important for maintaining cultural diversity and also encourages a mutual respect for others way of life. Encouraging social cohesion which gives a sense of identity and responsibility, and also helps individuals feel part of the community and society at large.

Stakeholders: ecologically oriented tourist

Approach applied: preservation of cultural heritage and traditions

Innovation applied: a folklore dance group for youths and women, a theatre and choir group and an atelier for folklore traditional costume design and production have been established in order to be achieved the overall aim for preservation of cultural heritage and traditions

Social impact and business results achieved: The northern region of Cyprus is known for its traditional villages, where agricultural cycles still influence day to day life. Nestled in the foothills of the "Five Finger Mountain" range, the tiny village of Büyükkonuk (Komi Kebir) is a living example of traditional Cypriot life. Given the diversity of its historic, social, cultural and natural resource assets, Büyükkonuk is registered as part of the "Global Eco-Village Tourism Network".

Financial situation / sustainability of the business model: Eco - Tourism attracts ecologically and socially conscious travellers as it focuses on learning new ways of living without consuming the resources of future generations. When done properly, eco - tourism enhances the local population's cultural integrity as well as protects the fragile environment in which they live.

Eco - Tourism is defined as "responsible travel to natural areas, which conserves the environment and improves the welfare of the local people". Büyükkonuk is one of the most intriguing eco - tourism attractions in the region as it blends natural beauty with local

customs, traditions, flora, fauna and historical heritage. Büyükkonuk citizens support eco - tourism because they realise its environmental, economic and social benefits.

Key success factors: society involvement, cultural and natural preservation

Challenges and problems: Payment is only available in cash, cards or cheques are not accepted. Page | 3

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://www.ecotourismcyprus.com/>

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