

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Campsite Kapinovski Monastery



Source: <http://www.kapinovski.bg/>

Country/region of operation: Velchevo village, Veliko Tarnovo, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Campsite Kapinovski Monastery is nestled in the foothills of Stara Planina Mountain and is within walking distance from two remarkable Bulgarian architectural monuments with significant meaning for the historical and cultural aspect of the country: the Kapinovski monastery “Saint Nikolay, the Wonderworker” and the Plakovsky monastery “Saint Iliia, the Prophet”. The campsite also occupies a strategic location on the geographical map. It is located at a distance of about 200km from the Romanian capital - Bucharest and minutes away from a main arterial road, providing easy and quick access to Bulgaria's southern neighbours - Greece and Turkey. The old capital of Bulgaria – Veliko Tarnovo, a major tourist and historical center on the Balkans is only 20 km away from

the campsite. The campsite is surrounded by the most compelling landscapes, typical for this region: picturesque water cascades, tranquil woodland with small meandering paths and evening sky dotted with bright stars.

The secluded Campsite Kapinovski Monastery is the perfect place for those looking to experience harmony with the environment, combined with wonderful facilities for entertainment and relaxation. Stretched on an area of about 3 acres, the camping is one of the largest and constantly developing campsites in Bulgaria. It is a relaxing oasis, where visitors enjoy unforgettable moments in the shade of the pine woods that fill the region. The campsite provides wide grass parcels that are fitted with all the necessary facilities and in compliance with the requirements of the guests for a wonderful experience in the arms of the nature.

Here visitors will find a wide palette of activities, entertainment and culinary offers. By visiting the campsite, the guests have the opportunity to enjoy two swimming pools: for kids and for adults, sports fields, a detached kids playgrounds, a variety of culinary temptations for any taste – there is a tavern, summer restaurant and a bar.

Social/ community impact sought: Offering the best campsite services and facilities, providing interesting activities to all visitors, from adults to the little ones, protecting the environment and making the guests cherish the nature and life.

Stakeholders: parents, kids, adventure seekers and nature lovers

Approach applied: product innovation, facility management

Innovation applied: Campsite Kapinovski Monastery is the first camping in Bulgaria to offer tree tents which can fit from 2 to 4 persons. Moreover, the camping have recently started to offers luxury kind of accommodation (hotel room type) which enables the guest to enjoy the comfort of a hotel without losing the feeling of camping.

Social impact and business results achieved: In the last two years (2016 & 2017) thanks to the votes of the visitors, the camping has been selected as definitive winner in the prestigious annual ranking of camping.bg, in the following categories: "Preferred camping in the interior of the country", "Camping with the most significant improvements and development in Bulgaria" and "Camping with best location and environment".

Financial situation / sustainability of the business model: the sustainability of the business model is ensured by the implementation of environment protective measures incl. waste management policies, the provision of additional services, maintain of high-level material base and services, and the introduction of new types of accommodation opportunities.

Key success factors: constant development

Challenges and problems: The camping can not be visited by unaccompanied minors, children camps are not organized. Parties and noises are not allowed.

Year when the enterprise was created: n/a

Page | 3

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

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.