

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Central Hostel**

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Source: <http://www.hostel-varna.com/en/>

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

**Sustainability dimension:** economic, resource-saving facility management

**Description of the enterprise/imitative:**

Hostel Central in Varna offers self-catering accommodation as it is the first and only hostel without any staff. Guests pay prior check-in via kiosk machine situated in the entrance room. The machine prints the confirmation and the electronic keys for the doors. Furthermore it provides information about the tourist sites and the nearby shops/restaurants, etc. All the needed information to operate with the machine is available hanging on the walls.

**Social/ community impact sought:**

The kiosk machine saves resources for employers' salaries as well as time, therefore enables the hostel to maintain low accommodation prices, as in the same time visitors still have can the answers for their questions.

**Stakeholders:** visitors on a budget

**Approach applied:**

According to various market researches, the tourists, especially the young people - who are the ones to stay in hostels, first of all value the location, the proximity to tourist sites,

restaurants, bars, etc. and the availability of free WiFi connection. Therefore, the Central Hostel is situated in the center of Varna city, 550 meters away from the central beach and provides free WiFi - all the features needed for customers to give the hostel a score of 9.0 in booking.com. The approach applied satisfy the needs of the tourist as in the same time saves resources for staff employment.

**Innovation applied:**

The innovation applied is the full absence of personnel which is replaced by a kiosk machine.

**Social impact and business results achieved:**

As being staff-free and self-catering, the property manages to save resources on personnel and at the same time to keep the prices low which enables more visitors to stay at the hostel.

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

Sustainability is bolstered through adjustment according to the visitors' demand without any unnecessary extras/luxuries.

**Key success factors:** Best possible location, comfortable beds, low prices, resource-efficiency.

**Challenges and problems:** Even though the kiosk machine facilitates the management and saves finances and time, the absence of staff is seen as a challenge as some of the visitors still prefer to be served by a person instead of machine.

**Year when the enterprise was created: 2016**

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

<http://www.hostel-varna.com/en/>  
<https://www.youtube.com/watch?v=QcgHxpJsmH4>

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