

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Chateau Montagne



Source: <http://hotel-cm.com/en/gallery>

Country/region of operation: Troyan, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Chateau Montagne hotel is a three-star hotel that is suitable for vacations, conference tourism, company and family gatherings, and weddings. It is situated in the central part of the town, which makes it very easy for the guests to reach every sight or institution.

The hotel offers accommodation into deluxe rooms, studios and apartments. The atmosphere is one of elegance and comfort – the interior is classic and the atmosphere predisposes to conversations and relaxation. The good reputation of the hotel does not depend solely on the atmosphere and luxury of its rooms, but also on the restaurant, the garden and the skills of its chef.

Chateau Montagne hotel strives to provide good-quality services and entertainment for its guests who can enjoy outdoor and indoor swimming pool, a fitness and spa centre, a sauna, massages and walks through the mountains.

Social/ community impact sought: Creating a place suitable for vacations, conference tourism, company and family gatherings, and weddings in the town on Troyan as at the same time taking care of the environment and empowering the local community.

Stakeholders: guests, society

Approach applied: resource utilization and facility management

Innovation applied: introduction and implementation of saving measures such as guests and staff involvement, energy efficiency improvement etc.

Social impact and business results achieved: Chateau Montagne hotel is highly valued not only by its guests, but also by colleagues from the field. It is among the top choices in the region for family or romantic vacation, for celebrating personal or company events.

Financial situation / sustainability of the business model: The hotel applies strict measures to reduce the negative impact to the environment as at the same time strives to increase its profits. The measures include:

- Involvement of guests - Guests are asked to leave towels that they want to be changed on the floor – otherwise they will be used for one more day.
- Involvement of staff - The staffs turns off the TVs and mini bars in unoccupied rooms, closes the curtains in summer and opens them in winter.
- Building insulation - Insulation conserves heat loss during the winter and maintain cooler temperatures during the summer
- Window insulation: All the windows are insulated to prevent energy leaving the building.
- Energy efficient lighting - All bulbs are energy efficient; there are motion sensors for lights in the corridors.
- Each room has a separate air conditioner – for a hotel with less than 30 rooms this saves energy compared to larger units that work 24/7
- Use of renewable energy- Hot water is produced by solar panels that are installed on the roof of the hotel.

Key success factors: green policy measures – economic savings and increased environmental benefits

Challenges and problems: qualified staff shortage

Year when the enterprise was created: 2007

References (web-site, intent links, video, etc.): <http://hotel-cm.com/en>

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