

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Complex BARITE**

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Source: <https://www.complexbarite.com/bg/>

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

**Sustainability dimension:** environmental, cultural, social, heritage-based tourist product

**Description of the enterprise/initiative:**

The "Barite" complex spreads over 30 decares at 160 m above sea level. It consists of a hotel part with a total of 72 beds, swimming pool, seminar room, a national-style restaurant built of stone and wood, an open-air museum of crafts, an ethnographic collection of lifestyle items of the population from the village of Chernevo, a hall for quiet games, and a children's playground. There are three pools built in the complex, stocked with carp, offering opportunities for fishing. The hunting lodge offers amenities for pleasant gatherings of smaller companies. The easily passable forest offers no difficulties even for the laziest of tourists, who can spend the time picking herbs or forest fruits apart from hiking.

**Social/ community impact sought:**

The Barite tourist complex is a place made for the modern man, where he can combine the love for nature, for the land, for the tradition, for the old and the modern one at the same time.

**Stakeholders:** people of all age

**Approach applied:**

The advantages of the complex is its proximity to the big town, and at the same time one gets the impression of a remoteness from the civilisation, a place where one can be secluded and enjoy the beautiful scenery and the clean air. The museum of crafts, where they will be reproduced in full authenticity, with demonstrations and opportunities for participation of the tourists, will surely arouse interest. The village of Chernevo is famous for the preserved national traditions that are still celebrated. The group for authentic folklore will perform for the guests of the complex a show of songs, traditions and rites of the village. For the ones who are more active and look for entertainment of a different kind there are eco paths, paintball, mini golf, zoo and fishing ponds.

**Innovation applied:**

The "Barite" complex is not the only place where one can see a lot of the somewhat forgotten elements of the Old Bulgarian lifestyle, but it is one of the few places that fit so harmoniously in the surrounding scenery. Sitting in front of the restaurant, you can eat sheep's yoghurt and watch the sheep grazing peacefully on the opposite hill. You can hear the cow-bells and enjoy the green cascade of the willow trees by the village river.

**Social impact and business results achieved:**

The people who visit the complex does not only use it for accommodation or relax but rather it is like entering a different world. The ethnographic complex not only exhibits the national traditions, but it enables every visitor to become a part of them and feel the spirit of national lifestyle. A lot of Bulgarian customs and celebrations are performed and the visitors can also participate and experience the rituals.

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

The sustainability of the business model is ensured by resources' efficient use and environmental preservation which are the leading principles for the complex's maintenance. In addition, sheep breeding and production of milk products, which are served in the restaurant and the garden where different vegetables are grown, and also used in the kitchen, increase the sustainability of the enterprise.

**Key success factors:** Closed cycle of production and supply, resource-efficiency

**Challenges and problems:** The challenges are related to the shortage of staff during the busy summer months.

**Year when the enterprise was created:** 2006

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

<https://www.complexbarite.com/bg/>

<https://www.youtube.com/watch?v=VZejRdw40vI>