

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: "Divata ferma"



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Source: <http://bedandbirding-rhodopes.bg/index.html>

**Country/region of operation:** Gorno pole, Madzharovo Municipality, Haskovo District, Bulgaria

**Sustainability dimension:** social, heritage-based, environmental, experiential tourism

**Description of the enterprise/initiative:**

This is not the generally accepted "Guest House", but an open home for all friends - old and new, seeking freedom, the call of the wild and the colour of life. There are 15 beds (double and triple rooms with private bathroom) and a large green yard for tents under the stars, saturated with the smell of hay, fresh grass and many flowers. There is also a farm with over 500 cows and bulls from local indigenous breeds, bees (domesticated and wild), rabbits, horses, Karakachan sheep and dogs ... There are no chicken and cocks because there are hawks ... and many other worldly endangered raptors. The small lake near the house is the hiding place of the domestic otter - another of the world's rarest wildlife species, included in the World Red Data Book of Protected Species.

Among the activities the visitors can experience are photo hunting, horse riding, birdwatching, camping, hive knitting, gold searching, catching cows with lasso, kayaking and many more

**Social/ community impact sought:**

Reviving the village, using all the available resources in the region as at the same time protecting and admiring the nature and the wildlife and teaching the visitors to do so.

**Stakeholders:** Wildlife and nature lovers, adventure hunters

**Approach applied:**

After the pair of owners married, they moved to live in the village and began to raise bulls and cows. Eventually, they came to the idea that their lifestyle would appeal to many people who would like if not to live that way, at least to spend a few days in such an atmosphere. Thus, the idea of a guest house was born, which at the beginning offered accommodation for four and now for 15 people. As the couple describe themselves as Thracians, they are trying to preserve the Thracian traditions in folklore and cuisine as they organize different celebrations of food and prepare traditional specialties such as gyuzlemi, rabbit pie, hen with pancakes, krukmach, steamed kid, pliketa with groats (bulgur) (baked in the sun and ground in a chromel), Saralia, Beef in a pumpkin, kukuresh, traditional barbecue (cheverme), game in a pot and many more as at the same time everything is accompanied by folklore dances and singing.

**Innovation applied:**

The innovation is in the experience the visitors can enjoy – The owners are not just managers, guides, guards or administrators, they are the hosts of the farm and the visitors are their guests who became friends.

**Social impact and business results achieved:**

The business itself is the livestock breeding but the social impact achieved is the opportunity created for people who can come and share the love for nature and wildlife with Betty and Nikki – the owners and their children. They share that their roots have become a way of life but without giving up the technical innovations of our time.

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

The sustainability of the business model is ensured not only by the tourists who fall in love with Betty and Nikki, their home and the Bulgarian dishes, folklore and nature but also by the environment-friendly way of life the family lives –organically produced vegetables, fruits and grains and by the fact that the farms is the first organically certified for meat in Bulgaria.

**Key success factors:** Love for nature, wildlife, traditions, culture and the family.

**Challenges and problems:** Local market for veal meat is specific and difficult, local breeds which are suitable for organic breeding are almost extinct therefore their reviving takes time and a lot of resources.

**Year when the enterprise was created: 2005**

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

<http://bedandbirding-rhodopes.bg/index.html>