

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Eco Camping Batak

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Source: <http://www.campingbatak.com/en/gallery.html>

Country/region of operation: Batak, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Eco Camping Batak is situated on the picturesque lake Batak in the Rhodope Mountain - one of the most beautiful mountains in Bulgaria and on the Balkan Peninsula, covered with centuries old pine forest and many beautiful lakes giving the visitor excellent panoramic views and conditions for rest, active tourism and sports. The campsite is only 15 minutes by car from the spa capital of the Balkans - the city of Velingrad, and only 1 hour from the city of Plovdiv, and 2 hours from capital city of Sofia.

The campsite is ideal for outdoor parties and events, corporate and teambuilding events, water sports, water peddle and boat trips, bonfire and barbecue, etc. Kayaking, woodcarving and painting lessons, organized cycling tours - Tour de Rhodope, English lessons for children and adults, and mountain hikes are among the activities practiced at the site.

The eco camping offers standard camping conditions while preserving nature and its resources.

Social/ community impact sought: Eco camping Batak has been designed to offer great conditions for camping with no negative impact on the environment.

Stakeholders: young and adult

Approach applied: environment protection

Innovation applied: In order to provide more additional services, the camping started to organize outdoor aerobics and yoga with professional instructors every Saturday and Sunday, and during the week for groups of 6 or more people.

Social impact and business results achieved: Eco camping Batak offers opportunities for camping, as well as many activities and attractions while taking measures for preserving nature and its resources.

Financial situation / sustainability of the business model: Everything in the campsite is organised with regard to nature and the protection and care of natural resources. In the restaurant, which operates within the campground, fresh seasonal fruit and vegetables, local specialities, such as cheese, honey, dried meat products, herbs, aromatic plants and more, are supplied by local farmers.

Key success factors: resource – utilization, environment protection, good quality and abundance of services, good quality-price ratio

Challenges and problems: there is not opportunity for renting a camper/caravan but only a place

Year when the enterprise was created: 2011

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

<http://www.campingbatak.com/en/index.html>