

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Eco hotel ZDRAVETZ

Page | 1



Source: <http://www.hotelzdravetz.com/>

Country/region of operation: Plovdiv, Bulgaria

Sustainability dimension: environmental, resource-efficiency, experiential tourism, facility management

Description of the enterprise/initiative:

Located at only 20 km away from Plovdiv, at the foot of the majestic Rhodope mountain, resides three-star Eco hotel ZDRAVETZ. With its comfortable beds with all modern amenities and fully equipped conference rooms Eco hotel ZDRAVETZ welcomes tourists and business visitors.

To anyone who wishes to escape for a few days from the hustle and bustle of the big city, the site offers recreational centre with indoor swimming pool, sauna & steam bath, solarium, fitness, as well as many relaxing programs & routines. For the more active Eco hotel ZDRAVETZ gives great opportunities for various outdoor activities such as private ski zone with modern fitted wardrobes and a ski school, also hunting trips at own reserve or horseback rides in the mountains.

An ancient pine forest is home of rope garden & entertainment park, soccer field, tennis court and outdoor playground for endless games in the long summer days. The restaurant and tavern serve some fine selected dishes, prepared entirely with eco-products from the site-owned farm.

Social/ community impact sought:

The hotel is one of the few places in the country that unites the unique opportunity to combine different forms of tourism at any time of the year. Eco hotel ZDRAVETZ is suitable for all kinds of corporate events, team building & congress tourism.

Stakeholders: Tourists, sport teams, hunters and business visitors from Bulgaria and abroad

Approach applied:

The complex offers something for almost everyone – from accommodation and home-grown/produced food to hunting trips, ski opportunities, horse rides, tennis and soccer, health and SPA, etc. Eco hotel ZDRAVETZ also has traditions in accommodation and care taking children and school groups for green/white school.

Innovation applied:

There are many places offering home-grown/produced eco food in their restaurants but hotel Zdravetz applied an innovation by creating a brand for its products – ZDRAVETZ. The company produces handmade yeast bread, cheese and yellow cheese, yoghurt, butter, cream cheese, jerky, sausages and fillets prepared by a traditional Bulgarian recipe and contain no artificial preservatives, flavours and colours. Moreover, free delivery of home grown farm products is available for Plovdiv City.

Social impact and business results achieved:

Eco hotel ZDRAVETZ provides various entertainment opportunities and hospitality services for all type of visitors. The proximity to Plovdiv makes the place visited not only for a holiday but also for a visit during the day. Many people come to ski because it is the closest place to the city providing such opportunity. In addition many school groups visit the farm and the meat workshop of the complex for study purposes.

Financial situation / sustainability of the business model:

The sustainability of the business is ensured by the abundance of opportunities provided by the complex as well as by the added to the products value - by brand establishment and the delivery services.

Key success factors: Resource-efficiency, marketing, flexibility, branding

Challenges and problems: A challenge is to be provided enough snow cover during warmer winter days. The problem has been solved by installing artificial snow machines.

Year when the enterprise was created:

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

<http://www.hotelzdravetz.com/> <https://www.youtube.com/watch?v=gt-9-drDht4>