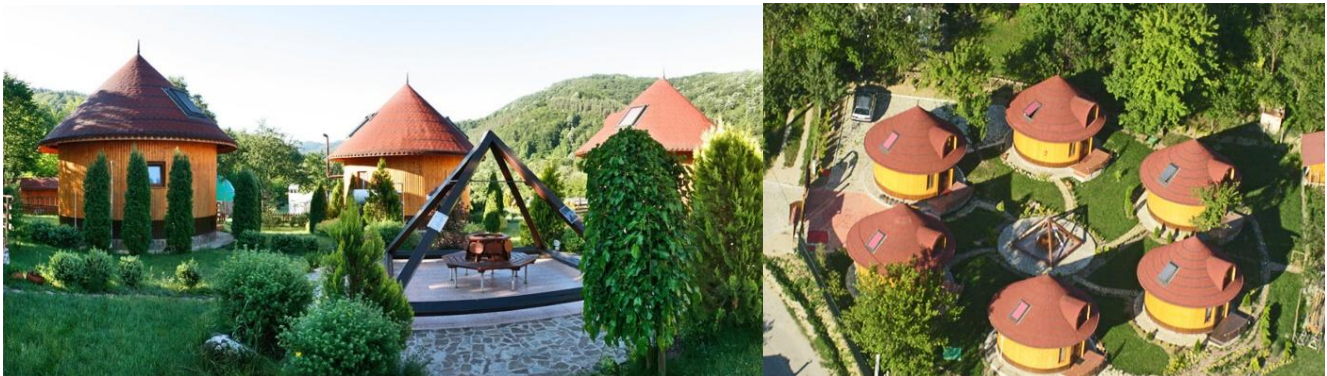


***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Eco village Azareiya

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Source: <https://www.azareiya.com/en/gallery.html>

Country/region of operation: Gorno Trape village, Bulgaria

Sustainability dimension: environmental, social

Description of the enterprise/initiative:

Azareiya is ecological village located in the center of Stara planina mountain, close to Troyan, Chiflika and Shipokovo - places with thermal springs. The village consists of 6 wooden round small houses with conic form. The houses are built in a circle around a wooden pyramid. Entrances of the houses are toward South and the beautiful mountain scenery. The total built square metres are 60. The village is open for its guests all the seasons. It is a place where the newest building technologies are combines with scientifically proved theories for ecological and healthy lifestyle. This is an outstanding unique landshaft project, especially created that looks like a colourful mandala.

The village provides opportunities for vacation and relaxation as well as for energetic activities – table tennis, badminton, martial arts, horse riding, hiking, cycling, football and swimming

Social/ community impact sought:

Creating a place in peace with nature that can improve visitors' health:

- Normalizes the regular energy flow and immune system.
- The headache and stress disappear.
- Normalizes blood pressure.

- Normalizes the regular function of nerve system.
- Normalizes the sugar level in the blood.
- Enhancing the people' s energy status

Stakeholders: People of various background.

Approach applied:

The world is colourful, people are different, but there are nature laws which are important no matter whether we believe they exist or whether we like them. It is well known fact that the shape of a building, the materials used for building it, its orientation toward sun impact on people's health. A building can have good influence on its residents, but it can also kill them slowly, having bad influence such as radiation stones in the concrete and etc. The ancient people living in China, India, Egypt and South America had this knowledge and used it. With this in mind, the owners have read a lot about the pyramids' shape and the effect that it has on people. They found out that the best shape is the shape of the cone and started to make plans and build, as when finishing the first eco house they have realized that it looks very similar to the ancient Bulgarian houses- "shatra". The old knowledge which we all know, but somehow we have forgotten.

Innovation applied:

Being highly enthusiastic to find out more information about how sleeping in the ecological houses influence people's health, the owners did a lot of researches. They formed several groups of ill people, who stayed in such houses for different period of time, being watched by doctors. Laboratory analyses have been done, first in the beginning of their stay and after that - in the end. People stayed in the houses for average of 9 days. The research was made by "The center of quantum medicine" – Sofia with device "File", which is based on 49 bio active points and gives general information about the whole organism. The conclusions made include: In the beginning of the stay in the eco houses very strong meridians opening were observed, and after the stay a soft calm down and balancing of the all life processes was recorded.

Social impact and business results achieved:

When people try to describe the eco houses they call them different ways. There are people who see in them cute mushrooms, for others the houses remind them of wigwams or Old Bulgarian shatri, some people even call them igloos. But no matter how they call them, people always smile when they talk about the eco houses. All these metaphors are perfect for the houses. They are supposed to be just houses, but in fact they bring people back in their childhood, helping them to remind their most creative period. The eco houses stimulate its residences to be creative, in harmony with the nature. When the houses were built they were constructed to be in natural connection with the environment. Furthermore, the place is proved to improve visitors' health status.

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the use of natural materials for the houses construction, the health benefits of the stay and the economic situation. There is a sewage treatment plant that purifies waste water from the settlement, with purified water being used for watering. A vegetable garden has been created to offer visitors natural bio-products grown by environmental methods. In the village are used ecological cleansers of herbal base without toxic chemicals. There are opportunities for ecotourism on the route from Azareya to the Todorova Mogila area, from where a wonderful view of Beklemeto to Maragidik peak is revealed.

Key success factors: research, innovation, resource-efficiency, environmental protection

Challenges and problems: The capacity of the complex is insufficient compared to the tourists' interest in visiting the place.

Year when the enterprise was created:

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

<https://www.azareiya.com/en/azareiya.html>

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