

**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 Joy

Page | 1



Source: <http://gorskokosovo.com/index.php/bg/>

Country/region of operation: village of Gorsko Kosovo, Veliko Tarnovo, Bulgaria

Sustainability dimension: environmental, social, recourse-efficiency

Description of the enterprise/initiative:

Eco village Joy is a family estate comprising of three houses. One of the houses is wide, spacious and bright and completely renovated. It has six bedrooms with two and three beds, large separated kitchen and a small hall for yoga or talks, that can be used as a common bedroom for eight people if there is a need. The other two houses have 4 bedrooms and are also completely renovated and with preserved cultural style. The houses have all the amenities needed for a comfortable and pleasant stay, including warm water. They are heated with handmade fireplaces and are in a 4 acres yard with a lot of flowers, trees and benches. There is also a playground in front of the yard with swings, climbs and other entertainments for children.

There is a working weaving machine in one of the houses on which the guests could weave beautiful and colorful canvases. For the horse riding fanciers, there are 4 horses available for riding lessons and for those who just want to walk in the nature there are pleasant eco-pathways with amazing views of the reservoir and the gorgeous nature around it. The place is very convenient for educational or yoga seminars, as well as many other kinds of courses.

Social/ community impact sought:

Changing the perception of people regarding the sustainable way of living. The aim is visitors to find joy and pleasure in gardening, playing with animals (which are in abundance here), in horse riding, walks in nature, picking herbs, yoga, exercising, vegan food, lovely and quiet music and soulful conversations that nourish the heart and mind with joy and wisdom. By creating tourism opportunities the owners want to show people that this can be a way of life. Their idea is forming a community of people with mutual ideas and vision for alternative and sustainable way of life and to give a chance to everybody that wants to start living different from the familiar city life.

Stakeholders: People who want to live, but not the usual way. It is for people that appreciate their own health and take care of it in the right way. It is for people that love nature and animals.

Approach applied:

When a family decided to live close to the nature in self sustaining way they decided to share the opportunity with others. The visitors have to follow the main principles of the owners:

- Together we can do anything!
- ORDER, PURITY, CLEANNESS, DISCIPLINE AND SELF-OBSERVATION
- Purity! This place is free from negative thoughts, emotions and words. Instead of words like terrible, horrible, terrific etc., only words like wonderful, magnificent, inspiring, fantastic, beautiful etc. are used.
- Order and cleanness. Everybody keeps the place and his/her personal space clean because there is no cleaning service here. Everybody does what he/she feels necessary and by desire can help the others with it too.
- Discipline. There is an exact time for everything – time for work, for food and for talks.
- Self-observation. When people here communicate they should be mindful about the words they use, about the emotions, the tone of voice and reactions.

Innovation applied:

Drinking of alcohol, smoking cigarettes and eating meat are not allowed at the property. Accommodation is available as payed stay as well as on a voluntary payed basis. The innovation allows people to stay and pay the accommodation tax by working for 4 to 8 hours a day. Depending on the hours spent working the accommodation and food prices are determined.

Social impact and business results achieved:

Eco village Joy does not seek to achieve economic profit at any cost, but rather targets social impact. They learn how to live in harmony with the nature, how to grow and prepare healthy food, how to be in peace with themselves. By using bio-shampoos, bio-soaps or a combination of ash and baking soda or clay and by efficient utilization of the waste water

the visitors help in preserving the environment, therefore contributing to the sustainability of the initiative.

Financial situation / sustainability of the business model:

The financial stability is ensured by the visitors' taxes and by the self-sustain of the life in the village. There is a garden where the owners and the visitors grow vegetables, fruits and herbs. They also have a cow which gives them the milk they need to produce cheese, butter and yogurt. The sustainability is bolstered by the overall simple life the owners share with the tourists.

Key success factors: ORDER, PURITY, CLEANNESS, DISCIPLINE AND SELF-OBSERVATION

Challenges and problems: The principles and the targeted result limit the access to the place

Year when the enterprise was created: 2010

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

<http://gorskokosovo.com/index.php/bg/>