

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Emona ship-restaurant

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Source: http://korab_emona.adportal.bg/index.php

Country/region of operation: Kardzhali Reservoir, Bulgaria

Sustainability dimension: social, resource utilization

Description of the enterprise/initiative:

"Emona" is a ship-restaurant 39 meters long, 7 meters wide and is one of the emblematic establishments of the town of Kardzhali - the only one in the town, included in the hundred national pubs of Bulgaria. It is anchored in Kardzhali reservoir and the customers can enjoy the cool breeze while admiring the wonderful view of the Eastern Rhodopes Mountains and eating some delicious sea- and freshwater- food.

Social/ community impact sought:

"Emona" is the first Bulgarian passenger ship and the only fully preserved ship in Bulgaria from the first half of the 20th century. In order to be preserved, exhibited and still used the ship was moved to the Kardzhali reservoir and turned into a place for entertainment.

Stakeholders: visitors of Kardzhali region

Approach applied:

"Emona" is the ship with the most incredible history in Bulgaria. Built in the forties of the last century on the orders of Tsar Boris III, "Emona" marks the beginning of the modern Bulgarian nautical passenger fleet. After years of faithful service, in 1979 "Emona" travelled the distance from Burgas to Kardzhali reservoir and was converted into a restaurant. At the beginning the ship used to sail but because of maintenance difficulties (the reservoir's level changes, it can rise by two meters in 24 hours) nowadays it is anchored.

Innovation applied:

"Emona" is the first actively used ship to be turned into a restaurant.

Social impact and business results achieved:

The Ship Emona is one of the best destinations in the town of Kardzhali. Fresh sea shells, crabs, squid and other temptations are delivered directly from the Aegean Sea. In addition, wonderful freshwater squirrels, carp, catfish and trout are caught from the reservoir and are prepared on the spot.

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the fish nurseries created to provide fresh fish for the restaurant. Moreover, Ship-Restaurant "Emona" offers attractive cruise boat trips and small boats for walks.

Key success factors: resource-efficiency, facility management

Challenges and problems: The workload is seasonal and during the colder months the restaurant is barely visited.

Year when the enterprise was created: 1980

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

http://korab_emonadportal.bg/

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