

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: GORA glamping



Source: <https://www.goraglamping.com/>

Country/region of operation: Gradina, Sozopol, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Glamping GORA is a place to rest under the open sky, with the comfort of the soft bed and the white cotton sheets. GORA has 10 tents with a total of 20 beds located just a few steps from the seafront, nestled under the cool shade of the coniferous forest of Gradina camping.

Social/ community impact sought: Making the camping more comfortable and convenient experience. Glamping allows people to connect with nature in an unforgettable way and

gives them the opportunity to relax and recharge when life becomes fast as at the same time they are not missing the luxuries of a hotel.

Stakeholders: all who seek the tranquillity and silence of the nature, but also prefer comfortable beds instead of sleeping mats.

Approach applied: process and product innovation

Innovation applied: The place is the first glamping in Bulgaria

Social impact and business results achieved: The interest in the place is enormous because it is located in the most popular and visited camping - Garden, and it also provides amenities that will attract more or different group of tourists. The introduction of the glamping in the area will make people who generally do not go camping, to visit it and enjoy the nature.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the strict waste management policies, water preservation measures, the use of natural materials for the furnishing and construction of the temporary stands for the “tents”. The overall aim of such type of accommodation is to have low environmental impact.

Key success factors: innovation, location, low environmental impact

Challenges and problems: The price are relatively high, still the capacity is insufficient compared to the demand for accommodation. A challenge is seen to accommodate guests with pets as they are not allowed in the tents.

Year when the enterprise was created: 2017

References (web-site, intent links, video, etc.): <https://www.goraglamping.com/>

