

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Gradina Camping

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Source:

<http://camping.bg/%D0%BA%D1%8A%D0%BC%D0%BF%D0%B8%D0%BD%D0%B3-%D0%B3%D1%80%D0%B0%D0%B4%D0%B8%D0%BD%D0%B0-camping39.html>

Country/region of operation: Gradina, Sozopol, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Gradina Camping is one of the most beautiful and peaceful places for summer holiday on the Bulgarian southern coast. The campsite is 30 km away south of Bourgas and 8 km from the ancient town of Sozopol. Annually, at the height of the summer season, it is visited by numerous Bulgarian and foreign tourists, captured by the charming breeze and the mild climate of the south Black Sea. The location of Gradina Camping near some of the most ancient places in Bulgaria - the historical town of Sozopol and Nessebar makes it even more attractive for tourists from all over the world.

The campsite is situated on a total area of 65 acres and has 250 pitches to accommodate caravans and tents. It has three accommodation zones, each of which has three lines to the beach. Pitches are separated from one another and are numbered. Their size is 100 square meters. Each unit has electricity (up to 2,20 kW) and water supply. Apart from camping units, there are 33 double and quadruple bungalows to accommodate guests.

Toilet rooms in the campsite are located at a maximum distance of 50 m from each camping unit. They are renovated and a good hygiene is maintained several times a day. Each guest has an electronic key to the bathrooms and toilets, thus ensuring the maintenance of their

purity and that they are used only by guests of the campsite. Dishwashing areas are separated from the bathrooms. They are located along the alleys. The campsite offers accommodation in both own caravans and tents as well as in double and quadruple bungalows. The guests feel cozy amongst a lot of greenery and are provided with different amenities. In the campsite there are several restaurants, beach bars, grocery store, snack bar, tea-house and cafe. On the beach there are playgrounds for beach volleyball.

Social/ community impact sought: Providing opportunities for camping at the south coast of Black Sea and preserving the nature, preventing the construction of hotels and resorts in the area.

Stakeholders: campers

Approach applied: facility management, environment protection

Innovation applied: renovated toilets/bathroom facilities and installation of electronic key system ensuring the maintenance of high levels of hygiene and usage only by guests of the campsite.

Social impact and business results achieved: Camping Gradina is one of the oldest and best known camps on the Bulgarian Black Sea coast. This is the place where four generations of campers have been spending all summer off the city's stress and everyday life - in harmony with the sea and nature and the view of the waves and the island of St. Ivan.

Camping Garden is the Favourite campsite on the Bulgarian Black Sea coast according to the # BestBGCamp2016 rating of Camping.bg for 2016, it was chosen to be the camping which has the most hospitable service, best location and environment for 2015 according to the same rating.

Financial situation / sustainability of the business model: Sustainability is ensured by the environment preservation measures, introduction of energy efficient appliances and modernization of facilities.

Key success factors: location, rating, environment preservation and constant development measures

Challenges and problems: A challenge was seen in ensuring the peace of the guests so that the campsite is nowadays secured by the Municipal police, all alleys are illuminated and the entry of vehicles is prohibited during night hours.

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://campinggradina.com/bg/>