

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Grand Hotel Plovdiv

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

Country/region of operation: Plovdiv, Bulgaria

Sustainability dimension: mobility management, managerial innovations

Description of the enterprise/initiative:

Grand Hotel Plovdiv is a 4 star hotel, situated in the heart of Plovdiv. The hotel has a perfect location – it is easily accessible from “Trakia” motorway, it is in a walking distance from the International Trade Fair, and 15 minutes away from the historical and administrative center of the city.

During their stay the guests can enjoy different art exhibitions in the hotel lobby and the culinary temptations in our a-la-carte restaurant “Four seasons”.

At guest’s disposal are 8 conference rooms, a classic restaurant with 150 seats, a business centre, Vienna café, fitness and relax centre with indoor swimming pool, a bowling hall, two outdoor tennis courts and shopping centre.

Social/ community impact sought:

The shortage of qualified staff in the field of tourism is a common problem of hotels and restaurants in Bulgaria. Many young people, after acquiring a qualification, are looking for a job abroad. Grand Hotel Plovdiv is looking for solution to this problem.

Stakeholders: employees of Grand Hotel Plovdiv who go to work abroad

Approach applied:

In the case of leaving of specialists in the field of tourism, the employer - Novotel Plovdiv does not terminate the employment contracts with its trained staff, but forms them as a long-term unpaid leave.

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Innovation applied:

Creation of an additional opportunity for employees returning from abroad to come back immediately to their previous jobs.

Social impact and business results achieved:

Many people go to work abroad but at some point decide to come back to Bulgaria and in this case they have the chance to start working immediately.

Financial situation / sustainability of the business model:

By turning the contract in long-term unpaid leave the employer ensures the sustainability of the business model because it has once invested in the employer's training and by providing him/her opportunity to come back the employer returns its investment.

Key success factors: flexible human resource management policy

Challenges and problems: By allowing the employees to use long-term unpaid leaves, the employer has no guaranty that people will come back to work for them therefore it is not clear at what point they need to hire and train new employees.

Year when the enterprise was created: 1997

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

<http://grandhotelplovdiv.bg/en/>

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