

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel Complex “Rodopa”



Source: <http://www.hotelrodopa.com/en/>

Country/region of operation: Banite, Smolyan, Bulgaria

Sustainability dimension: social, environmental

Description of the enterprise/initiative: The beautiful Smolyan village Banite is located deep into the bosom of the majestic Rhodopes mountain along the Malka Arda river at 750m altitude. Village of Banite is known for its mineral water, which temperature at spring is 43° C and its the only one in Bulgaria.

The hotel Complex “Rodopa” offers 18 spacious rooms, guest house, restaurant and Rehabilitation Center. The health center operates year round with excellent medical specialists and therapists as healing thermal water circulates all over the complex.

Stakeholders: People who want to relax or need to heal themselves.

Approach applied: balneology-tourism

Innovation applied: Introduction of green policy measures

Social impact and business results achieved: The picturesque mountain scenery, the thermal mineral spring and the clean and fresh air create an unique atmosphere in this mountain village. In the last few years it has become an attractive place for tourists in terms of balneology. Water's areas of action is most often associated with diseases of the locomotory system – all kinds of arthritis, diseases such as disc hernia, discopathy, neuritis, neuralgia, osteoporosis, and gastritis, ulcera, colitis, stones in biliary tract and kidneys.

Financial situation / sustainability of the business model: The hotel applies green policy-reduces its own waste, uses less water and energy. Many of the products used in the restaurant are purchased from local small farms.

Key success factors: utilization of natural resources – healing water; green policy

Challenges and problems: A challenge was seen in the insufficient capacity for accommodation that was solved by reconstruction of the guest house and the upgrade of floors.

Year when the enterprise was created: 2008

References (web-site, intent links, video, etc.): <http://www.hotelrodopa.com/en/>