

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel “Djudjeva kyshta”

Page | 1



Source: <http://en.hotelpanagurishte.com/welcome.html>

Country/region of operation: Panagurishte, Bulgaria

Sustainability dimension: environmental, cultural, social

Description of the enterprise/initiative:

The house was built 1860 from Staiko Todorov Dedevo, who was cattle-drover and wealthy merchant. His wife Petra Dedevo was the chairwoman of the first Women’s union in Panagurishte. In 1964 the house became an architectural monument with a regional significance. During 1984 the house was restored and became a residence of Pencho Kubadinski. After communism in Bulgaria, the house was given back to its owners.

During the year of 2007 the house was purchased by Maria and Ivan Petrishki and restored into Hotel Djudjeva kyshta. There is a restaurant designed in traditional style offering seating for 30 people inside and 40 outside, which are nicely hid from the sun under the balcony. The balconies of the houses are a real piece of art. The wood is hand crafted and it is in original shape and appearance. They offer great view, nice open air, rest during the summer, also great opportunity to have breakfast and coffee in the morning or lunch.

The enterprise also offers bicycles for cycling to Oborishte, Koprivshtitsa, Panagyurski columns. There are marked hiking trails to Belo Kamane, Starosel. Visits to rose distillery and plantations with roses and lavender can be organized as well as participation in harvesting. Objects of the past, hand-embroidered shirts, knit socks and other souvenirs produced by the local grannies are sold in the hotel's gift shop. Tourists are also offered a walk in the city with a local history guide.

Social/ community impact sought:

Page | 2

Preservation of an architectural monument with a regional significance and making it open for visitors.

Stakeholders: visitors of Panagurishte

Approach applied:

All rooms and apartments glow with their cozy interior in the traditional for Panagyurishte old style. Our rooms are decorated with handcrafted wood furniture. Even though the interior and hotel grounds are styled in a traditional sense, guests will find all the conveniences of modern living. The restaurant serves dishes traditional for Panagurishte – tutmanik (salty pastry with white Bulgarian cheese served for breakfast) Panagurishte's eggs, Panagurishte lukanka (pork meat roll) grilled on chambers, homemade cake for dessert and a lot more traditional Bulgarian dishes cooked specially for the guests from fresh, local products.

Innovation applied:

The hotel's style is only one of a kind in the town and it is Reveal style architecture reminds of old times passed in Panagurishte.

Social impact and business results achieved:

Hotel "Djudjeva kyhsta" gives its visitors the opportunity to enjoy the quiet and the beauty of the traditional Panagurishte's yard and to rest surrounded by century -old trees, evergreen bushes and geraniums. The guests can go back in time and learn more about the Bulgarian glory history, the culture and the heritage of the nation.

Financial situation / sustainability of the business model:

The house has a solar water heating installation that covers most of the hot water needs during the warm season. At the time the necessary heat is produced from a highly efficient central heating system that works with eco-pallets. The house has very good thermal

insulation and no need of air conditioning during the summer. Energy-saving appliances provide a reduction in consumed electricity.

Waste policy can serve as an example. First of all, housekeepers buy products in large packages and reduce waste generated. There is separate waste collection for the farm and guests.

The vegetables are delivered from the Chernogorovo market from selected agricultural producers. In the house of the elderly parents there is a large garden where clean produce is produced. Suppliers of dairy and meat products are also selected. Family relatives grow sheep and make sheep cheese, which is highly appreciated. Homemade canned foods is also prepared - lutetitza, kiopolu, roasted peppers, pickles, ect.

Key success factors: resource-efficiency, heritage conservation

Page | 3

Challenges and problems: In order to enhance the sustainability of the business the owners are handing over the paper for recycling, but revenue does not cover their costs.

Year when the enterprise was created: 2007

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

<http://en.hotelpanagyrishte.com/welcome.html>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.