

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Hotel Kotva**

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Source: <https://kotva-bg.com/gallery/>

**Country/region of operation: Sunny Beach, Bulgaria**

**Sustainability dimension: environmental, social, economic**

**Description of the enterprise/initiative:** Hotel Kotva is located near the beach of "Sunny Beach" resort. The hotel has 450 rooms and 80 suites. It has cable TV, direct dial telephone and individual air conditioners (half of the rooms). The hotel does not have a heating system. The guests of the hotel are mainly from Serbia, the Czech Republic, Russia and the Scandinavian countries, organized by travel agencies or through individual reservations. The employees in the hotel are between 120 and 200 people.

**Social/ community impact sought:** By participating in a program for sustainable development of enterprises, the hotel aims to achieve savings of electricity and water, and environmental protection. The aim is to adapt faster, easier and with less effort to customer needs, thereby delivering higher revenue and achieving a better business image.

**Stakeholders:** guests, employees, owners, society

**Approach applied:** resource-saving and proper utilization, waste and water management, social responsibility

**Innovation applied:** Hotel Kotva has a pool with mini Olympic dimensions. Attached to it there is Aqua Park for the entertainment of our youngest guests.

**Social impact and business results achieved:** Higher quality of service offer leads to more and more satisfied customers, and revenue increases.

**Financial situation / sustainability of the business model:** The measures, the hotel has taken to achieve better sustainability of services include:

- Installation of water restraints
- Replacement of cisterns with dual-mode ones
- Installation of automatic shutdown devices for switching off lights during the day
- Putting signs asking guests not to change the towels every day if not needed
- Installation of solar panels for water heating instead of electric boilers
- Garbage separation

**Key success factors:** reconstruction, continuous development

**Challenges and problems:** The hotel used to be low-quality, inefficiently working system with underqualified staff. After investing in resource-saving technologies, the economies have made it possible the hotel to raise its capacity, quality of services and staff and therefore profits.

**Year when the enterprise was created:** 2002

**References (web-site, intent links, video, etc.):** <https://kotva-bg.com/aboutus/>

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