

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Hotel "Yanitsa" Krapetz**



Source: [http://krapets.com/hotel\\_yanitsa.html](http://krapets.com/hotel_yanitsa.html)

**Country/region of operation:** Krapetz, Bulgaria

**Sustainability dimension:** environmental, resource-efficient

**Description of the enterprise/initiative:** The Yanitsa hotel is a modern complex situated just 30 meters from the sea coast of Krapetz. Yanitsa hotel is a luxurious two-storey building. It has 23 double rooms and 2 apartments, each of them well furnished and looks out on the Black sea. In the summer of 2004 a new modern wing of the hotel complex was opened. It comprises 19 double rooms and 3 apartments, each one well-furnished and with beautiful view to the Black Sea. The restaurant of the hotel has 80 places and air-condition. It offers a great variety of sea food delicacy and specialties, delicious national and European dishes, excellent Bulgarian wine, barbecue.

Recently a new restaurant-barbecue was started, which is perched on the beach. It makes the visitors to feel like they are sailing with a ship. The restaurant-barbecue offers a wide range of quality Bulgarian dishes and drinks and attractive dinner parties.

An open swimming pool with warm water and safe car park are located in front of the hotel. Nearby is a marvelous garden with varied native flowers, romantic benches and alcove. At the end near the restaurant-barbecue is situated a new modern swimming pool with round shallow section for the kids, and water bar for their fathers. In addition the complex offers

fitness, massage, tennis court, billyard, volleyball playground, internet centre, rickshas and bikes.

The resort complex has also a conference hall, which would be perfect for holding business meetings, seminars, conferences and trainings.

**Social/ community impact sought:** Creating a place for holiday in the heart of Dobrudja region as at the same time located right on the Black Sea cost, offering opportunity for luxury accommodation and rural/agricultural life experience.

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**Stakeholders:** visitors from Bulgaria and abroad

**Approach applied:** agro-tourism, resource-efficiency

**Innovation applied:** The Yanitsa hotel offers organized visit to typical "Chiflik" - a farm in the Bulgarian region of Dobrudja. Traditionally, the guests of "Yanitza" have the opportunity to feel the hospitality of Dimitrina and Dimitar Katrandjievi in their home. They will taste the "dobrudjanska kavarma", the yoghurt and trahana, watch bulgarian folklore in live, take part in the traditional bulgarian dances and customs, typical for this region. They will try the superb home-made bulgarian brandy with salad, made in front of their eyes of freshly picked tomatoes from the garden or pickled vegetables, made by the hostess in person.

**Social impact and business results achieved:** The complex turned out to be a favorite place for various kind of visitors and occasions – from business events, family holidays, romantic escapes, weddings, food and vine tours, rural life lovers, etc. which in addition to the elongated cycle of agricultural production and its utilization make the business model a successful example for family business

**Financial situation / sustainability of the business model:** The owners of the hotel are Dimitrina and Dimitar Katrandjievi. Mr.Katrandjiev is an experienced farmer in the village of Spasovo in Dobrudja region of Bulgaria. He cultivates 4000 hectares of taken on lease land. In 1998 he was awarded title of Agro-businessman of Bulgaria. Mrs. Katrandjieva is responsible for public relations and cultural events at the hotel. In this regard, the products used in the hotel's restaurant are produced by the owners themselves, thus adding value to their production and ensuring the sustainability of the enterprise.

Furthermore, the sustainability is enhanced by the engagement of the whole family in the business as well as by the offered opportunities for visiting the farm, the "Chilfik" nearby – raising the awareness of the visitors regarding the Dobrudja cultural heritage. The hotel uses renewable energy resources and biological sanitary products.

**Key success factors:** resource-efficiency, family members' engagement, abundance of opportunities

**Challenges and problems:** As the complex is located in the Northeast part of the Bulgarian Black Sea coast which is not considered to be very popular destination, the challenge was seen in the expected low tourist flow. Contrary to the expectations, hotel Yanitsa is working in full capacity and since its establishment, 3 new buildings have been added to the complex facilities.

**Year when the enterprise was created: 2005**

**References (web-site, intent links, video, etc.):** [http://krapets.com/hotel\\_yanitsa.html](http://krapets.com/hotel_yanitsa.html)