

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: House Vasil

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Source: <http://www.dobarsko-vasilhouse.com/galeria.php#>

Country/region of operation: Dobarsko village, Bulgaria

Sustainability dimension; environmental, social

Description of the enterprise/initiative:

Guest House "Vasil" is located in the village of Dobarsko in the heart of Rila Mountain. It is located in an open area and the terraces reveal a fascinating view. The beauty of nature would conquer the imagination of everyone who has the happiness of touching her. And next to the historical and cultural landmarks the village of Dobarsko turns into a dream place for rest. The area is rich in churches and anniversaries, and the most popular are the church St. Teodor Tiron and Theodor Stratilat, which became famous in the unconventional and unique way in which Jesus Christ is depicted. Vasil House offers to its guests cosiness and warmth in a real home in a village with a unique view of Rila, Pirin and Rhodopes mountains; 6 rooms for accommodation, 15-person dining room; receptionable with a possibility of lodging in it and a beautiful yard with open-air dining with green areas and flowers and vegetable garden.

Social/ community impact sought:

Creating a place for relaxation and fun in the vicinity of nature and exploring herbs, plants, animals and mushrooms, and protecting the environment.

Stakeholders: visitors of all age, background and nationalities

Approach applied:

Interesting is the fact that the house is entirely built only by the owners. Even the bricks for the construction were done by the host Vasil. The owner's commitment to carpentry is the reason why all the wooden elements on the facade, all the furniture in the house and even the yard arbor have been created by him, and design ideas are the result of his wife Katia's fantasy.

Innovation applied:

Folklore program of the unique Dobarski Grannies; a demonstration of knitting and the Makrame technique with the opportunity to purchase the item displayed;

Social impact and business results achieved:

The hosts gladly welcome the guests, accommodate them comfortably, treat them with the traditional Dobarski beans with herbs and tell them about the village and the surroundings. Here visitors can indulge in a deserved rest and enjoy the fresh air and the beautiful scenery, walk through the forest along with the hosts, gather herbs or mushrooms, learn to knit the macaron or learn the sophistication of ecological gardening.

Financial situation / sustainability of the business model:

Conservation of nature is one of the priorities of the owners of "Vasil" House. Interesting and creative methods for dealing with waste apply Katya and Vassil, so nothing valuable is lost in the chain. Organic kitchen waste is used to naturally fertilize the soil by the mulch method and the wood ash from the fireplace is the best way to alkalize it. Guest House "Vasil" has a yard and a garden, where the hosts grow their own farm produce.

Key success factors: devotion, environmental protection, resource-efficiency

Challenges and problems: Dobarsko has all the prerequisites to develop as a tourist destination: breathtaking views, fresh air, a picturesque 25 meter waterfall - the "Stokaloto", a healing spring, two unique churches and its proximity to the resort of Bansko. Moreover, every year of the Epiphany (January 6th) in Dobarsko is held a folk festival, which determines busy periods, where there is a shortage of accommodation places in the region.

Year when the enterprise was created: 2010

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

<http://www.dobarsko-vasilhouse.com/kashta-vasil.php>