

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: “In Love with the Wind” Castle



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Source: <https://www.google.bg/>

Country/region of operation: Ravadinovo, Bulgaria

Sustainability dimension: social, economic, facility management, managerial innovations

Description of the enterprise/initiative:

A fairytale ancient-looking castle built in the 90s. It is a magical place with an amazing park with several thousand exotic trees, plants and flowers, deep lakes with freshwater fish and waterfowl (white and black swans, pelicans and ducks). There are also a wine cellar, art gallery, a restaurant and cafeteria, souvenir shop, game zone, wishing well and many more. The site is open for visits every day, as weddings, birthday parties, anniversaries, family reunions and corporate events are organized throughout the year.

Social/ community impact sought:

Because of the history of Bulgaria and the centuries of Ottoman slavery, there are no castles here like the ones in Western Europe, for example. However, a local businessman decided that he could build a real castle so that the visitors could feel the fairy comfort of a castle from the fairy tales and allow themselves get lost in its enchanting atmosphere.

Stakeholders: locals and foreigners of all age

Approach applied:

The Castle “In Love with the Wind” is the child’s dream made true of Georgi Kostadinov Tumpalov (1956) who is its architect, designer and developer from the very beginning when in the distant 1996 he drew with a spade a big cross on the soil over which his family worked 24 hours day and night assisted by the workers from the neighbouring village of Ravadinovo and with God’s help managed to build stone by stone a magnificent castle.

It was built completely of 20 000 tons of stone, specially extracted from the bowels of the Strandzha Mountains. The stone is marble (metamorphosed limestone), which is used everywhere – in the fence, the artificial lake, walls and towers, the chapel and the cellar. It contains traces of micro diamonds, which makes the castle change its colour – in the morning it has pink nuances, during the day, it becomes white and at full moon – it glows. However, the thing that makes this castle unique is the fact it has the shape of a crest, which symbolizes trust, love and commitment in its construction and development. The castle provides unique memories and revelations, along with being an excellent photo opportunity, especially if you come in the summer. In the summer the walls and towers are covered in lush green ivy mantle and the flowers in the garden are in full bloom. There are no guided tours so visitors are free to wander about on their own.

Innovation applied:

In Love with Wind is a unique attraction not only for Bulgaria. It attracts the interest and admiration of both locals and foreigners. The castle is the only place in Bulgaria that provides opportunities for weddings, birthday parties, anniversaries, family reunions and corporate events in a fairy, magical environment. The events are held outdoor in the gardens or inside in one of the many marvellous halls which have a capacity to host up to 400 guests.

Social impact and business results achieved:

The style of the Castle is Fairy, Enchanting. This is the secret of its magic impact – a dream to build a castle existing only in fairy tales made true. Even though, the capacity of the Castle for welcoming tourists is huge, the interest for the site is enormous and there are always people waiting to enter. Everyone who has visited the Castle shares that it is one of a kind experience and that they would definitely come back.

The impact and the business result achieved are proven by the many awards the site had received for design, innovations in tourism, best destination etc. The castle looks so authentic and magical that in 2013, a Hollywood film company uses it for natural décor to film the latest version of the Sleeping Beauty tale.

Financial situation / sustainability of the business model:

The sustainability of the business is ensured by the uniqueness of the place, the vast opportunities it provides and the impact it has. Moreover, being almost empty the building has unused potential which can further raise the economic and social sustainability of the business.

Key success factors: Innovation, constant development

Challenges and problems: Despite the high tourist interest and the demand for accommodation opportunities, the Castle does not offer accommodation and there is no hotel section yet.

Year when the enterprise was created: 1996

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

<http://zamaka.bg/en/>