

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

Subsidy Contract No. BMP1/1.3/2616/2017

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Company name: International Children's Camp "Friends"



Source: <http://usb-travel.com/>

Country/region of operation: Kiten, Bulgaria

Sustainability dimension: environmental, social

Description of the enterprise/initiative: International Children's Center "Friends" is situated in the town of Kiten, in one of the natural parks of Bulgaria - Park Strandja. Location offering a unique combination of azure sea and evergreen forests. The MCIT "Friends" - Kiten is located in a fully renovated six storey building. The main hotel - Green Park Hotel is officially categorized as 4 *. Children are accommodated in standard rooms with three or four main beds. Four times a day feed a buffet with drinks included during meals at the hotel's main restaurant. MCIT "Friends" Kiten has its own guarded sandy beach area with free umbrellas on the territory of one of the best beaches in Bulgaria - ATLIMAN.

Social/ community impact sought: Creation of a place where young people from around the world can meet, communicate and spend holiday breaks in a healthy and safe environment as at the same time enjoying sport and educational trips.

Stakeholders: children and young people from Bulgaria and abroad

Approach applied: experiential and educational tourism

Innovation applied: The camp provides swimming pool with semi Olympic size suitable for trainings and multifunctional platform for volleyball, football, badminton, tennis and basketball as well as facilities for educational meetings

Social impact and business results achieved: The combination of the mild climate, the proximity of the sea and the specially constructed infrastructure of the complex provide ideal conditions for the preparation of sports teams in many sports, especially swimming, volleyball and football.

The menu at the restaurant also conforms to the specific requirements of the sports groups, but it is also possible to adjust the meals to the individual needs and requirements of the team trains and doctors.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the use of local products, the combination with nature preservation measures, the awareness raising events organized for the campers regarding the nature preservation and environmental pollution, the monitoring measures taken, etc.

Key success factors: combination of fun, sport, education and nature preservation; engaging young people

Challenges and problems: A challenge is seen in occupying children's attention for education as well as overcoming language and cultural barriers

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://usb-travel.com/139981.html>