

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Kotsifas Estate Treehouse**

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**Country/region of operation:** Greece/ Region of Western Greece/Amaliada Ilias

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

**Description of the enterprise/initiative:**

An organic olive oil farm set in nature hides a special treehouse, open to visitors. It comes complete with double bed, lounge, couch bed, bathroom, fridge, balcony and outdoor dining area. Guests have access to the property, olive orchards, nature walks, wild food collection, seasonal activities, local arts and crafts, wine tasting, natural therapies, and a short distance to beautiful sandy beaches and ancient ruins.



**Social/ community impact:**

The tree house is built with harmony and respect to the environment bringing the guests closer to nature.

**Stakeholders:** Guests

**Approach applied:**

Eco-tourism approach

**Innovation applied:**

For the construction of the tree house, natural materials have been used, mainly wood.

**Sustainability of the business model:**

The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits (cost savings, marketing), competitive advantage, legitimation (complying with regulations, regulatory or social compliance), environmental responsibility and enhancing image (Margaryan & Stensland, 2017; Geerts, 2014).

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**Key success factors:** Firm infrastructure and management, development of innovative activities, relations with relevant groups (including connection with local communities and resources), management of tourist attitude and behaviour, capacity for marketing activities (Lee et al, 2011).

**Challenges and problems:** Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of eco-tourists is crucial for the long-term success as eco-tourists usually base their preference to their personal experiences (Catsellanos-Verdugo et al, 2016).

**Year when the enterprise was created:** n/a

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

<https://www.peloponnesetour.com/item/hotel-kotsifas-estate-treehouse/>,  
<https://www.patrasevents.gr/article/179736-deite-ena-yperloux-dentropito-konta-stin-patra-poy-noikiazetai-me-200-eyrv-tin-mera>

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