

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Ktima Bellou

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Country/region of operation: Greece/ Region of Central Macedonia/ Pieria

Sustainability dimension (e.g. social, economic, environmental): social, economic, environmental

Description of the enterprise/initiative:

The hotel consists of seven rooms (30-38m²) and five double-rooms stone-built houses (50 m²) located around the hill, overlooking Mount Olympus' western slopes. The Macedonian architecture buildings, built by local craftsmen from the village of Agios Dimitrios, are constructed with natural materials - stone, wood, handmade terracotta and kourasanit plaster. The rooms have private balconies, while the houses have their own patio with garden, a stone-built barbecue and wood-fired grill, reference to the old traditional house.

Social/ community impact:

The hotel promotes environmental awareness raising and bringing guests closer to nature and local culture.

Stakeholders: Guests

Approach applied:

Agro-tourism approach

Innovation applied:

The hotel and farm offer guests the opportunity to familiarize with the farm products including herbs, horticultural, tree and mountain fruits: tea and oregano, lavender, quince, cherry, grapefruit, roses, strawberries and walnuts are just some of the species grown. Agro-touristic activities also include cooking classes based on local cuisine for adults and children, as well as distilling essential herb oils from the estate. From



the summer of 2017 guests are able to tour the beehives of the estate and build their own traditional cake.

Sustainability of the business model:

The agro-touristic model promoted by the thematic city can bring many economic and non-economic benefits for the entrepreneurs, visitors and the community. On the one hand, the visitors can enjoy recreation and leisure agricultural activities, while, on the other hand, the entrepreneurs have the opportunity to increase their income. In this sense, local natural and cultural heritage -based on agriculture- is preserved and the local community is economically enhanced (increase of local employment and promotion of local businesses, such as restaurants and shops) (Broccardo et al, 2017; Tew & Barbieri, 2012), while, at the same time, education and environmental awareness is promoted (Zoto et al, 2013).

Key success factors: Quality of accommodation, sales of own and/or local agricultural products, guided tours, learning activities, complete tourism packages, support and participation of local government, sufficient funds for tourism development, cooperation with local businesses (Broccardo et al, 2017; Kompula, 2014; Tew & Barbieri, 2012).

Challenges and problems: Isolation from important tourist attractions, responding to market opportunities, seasonality, small scale character of the business, limited support system for small businesses, need for significant investment beyond the business' capacity, matching the quality of products and services to tourists demands and expectations, having the skills and the resources for effective marketing (Doh et al, 2017; Tew & Barbieri, 2012; Sharpley, 2002).

Year when the enterprise was created: n/a

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

<https://www.ktimabellou.gr/en>