

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Landmark Creek hotel

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Source: <http://www.landmarkhotel.bg/en/gallery/our-gallery.htm>

Country/region of operation: Plovdiv, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Landmark Creek hotel is the newest four-star hotel complex in Plovdiv. Located in the greenest and most picturesque city area- the Rowing channel park, the hotel offers an exquisite combination of nature's tranquillity and dynamic city environment. At only 7-minutes distance by car from the city center, Landmark Creek enchants with remarkable panorama, elegant atmosphere and extra special attention to each guest.

The hotel has 52 rooms with panoramic view, 2 luxury apartments, a garden restaurant, a lobby bar, spa and fitness center, an outdoor pool, conference halls. There are also handicapped rooms.

Landmark Creek hotel is the right place to organize seminars, conferences, product presentations and team buildings as well as business lunches, gala dinners and cocktail parties. The discrete luxury, the cosy atmosphere, the high level of service and hospitality can satisfy even the highest demands.

Social/ community impact sought: Creating a luxury and "green" complex in the Rowing channel in Plovdiv, therefore opportunity for the visiting athletes to be accommodated in close proximity to the exercising facilities.

Stakeholders: guests

Approach applied: facility management

Innovation applied: process innovation

Social impact and business results achieved: Enhancing the accommodation capacity of the Rowing channel park and the city in general, creating new jobs and opportunities for young people/recent graduates to start working or train for profession.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the environmental policy of the hotel which include implementation of the following measures:

- Restricting the use of plastic for packaging and promoting the use of glass
- Decreased paper use in offices, kitchens and restaurants by applying a paper-recycling program
- Recycling of aluminium, copper and iron
- Collection and recycling of used batteries
- Use of energy-efficient light bulbs
- Use of natural gas in cooking and heating appliances to reduce carbon dioxide emissions
- Collection of cooking oils and sending them to produce biofuels
- Utilization of the waste water for gardens' irrigation, after complete biological purification
- Use of organic laundry detergents for clothes and bed linen

Key success factors: Code of Ethics, environmental policy and social responsibility establishment and compliance; location, high-quality services

Challenges and problems: the trend of looking for a job abroad among young people; lack of qualified staff

Year when the enterprise was created: 2014

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

<http://www.landmarkhotel.bg/en/the-hotel/welcome.htm>

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