

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: “Moravsko Selo”

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Source: <http://biohotel-bg.com/en/>

Country/region of operation: Razlog Municipality, 'Predela' locality Boykov Rid, Blagoevgrad, Bulgaria

Sustainability dimension: environmental, resource-efficient tourist products

Description of the enterprise/initiative:

“Moravsko Selo” complex started working in 2007, when bio and eco were not commonly used words in Bulgaria, and producing your own food was considered quite a lonely occupation. On an area of 14 acres, 1100 metres above sea level was created one of the first family held hotels with a focus on organic production, sustainable farming and environmentally-conscious way of life. The complex includes hotel, restaurant, a farm and bio shop.

Social/ community impact sought:

The impact sought is offering tourist services and products which are environmentally friendly and resource-efficient: the food concept does not include a lot of intricate recipes with sophisticated products from faraway lands but rather real, local, seasonal products that the surrounding nature bestows. The complex produces the products used in the kitchen in an organic way, without using substances that are harmful to nature and man. What they cannot manufacture, they pick out from local selected providers and farmers. The visitors in the complex can enjoy close-to-the-nature experience as they are welcome to visit the farm, pick up some vegetables, ride the horse and walk with the dog.

Stakeholders: Bulgarian and international tourists

Approach applied:

There are four houses in the complex which can accommodate 40 to 60 guests. For larger groups additional accommodation options are offered. Weddings, family events, team building events, seminars and “Nature school” are among the events organized in the complex. In order to offer home-grown food for its visitors, the complex runs a farm. The permanent residents of the farm are a little horse named Etna, two cows, chickens, ducks, kitten and dog. There is also a fishpond with touts and some carps, as well as greenhouses and open spaces where various fruits and vegetables are grown according to the season – tomatoes, cucumbers, lettuce, carrots, cabbage, potatoes, kohlrabi, beets, radishes, cherry tomatoes, herbs, apples, pears, strawberries, raspberries and many more. All of them are grown according to the environmentally friendly methodology –permaculture, without being sprayed with chemicals or synthetic fertilized. Everything mentioned above allows the owners to offer the clients delicious, traditional, homemade and healthy recipes prepared with organic products from the farm.

Innovation applied:

A closed cycle of agricultural production and realization of touristic services without causing harm to the environment - added value to the production and assured resource-efficiency.

Social impact and business results achieved:

“Moravsko selo” was among the first producers of organic fruits and vegetables, as nowadays it is famous and acknowledged as high-quality manufacturer of such products. People who have visited the complex share their admiration for the initiative and even the ones who weren’t into organic consummation become convinced of the benefits and the opportunities of healthier nutrition, thus become regular customers and visitors of the complex.

Financial situation / sustainability of the business model:

The sustainability of the business model is ensured by the closed cycle of production and realization of the products. Furthermore the overproduction is sold and resources are not left unused. Cooperation with local producers also contributes to the sustainability of the region development and the business model as a whole.

Key success factors: Closed cycle of production and realization of goods and services. The location is important success factor as nearby there are the ski slopes of Kulinoto – 3 km, Bansko – 15 km, Semkovo ski run, Dobrinishte – 20 km, as well as hot mineral springs.

Challenges and problems: The challenge seen by the owners is related to the limited capacity of production in order to maintain it organic and ecologically-clean. A problem for the region is the lack of workforce willing or capable to engage in organic production.

Year when the enterprise was created: 2007

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

<http://biohotel-bg.com/en/#about-us>