

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Ninemia Stay & Play

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Country/region of operation: Greece/Region of Central Greece/Karpenisi

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

Ninemia hotel complex of houses is located at the 7th kilometer of the main road that connects Karpenisi with Megalo Chorio. It is built in green surroundings (a total area of 8000 sq. meters) and it consists of five independent residences with separate entrances and sizes.

Social/ community impact:

The initiative builds on engaging guests in an experience tourism model in order to diversify the offered product, and bringing the wider public closer to nature and its products with the aim to raise environmental awareness and create a place of calmness and relaxation (like the meaning of the word 'ninemia' in Greek).

Stakeholders: Guests

Approach applied:

Promotion of agro-touristic activities

Innovation applied:

Activities developed by Ninemia depending on the season are sowing and planting corn, beans, potatoes, onions and seasonal vegetables, picking fruits or vegetables nuts, plums, cranberries, gooseberries, potatoes, composting, crumble and add the organic residue in tubs, cutting, splitting and stacking firewood, care of animals.

Sustainability of the business model:

The agro-touristic model promoted by the hotel can bring many economic and non-economic benefits for farmers, visitors and communities. 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, maximize the productivity of farm resources through their recreational use. 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, excursions and guided tours, learning laboratories, agricultural production activities, such as harvesting vegetables and fruits, complete tourism packages, support and participation of local government, sufficient funds for tourism development, cooperation with local businesses (Broccardo et al, 2017; Komppula, 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.):

<http://www.ninemia.gr/en/>