

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Nomads Hostel



Source:

<https://www.hostelz.com/hostel/68126-Nomads-Hostel>

Source: <http://www.tarnovo.bg/tourism/83>

Country/region of operation: Veliko Tarnovo, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: The house is at the heart of the old town of Veliko Tarnovo – on the beautiful Gurko Street famous for its authentic 19th-century houses. Gurko Street was the main street of Veliko Tarnovo when the town was capital of Bulgaria, and is among the most significant sites in the country where the architectural style from the Bulgarian Renaissance has been preserved.

Nomads Hostel itself is a memorial house dating back to the revival period in the Bulgarian history and has been renovated to meet the needs of contemporary life. Here the visitors can enjoy the panoramic view revealed from the balcony and savour the charm and quiet of the

old times or they can walk around this beautiful town and explore its many gems, among which is 'Tsarevets' Fortress where Bulgarian rulers used to live.

Social/ community impact sought: Maintaining cheap accommodation place at the very best location in town, hosting visitors from around the world as at the same time preserving the cultural heritage value of the building itself.

Stakeholders: travellers on budget

Approach applied: low-cost accommodation with low ecological footprint

Innovation applied: Although it is a hostel, among the services provided in the place are guided day trips, home-made meal from Bulgarian cuisine, herbal tea from Bulgarian organically grown herbs.

Social impact and business results achieved: The hostel is among the most visited and highly rated accommodation places in Veliko Tarnovo.

Financial situation / sustainability of the business model: By choosing to stay at Nomads Hostel the visitors reduce the ecological footprint made by tourism. They choose to meet an alternative city lifestyle and help local producers of clean food, organic cosmetics and hand-made souvenirs. The hostel applies green policy as it reduces the harmful impact on the environment by reducing its own waste, uses less water and energy.

Furthermore, the owners have decided to show Bulgarian hospitality and offer the tourist home-made natural breakfast. They prepare sourdough bread, yoghurt, cheese, jam from forest fruits, butter and tea from wild herbs and enhance the sustainability of their initiative.

Key success factors: Personal engagement, additional services, environment protection mission

Challenges and problems: limited capacity

Year when the enterprise was created: n/a

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

<https://www.diveglobal.com/resort/nomads-hostel/>

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