

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Old Bistrilitsa houses**

Page | 1



**Source:**

[https://www.facebook.com/pg/iBistrilishkiKashti/photos/?ref=page\\_internal](https://www.facebook.com/pg/iBistrilishkiKashti/photos/?ref=page_internal)

**Country/region of operation:** near Montana, Bulgaria

**Sustainability dimension:** environmental, social, economic

**Description of the enterprise/initiative:** Bistrilitsa houses offers accommodation in 3 villas /8 rooms/ in one yard. Each of the 130 years old houses is unique and features bedrooms, kitchen and dining room. There is also the Salon - the old barn converted into dining room with 25 seats, own equipped kitchen, music system. The place for birthdays, celebrations, business meetings, family gatherings, teambuilding.

The big yard is suitable for outdoor games - volleyball playground on grass, basketball, bicycles, playground with swing, hammock, table tennis, sun loungers, umbrellas, balls, badminton, backgammon, chess, cards and darts.

Nearby there are dams and rivers where fishermen can go for pike, catfish, white fish, bream, perch, carp, carac, clam, dick, crunchy, crab.

For the ones who like to walk in the nature the area is full of forest and meadow flowers, herbs, mushrooms, wild birds and animals.

Upon request the owners organize excursions to the nearby monasteries, caves and other touristic sites.

**Social/ community impact sought:** preserving the old houses which have cultural significance by opening them for the public. Increasing the accommodation opportunities in the region and creating job places

**Stakeholders:** guests

**Approach applied:** cultural and environment preservation

**Innovation applied:** The old barn has been converted to become Salon – a place for celebrations and bigger groups' gatherings.

**Social impact and business results achieved:** The houses with cultural significance have been preserved, the place provide employment for local people in the region with the highest unemployment rate, the accommodation places in the region increased which enables more tourists to visit the nearby sites.

**Financial situation / sustainability of the business model:** The sustainability of the business is ensured by the cultural preservation measures, the environment responsibility, the production of organic vegetables, fruits and herbs used and offered to the guests. The complex has "green house" certificate – guaranty for authentic reception and care for nature in serving its guests.

**Key success factors:** Low prices, cleanliness, greenery, eco nature, tranquillity, coziness.

**Challenges and problems:** The complex is located in the least populated regions in Bulgaria which makes finding qualified workforce quite difficult. In addition, the region is not very touristy famous, therefore the guests flow is low.

**Year when the enterprise was created:** n/a

**References (web-site, intent links, video, etc.):** <http://bistrilitsa.art-ista.com/>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.