

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Olives City Hotel

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Source: <http://www.oliveshotel.com/>

Country/region of operation: Sofia, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: Business Hotel Olives is a 4-star certified hotel with spacious, bright, well-appointed air-conditioned rooms with private balconies designed and equipped to meet the highest requirements. The hotel offers relaxing services - fitness, pool - aqua aerobics, jacuzzi, steam bath, sauna and various types of massages.

Olive'Sea Restaurant offers a relaxed and cozy atmosphere suitable for romantic or business meetings, corporate events, parties, weddings, proms, as well as a simple breakfast, lunch or dinner with friends or business partners. In the menu, there is a selection of premium wines, international beverages, delicious Mediterranean dishes, appetizers, salads and lovely desserts offering a unique experience.

The convenient location of the hotel in Studentski Grad allows easy access to all economic, administrative and cultural points in Sofia.

Social/ community impact sought: providing accommodation, catering and additional services with low environmental impact

Stakeholders: visitors, society in general

Approach applied: resource-saving technologies, Use of renewable energy resources

Innovation applied: Introduction of water aerobics for adult and babies - classes for the guests and the public. Water aerobics for babies is the most suitable activity for both babies and their parents. It improves the muscular tone, endurance, strength, coordination, balance and blood flow of the baby. Confidence and self-confidence develop, with children having a better and relaxed sleep.

Social impact and business results achieved: Olives City Hotel provides professional hotel services combined with a personal touch and attention to detail that attracts the loyalty of all guests. In terms of sustainability, the hotel has Green Company Certificate. The company has been awarded as the best 4 star hotel in Sofia for 2016 and 2017. Moreover, the hotel received Excellent awards from Booking and Expedia – Guest Review Awards 2018.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the environmental responsibility of the enterprise. The responsible attitude of Olive City Hotel to the environment was set as early as the construction of the facility by his investor. The hotel has high-class energy efficiency and resource-saving systems. The building is constructed with high - quality waterproofing and windows with K - glass, which, according to different manufacturers' data, is twice as good insulator than the ordinary ones used in joinery glass units.

The central air conditioning of the hotel is built with the innovative and modern VRF system with a ground probe before the start of the construction, which allows individual adjustment of the heating and cooling in each room.

Part of the electricity and all the hot water is provided by solar panels, which fully secure the hotel's needs while offering the guests green energy. The entire Olives City hotel has LED lighting, and LED showers in the bathrooms have a special system that monitors and controls the flow of water. In the Olive'Sea Restaurant's kitchen the aspiration and ventilation system is assisted by a recuperator that uses already heated air.

Key success factors: environment responsibility

Challenges and problems: lack of qualified staff; need of additional trainings on the resource-utilization and environment protection matters

Year when the enterprise was created: 2015

References (web-site, intent links, video, etc.): <http://www.oliveshotel.com/>