

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: One foot on the mountain

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Country/region of operation: Greece/ Region of Peloponnese /Kardamili

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

One foot on the mountain is a renovated stone house that dates back to 1856, a small organic guesthouse. It has double and twin rooms, shared bathroom, and can be reached by a steep cobbled path (no vehicle access for the last 100m). This B & B is near Exochori, a mountain village (500m above sea level), on the edge of the Viros Gorge and Kardamili (8 km away).

Social/ community impact:

The guesthouse promotes ecotourism in the area. Along with other accommodation providers the guesthouse wants to encourage guests to enjoy the mountain living and bring vital income into the village of Exochori.

Stakeholders: Guests

Approach applied:

Eco-tourism approach

Innovation applied:

The guesthouse has incorporated traditional styling as well as environmentally friendly features: solar water heating, rainwater harvesting, re-use of grey water, high insulation values and energy saving devices. As water is a precious resource, guests are invited to participate in its saving and re-use. For this reason only fully biodegradable shower and washing products are used, these are provided free to guests.



Sustainability of the business model:

The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits (cost savings, marketing), competitive advantage, legitimation (complying with regulations, regulatory or social compliance), environmental responsibility and enhancing image (Margaryan & Stensland, 2017; Geerts, 2014).

Key success factors: Firm infrastructure and management, development of innovative activities, relations with relevant groups (including connection with local communities and resources), management of tourist attitude and behaviour, capacity for marketing activities (Lee et al, 2011).

Challenges and problems: Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of ecotourists is crucial for the long-term success as ecotourists usually base their preference to their personal experiences (Catsellanos-Verdugo et al, 2016).

Year when the enterprise was created: n/a

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

<http://www.one-foot-on-the-mountain.eu/>