

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: PARK HOTEL IZIDA**



Source: <http://hotelizida.com/bg/gallery.html>

**Country/region of operation: Dobrich, Bulgaria**

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

**Description of the enterprise/initiative:** PARK HOTEL IZIDA is located in the very heart of Dobrich town and only about 40 km away from Varna airport, 30 km west of the Bulgarian Black Sea Coast, not far from summer resorts such as Albena, Balchik, and Golden Sands and the newly-built golf courses near the town of Balchik.

PARK HOTEL IZIDA is a 3-star deluxe hotel, two-storey-high. The hotel has to offer 42 double rooms elegantly designed, well-appointed with stylish furnishing in eye-pleasing shapes and tones that convey perfection as at the same time using natural materials. The complex also features restaurant, conference halls, swimming pool, sauna, fitness centre, football course and tennis courts, as well as an ice rink /during the winter months/.

**Social/ community impact sought:** Creation of a place for accommodation, recreation and tennis practice in the heart of Dobrich city. Promotion of the tennis as a sport and of the city as a sport/tennis destination.

**Stakeholders:** citizens and guests of Dobrich city

**Approach applied:** The hotel's unique situation makes it a quiet and tranquil place, ideal for rest and recreation within the urban environment. The guests can either indulge themselves in a tennis game on the hotel's open tennis courts or be the spectators and watch the tennis tournaments directly from their rooms or the specifically designed for the purpose places on the roof of the building. The hotel's courtyard blends naturally with the city park and creates a peaceful atmosphere for rest and relaxation. The site is suitable for families with children as well as individual tourists or organized groups. The hotel offers excellent conditions for a wonderful experience and entertainment of sportsmen, business people and people who love nature and seek beauty and fresh air in the midst of an urban environment.

**Innovation applied:** The children's sports school

The currently existing sports hall adjacent to the mini-football open course is going to be repaired in order to become a children's sports school. Repair works include renovation of offices, changing rooms, windows, as well the flooring in the main hall. 1 082 sq. m. area is going to be used by 'Izida' Ltd. to offer services in the sphere of sports and physical education. The company's idea is to stake on work with children aged above 5 years and the developing of their sports talent. The practices that are going to be hold include the following sports: volleyball, basketball, tennis and mini-sports such as mini-football.

**Social impact and business results achieved:** Since the establishment of the PARK HOTEL IZIDA and the facilities owned by the company, the city became a popular tennis and recreation destination of athletes. Volleyball and football teams, tennis players and swimmers use the hotel facilities and share it is the most convenient and well-made place of this type in the country.

**Financial situation / sustainability of the business model:** The sustainability of the business model is ensured by the resource utilization and use of energy-efficient utilities in all the hotel facilities. The hotel uses energy obtained by solar panels for water heating and to power the lamps in the premises of the yard. In addition water tanks are installed to collect the rain water which is then used for the irrigation of the tennis courts and green grass areas. The sustainability of the enterprise is further enhanced by the production facilities /as the company is a large ice cream producer/ and organizer, host and sponsor of tennis tournaments and sports events.

**Key success factors:** Innovative approach, constant development, multi-tasking

**Challenges and problems:** The challenge is seen in further development of the sport facilities and adding a recreation base to the hotel – increasing the capacity for accommodation

**Year when the enterprise was created: 2009**

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

<http://hotelizida.com/bg/index.html>

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