

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: SPA Hotel Romance Splendid



Source: <http://romancesplendid.net/bg/za-hotela/>

Country/region of operation: Saints Constantine and Helena resort, Bulgaria

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: SPA Hotel Romance Splendid is located in the very center of the oldest Bulgarian resort on the Black Sea - Saints Constantine and Helena, within a national park and, surrounded by clean air and mineral springs.

The hotel offers the perfect conditions for business trips, vacations and recreation by the sea, meetings, conference events, and wedding receptions.

The hotel restaurant offers more than 110 seats, a panoramic terrace and a rich collection of selected wines. There is also Enoteca Winery with 35 seats, where degustation events and degustation dinners are organized, as selected wines are combined with the most becoming meals from Bulgaria and the world.

The SPA center offers Indoor and outdoor swimming pools, Vichy shower, Hydro massage bathtub, Finnish sauna, Hamam, Fitness center, Aromatherapy, Massages, Steam bath,

Infrared sauna, Cosmetic studio, Solarium. The activities are carried out with ecologically clean products created by world-famous brands.

Social/ community impact sought: Creating luxury accommodation and recreation opportunity using the natural resources of the place – mineral water and sea, close to the sea capital of Bulgaria – Varna.

Stakeholders: young and adult from Bulgaria and abroad

Approach applied: resource utilization, green policy

Innovation applied: The hotel is situated within a national park and it is surrounded by mineral springs as at the same time it is right next to the seacoast.

Social impact and business results achieved: The location of the hotel, the natural resources – mineral water, the gourmet cuisine and the high-quality wines make it the best place to combine conferences, workshops, seminars and rest.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the resource utilization and the green policy measures implemented by the hotel management and staff.

Key success factors: green policy, resource-utilization, location

Challenges and problems: seasonal workload and lack of qualified staff

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://romancesplendid.net/en>