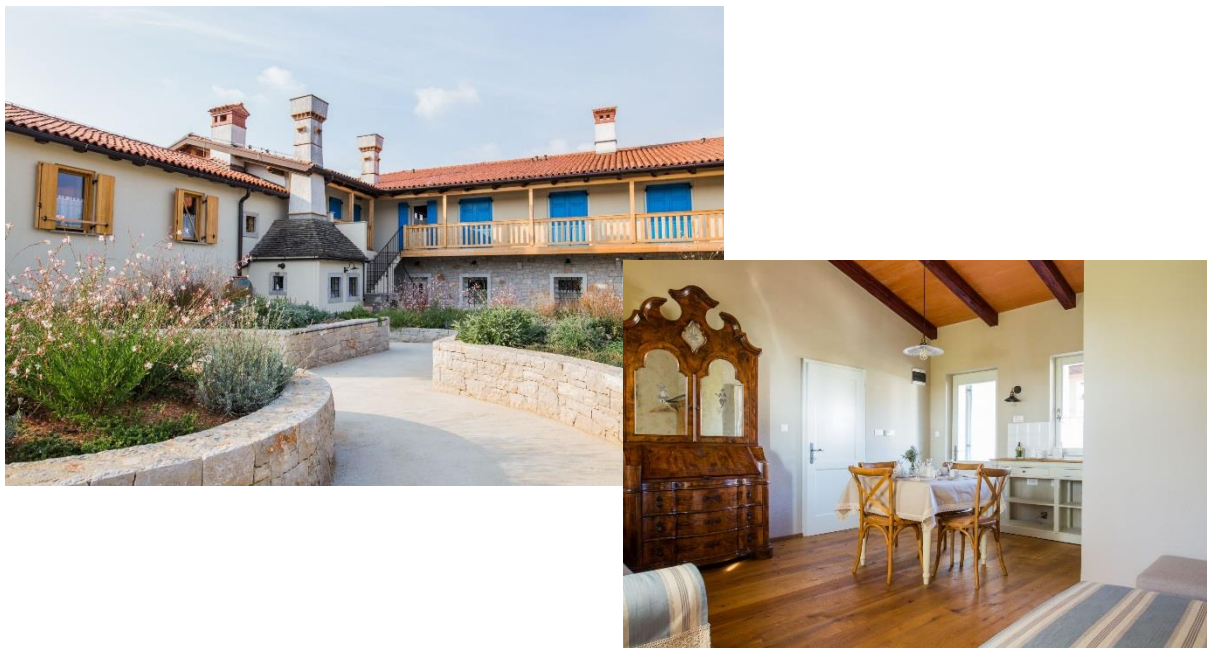


***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: St. Daniel hotel**



Source: <http://www.stdaniel.si/en/fotogalerija>

**Country/region of operation: Stanjel, Slovenia**

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

**Description of the enterprise/initiative:** With the idea to create a holistic place for open-minded people and a friends' house, the owners bought an old farm house in Stanjel and renovated it within four years to turn it to the hotel it is today.

The place offers accommodation into 2 small /youth and love/, 3 duplex /joy, change, miracle/ and 3 big rooms /connection, balance, awareness/. The rooms are not numbered, but instead, they are named after the Solfeggio frequencies – Love is 174Hz, Youth is 285Hz, etc. This choice is made because these frequencies return the listeners to the original tones of the universe and lead the body towards balance and harmony.

All the lodgings are furnished and decorated in a cozy fashion and with natural materials: faux antique furniture made out of recycled wood, linen bedding that harkens back to the lives of the Karst locals and traditional Slovenian cotton bedding.

The hotel features a bar and a restaurant where everything is prepared with local and organic ingredients.

The additional services provided at the place include spa procedures, horse riding, biking and organization of thematic trails and excursions.

**Social/ community impact sought:** Creating a place where people can feel as they stay at friend's house, and offering a health program "Vita Nova" which includes organic food and a calm place to stay and sleep in a natural and amical environment. The vision of the owners is that everybody, who stays here, should feel well, eat well, drink well, sleep well, move well and think well.

**Stakeholders:** visitors

**Approach applied:** environment-friendly, rural-tourism approach

**Innovation applied:** health-oriented

**Social impact and business results achieved:** St. Daniel is one of the very few places of this kind offering such health programs – the owners have managed to successfully combine the rural tourism with the modern therapeutic and healing programs.

**Financial situation / sustainability of the business model:** The sustainability of the business model is ensured by the utilization of energy-saving and renewable energy resources, the waste and facility management, the promotion of recycling and the use of organic and local products - the "fair trade" (products and materials that are not the result of modern age slavery and come from reliable sources), thus empowering the local community. The hotel is part of BIO HOTELS which is the largest association of eco-friendly hotels awarding organic label based on rigorous criteria:

- 100% organic food
- 100% organic beverage
- one certified organic natural cosmetic line
- certified organic natural cosmetic in the guest area
- waste-management
- certification by a control agency every year
- environmental awareness

- non-food recommendations

**Key success factors:** taking care for the environment and people's health

**Challenges and problems:** Creating and managing the place as a whole is a challenge for the owners as they are not from hotel or gastronomy business.

**Year when the enterprise was created:** 2017

**References (web-site, intent links, video, etc.):** <http://www.stdaniel.si/en/>