

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

Subsidy Contract No. BMP1/1.3/2616/2017

Page | 1

Company name: Sun farm Camp



Source: <http://sunfarmcamp.eu/en/>

Country/region of operation: Tankovo, South Bulgaria

Sustainability dimension; social, environmental

Description of the enterprise/initiative: The Sun Farm Camp is a working rabbit farm with nicely organized surrounding campground with summer shelter, fully equipped kitchenette, fireplace, green yard, toilet and bathroom facilities. Guests enjoy the spacious yard for camping with tents and caravans, summer pavilion, plenty of farming and game activities for kids and families. Accommodation is available in tents or in a nearby village house. The Sun Farm Camp is set in the beautiful Eastern Rhodopes mountains and offers a number of fantastic outdoor activities like mountain biking, hiking, fishing, kayaking and donkey riding. Carp fishing is possible at the local lake of Tankovo (800 m from the farm). Chub and Barbel are possible to catch at river Arda (some 30 km away from the Sun Farm Camp). Kayaking on river Arda or on the lake Studen kladenets is an unforgettable experience which is also organized by the hosts.

Social/ community impact sought: To show the children the magic of the rural life. The concept of "Return to the Village" of the Sun Farm means creating a strong connection with the land and the Bulgarian village in early childhood. Through the "learning through experience" method, children become aware of their belonging to the Bulgarian nation and get acquainted with the Bulgarian traditions and culture. "Returning to the Village" is a dip in the idyll of the rural way of life and real participation in everyday farming activities. Returning to nature and understanding since early childhood, that man is part of nature and every little human activity - from throwing garbage out of the trash bin to breaking branches

of trees - leaves its negative impact/ mark on it. The activities organized in the farm aim at learning the children where the food comes from, what is organic food, how does wheat grow and turns to bread, how the baby rabbit is born and where it lives, what is the role of every animal and flower in the ecosystem and why it is important to protect nature, etc.

Stakeholders: Families with kids and pets, as well as all nature lovers and backpackers are very much welcome.

Approach applied: “Return to the Village” concept for children informal education; agro-tourism approach

Innovation applied: Combining the principles of agriculture, tourism, biodiversity, sports activities, ecology with innovative approaches for informal children education

Social impact and business results achieved: Once they have visited the place, children and parents become regular visitors. They share the experience with friends and relatives which also visit the farm with interest and give positive feedback showing that the initiative is successful.

Financial situation / sustainability of the business model: Started as a rabbit breeding facility, the farm became a place for education, holiday and entertainment close to the nature and the rural life. The owners have managed to close the cycle and except for the rabbit meat, they produce clean vegetables, fruits and herbs which are offered to their guests and customers. Apart from its own production, the farm cooperates with farmers from the whole Stambolov region and works on a cooperative basis, offering also their products.

Key success factors: closed cycle of production and supply, distribution of responsibilities among the people involved in the business – professional skills in different areas

Challenges and problems: Balancing between the primary agricultural production activities and the agro-touristic activities

Year when the enterprise was created: n/a

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

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.