

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Thracian Cliffs Golf & Beach Resort**

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Source: <https://www.booking.com/>

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

**Sustainability dimension:** environmental, economic

**Description of the enterprise/initiative:**

Thracian Cliffs Golf & Beach Resort offers deluxe accommodation adjacent to an 18-hole golf course. It features an extensive spa with a sauna, a hot tub and a hammam, a steam bath, cold water bucket along with a sundeck, as well as an outdoor infinity pool. The main restaurant at the Marina Village serves a diverse menu of Bulgarian and Provençal dishes, and takeaway options for picnics from the Deli are also available. At Bendida Beach, a Moroccan-style brasserie offers barbecue food prepared on volcanic stones.

Popular activities include diving, windsurfing or hiking in the natural surroundings. Decorated with an ancient Thracian theme, the on-site spa provides relaxing massages as well as facial and body treatments.

**Social/ community impact sought:**

Separation of Bulgaria with the image of a cheap and overbuilt destination and turning it to a golf destination.

**Stakeholders:** golfers and seekers of luxury accommodation and services from Bulgaria and abroad

**Approach applied:**

**Innovation applied:**

Thracian Cliffs Golf & Spa Resort is the largest construction project in Bulgaria in the field of resort construction, with over 1,600,000 m<sup>2</sup> of land occupied, the construction is less than 15%.

**Social impact and business results achieved:**

The growing number of golf courses and the popularization of the game make Bulgaria a popular golf destination. The area where the Thracian Cliff is located is unique because of its proximity to two more golf courses - BlackSeaRama and Lighthouse. All three golf courses have 18 holes, each of them of the highest class "signature".

Golf increasingly adopts the dimensions of competitive sports which undoubtedly leads to a prolongation of the tourist season in the playground regions, to the diversification of the offered tourist product, to the increase of the incomes from tourism, etc.

**Financial situation / sustainability of the business model:**

In ecological terms, the Thracian Cliffs preserves the almost intact local flora and fauna. On the territory of the resort there are many green areas - unspoilt forest lands - that pass along the branches and provide the natural "Lungs" of the complex.

In social terms, the advantages of such a complex are undoubted - a new type of responsible and eco-oriented tourists with greater purchasing power, additional advertising of Bulgaria and Cape Kaliakra region in the international golf community, more events and trade around the many European golf tournaments, which are organized in Thracian Cliffs, and in the longer term even more and more accessible regular and charter flights to Varna.

**Key success factors:**

**Challenges and problems:**

**Year when the enterprise was created:**

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

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