

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Tour and Ecology Center of Kerkini -Mpelles", known as "Oikoperiigitis"

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Country/region of operation: Greece/ Region of Central Macedonia/ Serres, Kerkini

Sustainability dimension: social, environmental

Description of the enterprise/initiative:

The "Tour and Ecology Center of Kerkini -Mpelles", known as "Oikoperiigitis", is a comprehensive private initiative, in order to develop ecological awareness through activities, accommodation and hospitality, which take place in the Ecology park of Kerkini lake at north of Serres. The hotel can accommodate up to 70 guests, schools, clubs, and individuals in two traditional hotels in Kerkini village. Wood and stone are the basic materials used in both hotels, with traditionally furnished apartments and rooms equipped with heating and fireplaces.

Social/ community impact:

The ecological- sightseeing center of the Kerkini-Belles area, Oikoperiigitis, aims at raising environmental awareness through a number of outdoor activities.

Stakeholders: Guests, schools

Approach applied:

Eco-tourism approach

Innovation applied:

Oikoperiigitis hotel is developing environmental awareness programs for schools and clubs as well as ecotourism and agro-tourism tours both for individuals and for institutions, corporations and individuals. Page | 2



Sustainability of the business model:

The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits (cost savings, marketing), competitive advantage, legitimization (complying with regulations, regulatory or social compliance), environmental responsibility and enhancing image (Margaryan & Stensland, 2017; Geerts, 2014).

Key success factors: Firm infrastructure and management, development of innovative activities, education and training (guests, staff), relations with relevant groups (including connection with local communities and resources), management of tourist attitude and behaviour, capacity for marketing activities (Lee et al, 2011).

Challenges and problems: Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market (Prince & Ioannides, 2017). Additionally, the examination of the travel experiences and the satisfaction of ecotourists is crucial for the long-term success as ecotourists usually base their preference to their personal experiences (Catsellanos-Verdugo et al, 2016).

Year when the enterprise was created: n/a

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

<http://www.oikoperiigitis.gr/en/>

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