

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Vamos Traditional Village**

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**Country/region of operation:** Greece/ Region of Crete/ Chania, Vamos

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

**Description of the enterprise/initiative:**

Vamos Traditional Village is a small local company specializing in holidays that focus on the cultural aspects of the Vamos area and promoting ethical sustainable eco-tourism and agro-tourism.

**Social/ community impact:**

The Village supports the benefits that responsible low-impact tourism can bring to the area and the local community. The Village aims to achieve these goals with community based development which preserves tradition and conserves the local environment.

**Stakeholders:** Guests

**Approach applied:**

Agro-tourism approach

### **Innovation applied:**

By organizing activities such as cooking lessons, country walks, visits to places of interest or to local artisans places of work, the Village brings visitors closer to local history and architecture, to the local nutrition, to the secrets of nature and makes them feel like more responsible travelers, tourists who respect and protect the cultural and historical aspects of the unspoilt traditional villages.



### **Sustainability of the business model:**

The agro-touristic model promoted by the traditional village can bring many economic and non-economic benefits for farmers, visitors and the community. On the one hand, the visitors can enjoy recreation and leisure agricultural activities, while, on the other hand, the entrepreneurs have the opportunity to increase their income and quality of life, maximize the productivity of farm resources through their recreational use and diversify their business by providing touristic services. In this sense, local natural and cultural heritage -based on agriculture- is preserved and the local community is economically enhanced (increase of local employment and promotion of local businesses, such as restaurants and shops) (Broccardo et al, 2017; Tew & Barbieri, 2012), while, at the same time, education and environmental awareness is promoted (Zoto et al, 2013).

**Key success factors:** Quality of accommodation, sales of own and/or local agricultural products, excursions and guided tours, learning laboratories, agricultural production activities, such as harvesting vegetables and fruits, complete tourism packages, support and participation of local government, sufficient funds for tourism development, cooperation with local businesses (Broccardo et al, 2017; Komppula, 2014; Tew & Barbieri, 2012).

**Challenges and problems:** Isolation from important tourist attractions, responding to market opportunities, seasonality, small scale character of the business, limited support system for small businesses, need for significant investment beyond the business' capacity, matching the quality of products and services to tourists demands and expectations, having the skills and the resources for effective marketing (Doh et al, 2017; Tew & Barbieri, 2012; Sharpley, 2002).

**Year when the enterprise was created:** n/a

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

<http://www.vamosvillage.gr/>