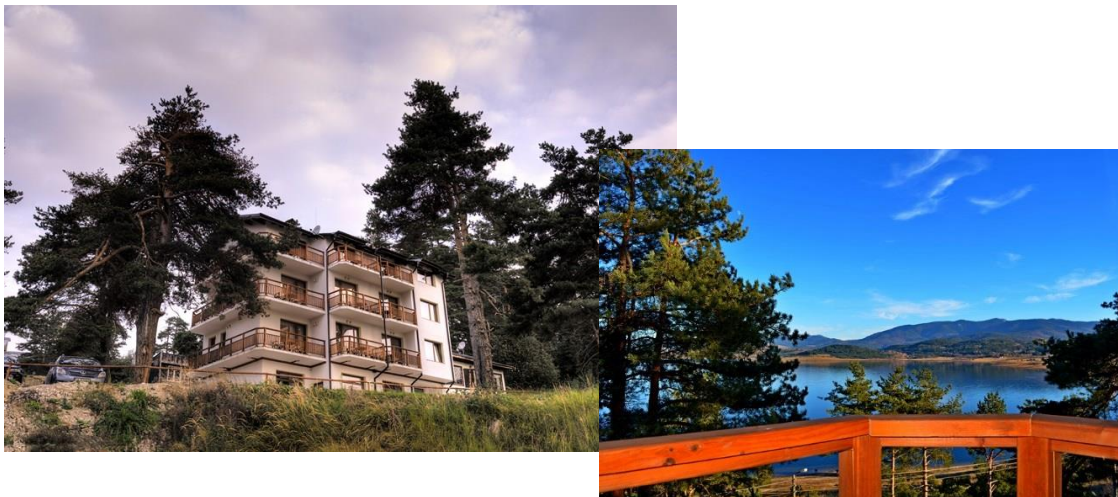


***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY  
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Villa Santa Maria**



Source: <https://villasantamaria.bg/en/gallery/hotel/>

**Country/region of operation: Tsigov Chark, Bulgaria**

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

**Description of the enterprise/initiative:** “Villa Santa Maria” is a 9 room hotel located in the Rhodope Mountains, perched directly on an irresistible pond – Batak Dam and nearby there are interesting and exciting caves, chapels, Thracian sanctuaries, artifacts, historical and cultural attractions, wealth of thermal waters.

The place offers accommodation, catering and additional services /various routes and organized tours of the sights of a different nature – cultural, historical, religious, natural and educational, alternative, fishing, and hunting excursions, bike renting, etc./

**Social/ community impact sought:** The project is implemented as a balance between material and spiritual. The place is meant to welcome guests, to provide an atmosphere that is close to home, to amaze visitors with traditional local dishes and organic food, and to greet them with very positive attitude.

The aim of the owners is to give the guests the opportunity to discover the magic of the Rhodope Mountains and to feel the energy that flows there - exclusive and unique. As they say, “it is a conglomerate, a collection of much other energy, namely: exceptional nature; people’s lifestyle and traditions that are, fortunately, still preserved”.

The hotel enables the opportunity for implementation of a business project, but more importantly is that the owners strive to support the spiritual development of their guests, as well.

**Stakeholders:** visitors

**Approach applied:** resource utilization, renewable-energy sources

**Innovation applied:** Kayak and sailing school, fishing and hunting tourism as additional services provided by the hotel

**Social impact and business results achieved:** Villa Santa Maria is not only a place for accommodation and holiday but a place where people come because of the excellent additional services provided by the hotel – daily visits of cultural-heritage monuments, archaeological parks, organization of walking hikes to mountain peaks, caves, reserves etc.

**Financial situation / sustainability of the business model:** The sustainability of the business model is ensured by the abundance of additional services provided which implementation is in line with the primary goal of the owners – to give the guests the opportunity to discover the magic of the Rhodope Mountains and to feel the energy that flows there.

The food in the restaurant is prepared on site with homemade products – delicious lamb and veal meat from the Rhodope region, rabbit meat, local potatoes, and homemade jams of wild fruits – wild strawberry, blueberry, raspberry, and blackberry.

The environmental vision of the owners also resulted in the use of solar panels that ensure all hot water in the hotel, motion sensors in the corridors, energy efficient light bulbs and plenty of small green ideas, like using old bottles for decoration.

**Key success factors:** abundance of opportunities, utilization of resources

**Challenges and problems:** small capacity

**Year when the enterprise was created:** 2015

References (web-site, intent links, video, etc.): <http://www.villasantamaria.bg>