

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

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: Wild Thyme Guest House**

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Source: <https://www.booking.com/hotel/bg/wild-thyme-eco-guest-house.bg.html>

**Country/region of operation:** Palamartza village, Bulgaria

**Sustainability dimension:** environmental, social

**Description of the enterprise/initiative:**

Guest House "Wild Thyme" is located in the picturesque village of Palamartza. It is 8 km away northwest of the town of Popovo, situated between the hills, at the foot of the Popov Heights. The house is traditional for 1925, which is sympathetically restored. The accommodation is for 8 people in 3 bedrooms and 1 double room. The house also has a large modern kitchen, a dining room, a living room, a large garden with a barbecue and a spacious shed.

**Social/ community impact sought:**

The guest house is made with a lot of love for a wonderful, refreshing vacation and a welcoming atmosphere. This is a great place to spend some time at low speeds. The guests can stay in the guest house or rent an eco-house and cook themselves. They can try the homemade vegetables, brandy, meat, canned food and goat cheese prepared by the owners.

**Stakeholders:** national and international visitors

**Approach applied:**

The owners came from Great Britain with a dream to have their own farm but shortly after the archaeologists found out that they can welcome guests and organize various activities for them.

**Innovation applied:**

The place itself, the owners and the opportunities for practicing reiki, yoga or art studios; obtaining agricultural skills or enjoying archaeological walks guided by professional archaeologist make the place one of a kind.

**Social impact and business results achieved:**

The "Wild Thyme" has already been visited by guests from Romania, France, Germany, Japan, Chile, Wales, USA and other countries who spend a week exploring Bulgarian melodies, and at the end of their stay they all play together in front of an audience. Also, therapeutic reiki sessions are held with Claire, who is a certified instructor, traditional farming lessons, cooking, horseback riding, even a cart walk around the area, and picking herbs, mushrooms and berries in the woods.

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

The garden offers organic products to the owners -Claire and Chris and their guests.

The house was restored using traditional methods of construction, including mud plastering. It has an installation for heating water and producing energy from the sun. Plant water is collected from a grey water recycling system and rainwater collectors. Food waste is given to animals that convert it into fertilizer, and most other wastes are recycled or reused. The house has an odourless compost toilet, and in 2 years the compost is used to fertilize the flowers. Only ecological products are used for cleaning.

**Key success factors:** environment protection, resource-efficiency, devotion

**Challenges and problems:** The language barrier used to be a problem for the Britain family but only after two years they have learnt Bulgarian language and use it freely.

**Year when the enterprise was created:** 2012

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

<http://www.wildthymefarm.org/>

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