

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Ziogas Western City

Page | 1



Country/region of operation: Greece/ Region of Central Macedonia/ Thessaloniki, Lachanas

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative:

Ziogas Western City was founded around a ranch, with its saloon, its hotel, its Post office, its Bank, its Sheriff's office- Jail, its general store, its Blacksmith where horses can also be rented. The hotel includes the Road House, the Union Pacific Wagon, the Gold Diggers' and Hunters' cabins and the Hacienda.

Social/ community impact:

The City is built with harmony and respect to the environment bringing the guests closer to nature and animals.

Stakeholders: Guests, schools

Approach applied:

Agro-tourism approach

Innovation applied:

Ziogas Western City offers educational programs for kids, entitled “An introduction to the world of horses”. Visits include a lecture- diving deep into the mysteries of the lives of horses, Horseback riding on fenced areas, Archery, Shooting, Touring around Ziogas Western City and Z-Deadwood City Zoo Park. All these activities take place under the supervision of experienced people.



Sustainability of the business model:

The agro-touristic model promoted by the thematic city can bring many economic and non-economic benefits for the entrepreneurs, visitors and communities. 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. 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 products, guided tours, learning activities, complete tourism packages, support and participation of local government, sufficient funds for tourism development, cooperation with local businesses (Broccardo et al, 2017; Kompula, 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: 1996

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

<http://www.horses.gr>, <http://www.bionews.gr/enallaktikes-apodrasis/>