

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: mOduS hotel



Source: <http://www.modushotel.com/en/About+us>

Country/region of operation: Varna, Bulgaria

Sustainability dimension: social, environmental, economic

Description of the enterprise/initiative: mOduS is a hotel with a modern design and clear vision. The hotel is situated in the heart of Varna, right next to the entrance of the Sea Garden and has 29 rooms and 8 apartments. The offers sauna and fitness, conference halls, bistro, laundry and dry cleaning services, bicycle renting and airport transfer.

Social/ community impact sought: Creating a luxury city hotel suitable for business, corporate events and tourists that has a vision for environment protection.

Stakeholders: visitors of Varna

Approach applied: resource-efficiency

Innovation applied: The hotel has interactive TV system offering video on demand, hotel bill information, and information about Varna etc. In addition, the hotel is one of the few city hotels applying green policy measures.

Social impact and business results achieved: mOduS hotel works together with Karin Dom Foundation to help children with severe disabilities. The hotel offers charity accommodation packages. The price of the charity packages is calculated on the basis of the reception rates multiplied by two. The idea of this calculation is that the guests are donating the amount they usually pay for accommodation, while the hotel donates the profit from selling the room.

Financial situation / sustainability of the business model: mOduS hotel care for the environment using simple, yet effective methods for saving resources and reducing the pollution levels such as:

- LED lightening, energy saving bulbs and energy saving solutions for lightening and air-conditioning
- water saving aerators in the bathrooms, which reduce water consumption by 40 % without affecting the guest comfort
- 100 % recycled paper in the offices and for the hotel accessories packing
- minimum amount of chemicals and fresheners in the day to day cleaning as well as for the hotel laundry
- opportunity for the guests to choose how frequently their beds linen and towels are changed
- bicycles offered to the guests as an alternative green transport
- 100 % natural hotel cosmetics
- local food producer for the bistro
- organic products whenever possible
- recycle - courtesy of the Public Environment Center for Sustainable Development - Varna

Key success factors: green policy, socially contributing initiatives – charity

Challenges and problems: High prices

Year when the enterprise was created: 2007

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

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