



## Case Study



### Company

Rozino Organic Farm

### Country

Bulgaria

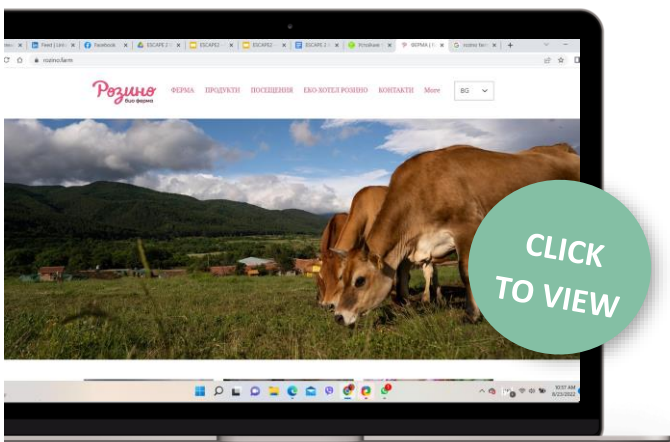
### Example of Sustainable Ecotourism

### Website

<https://www.rozino.farm/>



“Rozino organic farm” is located in the Rose Valley, near the village of Rozino, BULGARIA. Its lands are within the scope of the Natura 2000 Program and are part of the Central Balkan Biosphere Park - between the mountains Stara Planina and Sredna Gora. The farm produces dairy products: milk, cream, cheese, yellow cheese, yogurt, mozzarella, stracciatella, burrata, cow butter, ghee and other various dairy products, as well as raw material for gelato. In the lands of the farm, there is an Eco Hotel Rozino, which is made from one of the old stables on the farm from recyclable materials and offers to its guests an active holiday in the fresh air of the Balkans and the unique climate of the Rose Valley.





## HOW IS YOUR PRODUCT OR SERVICE **SUSTAINABLE**? WHAT GAP IN THE MARKETPLACE DOES IT FILL?



Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “**tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.**” The family that owns “Rozino organic farm” created a place that fully meets the generally accepted norms and standards for ecology and animal welfare. During the whole construction and reconstruction, they used only recycled materials. Nowadays, tourists are more and more searching for alternative ways of tourism. Many families with kids are interested in educational forms of tourism, where they can both learn, explore and relax in the nature.

## ON WHAT IS FOCUSED YOUR CONCEPT FOR ECONOMIC DEVELOPMENT?



- Establishment of an organization for sustainable organic farming using good agricultural practices
- Building trust among consumers through direct contact.
- Promotion of agricultural activity to the younger generation
- Prohibition on the use of convection household chemicals in maintaining cleanliness.
- Using only recyclable packaging.

## WAS ACTIVITIES THEY PERFORM IN ORDER TO MANAGE A SUSTAINABLE TOURISM ?



- Providing environmentally friendly living conditions, minimizing the negative impact on the environment, through the introduction of a system for rotary pastures while keeping all the animals on the farm.
- Minimize the generation of packaging that turns into garbage and becomes one of the main polluters nowadays.
- Recovery of generated organic waste and compostable packaging from their own production, through composting carried out on the farm.
- Annual planting of trees and shrubs in buffer zones, in order to preserve the normal habitat of flora and fauna, as well as reduce soil erosion.
- Year-round care and protection of endangered species of birds, insects and animals living in the area.
- Reduction of carbon emissions from the transport of raw materials and final products.
- Development and increase of the production of agricultural and livestock production in parallel with the development of commercial sites, according to market demand.
- Permanent organization of training events in order to promote the activity and sustainable practices in their business.