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AWARDED APPLICANTS LIST FROM THE 1ST STAR GROWTH OPEN CALL

**PROJECTS' DURATION: FROM THE DATE OF THE SIGNATURE OF
THE ACTION PLAN AGREEMENTS TO 30.06.2025.**

STARGROWTH PROJECT

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BULGARIA

BALCANIC EVENTS FOOD

The SME operates a quest house in the village of Bakyovo. Balcanic Events is developing an initiative to increase the ethics and culture of behaviours among people named “Life without a trace in the nature” by educating visitors to minimise their impact on the environment.

Within the StarGrowth initiative the company will implement the following activities: to increase the competitiveness of the guest house and the region by focusing on innovation and sustainability – incl. through an upgraded website with a virtual tour and an intuitive booking system for easy online reservations, available in English as well; to identify and implement sustainable and innovative practices through a series of organizational capacity building trainings; to conduct a Product Environmental Footprint (PEF) study of the quest house and to implement the findings for improvement; to develop a strategic plan for sustainability linked to innovations in the field of sustainable tourism.

BOZHENSKI CHIFLIK FOOD

The SME operates a family complex “Boznehski Chiflik” in the village of Sabotkovtsi. The company is committed to the mission of promoting and preserving the Bulgarian nature, cultural heritage, lifestyle, and tradition in the region of Gabrovo. It has a “Green house” certificate, a “Green Key” certificate and is specialised in developing programs for children and adults dedicated to the old Bulgarian crafts and traditions.

Within the StarGrowth initiative the SME plans to identify 3 best practices applied by the family complex with the aim transition to sustainability and digitalisation; to participate in targeted training to determine the carbon footprint and reduce its impact; to develop new services such as local tours and their online and offline promotion to increase the SME visibility; to enhance the digitalisation of their activity, especially in its educational part; to develop a strategic plan for the sustainability of the complex “Boznehski Chiflik”

ET RAYA KOEVA- VALKOVA

The SME operates a family hotel “Chichin” in the town of Bansko. The main vision is to enhance its development and capacity building in the fields of sustainable innovations and digitalisation, which will support the company to increase its reputation and trust among customers.

Within the StarGrowth initiative the SME will implement the following activities: development of a strategic plan for the introduction of a short local food-supply chain from local family producers from the region; introduction of innovative and digitalized sustainable solutions for presenting the measures from the Strategic plan; presenting the achieved results among stakeholders; participation in the StarGrowth trainings; etc. This project can be a pilot for SMEs that prepare a strategic plan for introduction of a new service, which is demanded by customers, according to the research into the field of eco-and rural tourism.

DEMETRA 79- GABROVO FOOD

The SME operates a guest house in the village of Gergini. Its idea is to modernize the appearance of the quest house in the online environment with up-to-date vision, complying with all modern European and world best practices in the field.



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Within the StarGrowth initiative the SME will prepare a Strategy for development of the quest house in compliance with the region development, website upgrade and updated online presence, as well as capacity building of staff members in digitalisation, innovative marketing, and managerial skills. All these will contribute to the long-term positioning of the business as a rural and eco-tourism destination.





CYPRUS

YONIK MANAGEMENT VILLAGE LTD

The company offers its guests a variety of activities, trips and non-stop shows, while it invests the most effort, and the best minds build for the perfect vacation for the whole family, suitable for all ages.

Through its Action Plan, the company will introduce a passport scanner system at the hotel and integrate it with the PMS in place in order to support efficient Guest Check by automatically extracting relevant information from the passport, such as name, nationality, date of birth, and passport number, reducing by this way manual data entry, minimizing wait times and making the check-in process more efficient.

S&A JULIPAPAS LTD

Overlooking the Mediterranean Sea, S&A JULIPAPAS LTD is a complex of apartments, maisonettes and villas located in the small coastal village of Kissonerga. The complex offers individual private properties with private yards and balconies that gaze the sea of Aphrodite’s birthplace, Paphos. Located ideally between Kato Paphos and the Coral Bay area, Julipapas Gardens can undoubtedly act as a base for guests wishing to explore the entire region or seek rest and relaxation combined with style and luxury while being close to Paphos’s vibrant life.

Through its Action Plan, the company seeks to the development of a maintenance app, delivered in three layers in the hotel, admin, server and user and development of a customer relations app, integrated in the same environment and allowing the customers to voice their concerns internally before leaving the premises.

NEW HELVETIA HOTEL LTD

New Helvetia Hotel is situated on the upper slopes of the deep defile which carries the vigorous freshwater stream of the Kaledonia Waterfalls. This site provides guests with views of the densely wooded gorge and gives the hotel its sense of grandeur.

Through the implementation of its Action Plan, the company seeks to the development of a Property Management System (PMS) including: a Reservation Management Room Assignment and Inventory Management Billing and Invoicing Point of Sale (POS) Integration Guest Profiles and History Reporting and Analytics Channel Management and Online Bookings User Training and Support Integration with Third-Party Systems

I.T.K. BATH OF APHRODITE CAMPING RETREAT LTD

Aphrodite Camping Retreat is an organized and licensed campsite which was designed, implemented and is operated by local people with love, care and respect to nature’s hospitality and operates according to the strict environmental standards.

The proposed activities include data collection, preparation and submission of application including all required documentation files for the award of the ECOLABEL for the camping grounds of the applicant. This is expected to result in the award of the ECOLABEL within the time-frame of the action.



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**X. CHARALAMBOUS
LTD**

The SME is a modern hotel that has already invested in technology to optimise its operation. During the last years, the hotel has identified certain sectors where additional monitoring, data logging and control is required towards further optimization of its operation, energy consumption and sustainability improvement.

Through the implementation of its Action Plan, the company aims to install a remote monitoring system, allowing to meter and report on a number of environmental and energy parameters, as well as dissemination action of all the works carried out at the premise.

**M.C.T ENTERPRISES
LTD**

The hotel is positioned right on the largest beach of Protaras (Cyprus) and right on the Protaras Board walk. The company is committed to upholding human rights, protecting the environment and ensuring the health and safety of its guests and staff through strict policies and practices.

Through the implementation of its Action Plan, the company aims to install a remote monitoring system, allowing to meter and report on a number of environmental and energy parameters, as well as dissemination action of all the works carried out at the premise.

**SUNHALL HOTEL
LTD**

The hotel is situated in the heart of the city of Larnaca, at the central coastal promenade, Phinikoudes Beach. Sun Hall Hotel ranks among the most prestigious hotels on the island. This coupled with service that is, as discreet as it is attentive, makes this hotel the best holiday choice. The Sun Hall hotel is a luxury place, where thousands of loyal visitors return back over and over to a warm welcome.

Through the implementation of its Action Plan, the company aims to the development of a maintenance app, delivered in three layers in the hotel, admin, server and user and a customer relations app, integrated in the same environment and allowing the customers to voice their concerns internally before leaving the premises.

LYCHNOS LTD

The four suites of Lyhnos offer luxurious and comfortable accommodation, whilst retaining their traditional warm character. Although each of the suites is unique, as it was shaped on the basis of the particular characteristics of the building and its history, they all have a common component: they all create among guests feelings of warmth, beauty and relaxation.

Through the implementation of its Action Plan, the company aims to the development of a maintenance app, delivered in three layers in the hotel, admin, server and user and a customer relations app, integrated in the same environment and allowing the customers to voice their concerns internally before leaving the premises.

**ANONYMOUS
BEACH HOTEL LTD**

ANONYMOUS BEACH HOTEL is one of Ayia Napa’s trendiest hotels, nestled on the beachfront at Sandy Bay, just 1 km from the famous Nissi beach.

Through the implementation of its Action Plan, the company aims to install a remote monitoring system, allowing to meter and report on a number of environmental and energy parameters, as well as dissemination action of all the works carried out at the premise.



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**MELPO ANTIA
HOTELS LIMITED**

MELPO-ANTIA has been leading the way in the hospitality scene of Ayia Napa for almost four decades. It started as a small family apartment hotel in the 1980 's and having gone through various transformations MELPO-ANTIA is proud to present today's stylish and luxurious phase making it one of the most popular 4 star hotels in Ayia Napa.

Through the implementation of its Action Plan, the company aims to the development of a maintenance app, delivered in three layers in the hotel, admin, server and user and a customer relations app, integrated in the same environment and allowing the customers to voice their concerns internally before leaving the premises.

**PALVIONE GENERAL
ENTERPRISES
LIMITED**

Thymises Boutique Hotel is located in Kakopetria, 8.1 miles from Adventure Mountain Park.

Through the implementation of its Action Plan, the company aims to the development of a maintenance app, delivered in three layers in the hotel, admin, server and user and a customer relations app, integrated in the same environment and allowing the customers to voice their concerns internally before leaving the premises.

**ALLTIME TOURIST
COMPLEX LTD**

The 5 - Star luxury St Raphael Resort & Marina in Limassol Cyprus, is situated on perhaps one of the best and largest Blue Flag accredited beaches on the outskirts of the lively cosmopolitan city of Limassol. Its mission is to be an eco-friendly, sustainable five-star hotel, proving that large resorts can still have a minimum carbon footprint, while offering ultimate luxury that customers are accustomed to.

The proposed activities include an energy Audit Proposal: Detailed energy audit and energy consultancy including all tasks that aiming at identifying possible savings at the SRRM facility and submitting the final report and well as a Wi-Fi Upgrade of old WIFI APs of "NEW WING" to Ruckus WIFI Aps.



GREECE

BOOTSAXI MARIA (FARMA SARLI)

Farma Sarli is a tourist unit that includes both accommodation and an organic farm, located in the rural location of Monodri, Evia, Greece. The proposal focuses on a holistic strategic plan to enhance the sustainability of the business.

The main project activities are: (i) preparation and application for sustainability / environmental certification, (ii) development of a Strategic Sustainability Plan, (iii) activities related to the digital transformation and enrichment of the digital content of the company's site and social media, (iv) development of a mechanism for projecting and disseminating the company's activities, (v) participation in training programs on sustainability, digital innovation and data management.

OMIODYNAMIKI ANAPTYXI (EUMELIA)

Eumelia Farm is an SME that embodies the values of ecotourism through its strong commitment to sustainable practices and environmental conservation. More specifically, it actively helps heal and renew the natural environment by focusing on composting, water recycling and recycling. Eumelia focuses on environmental protection, biodiversity conservation, community involvement, education and regeneration techniques.

The primary venture operations are: (i) Development of strategic sustainability plans, (ii) Training and capacity building activities, (iii) Development of specialized digital tools or upgrade existing ones to enhance competitiveness and sustainability, (iv) Undertake of accreditation activities for obtaining relevant certifications, (v) Development of mechanisms for transparent exchange of sustainability data.

ZORBAS IOANNIS (ZORBA APARTMENTS)

Since its establishment in 1988, the company has provided exemplary hospitality and high-level services, based on a completely environmentally friendly philosophy and offering a complete sustainable experience to guests from all over the world. The proposal centers on a comprehensive strategic plan aimed at improving the business's sustainability, emphasizing the significance of an integrated approach for achieving lasting results.

In the context of the project will be implemented the following actions: - participation in educational programs; - promotion and dissemination of enterprise activities; - implementation of measures to embed sustainable practices; - digital transformation and market research.

SKORDALAKIS ANONYMI TOURISTIKI & XENODOCHIAKI ETAIREIA (THALORI)

Thalori consists of 20 traditional houses in the traditional ecotourism village "Thalori" which is located in Kapetaniana, the highest village of the Asterousia Mountains in southern Crete, overlooking the Cretan Sea, preserving Cretan architecture and combining traditional aesthetics with contemporary comforts.

For the implementation of the project, Thalori focuses on a holistic strategic plan to enhance the sustainability of the business. More specifically, it will: - implement specific measures for sustainable operations; - develop actions to enhance enterprise visibility and competitiveness through digital tools; - engage in training activities to upgrade sustainability innovation; - strategically develop mechanism for the promotion of the sustainability profile of Thalori.



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**KLIRONOMOI ANT
PARASCHI (MIMOZA
BEACH RESORT)**

Situated only a few minutes away from Zante town, Mimoza Beach keeps on its history, offering moments of tranquility over the vast blue of the Ionian Sea. Mimoza is an almost 50-year-old family business that promises relaxing holidays.

Within the STAR GROWTH Project, the SME seeks to implement the following activities: 1. Environmental Aspects and Impacts Register; 2. Environmental Management System (EMS); 3. Implementation and Training Plan; 4. Audit and Review Plan; 5. Acquisition of Environmental Certifications.

PROTIPOL IKE

The Achilleion Hotel is a place that combines a sense of luxury with respect and preservation of the environment. "Achillion" operates with sustainability in mind, emphasizing sustainable operation, cooperation with local agencies and producers and the integration of local culture in the activities provided to visitors.

For the current project, Achilleion will implement the following activities: - Craft a comprehensive plan delineating the company's vision and goals for sustainability; - Concentrate on market exploration and enriching digital content on the enterprise's online platforms to boost visibility among consumers interested in sustainable tourism; - Generate top-quality promotional materials, including photos, videos, and e-brochures, highlighting the enterprise's value in sustainable tourism; - Engage in training initiatives and skill development programs focused on sustainability, digital innovation, and data management for the enterprise's personnel.

RAPTIS & SIA OE

Raptis guesthouse in Trikomo Grevena is a sustainable and agro-tourism facility that offers a unique stay. The guesthouse is a classic example of eco-hospitality, with an emphasis on sustainability and environmental management.

Recognizing the importance of the integrated approach to achieve long-term results, Raptis guesthouse seeks to develop a strategic sustainability plan with short-medium-long-term goals. Specifically, it includes: a Sustainability Blueprint outlining concrete measures for integrating sustainable practices; market research and enhancing digital content to increase visibility in terms of sustainability issues; promotional material development; participation in training activities and skill development programs, fostering personnel expertise in sustainability.

G. MANTZOUFAS SA

Elvetia Hotel is a three-star accommodation located in the center of the beautiful and historic Karpenisi, where hospitality is perfectly combined with the specifications of a high-level hotel and the individual care of a family business.

Elvetia Hotel proposes an integrated project approach, aiming to a sustainable and resilient business that will benefit from the opportunities offered by ecotourism, ensuring the protection and exploitation of natural resources with responsibility and respect for the environment, its promotion and further development. This will be achieved through the following activities: - participation in educational programs in the field of sustainability in order to foster personnel expertise and inter-sector collaboration; - sustainability plan for stakeholder engagement and sustainable practices; - creation of promotional material to demonstrate the sustainability profile of Elvetia Hotel; - concentrate



on market exploration and enriching digitalization for the promotion of sustainability.

**NATURA
TOURISTIKES
EPICHIRISIS SA**

Natura is a 4-star hotel unit on Plastira lake that offers hospitality services and ecotourism activities. The unit is built with stone and wood, but above all with absolute respect for the environment, to make the guests' stay an unforgettable hospitality experience.

For the implementation of the project, Natura hotel is going to focus on the following activities: (i) An advanced Online Reservation System will be developed to enhance the efficiency of the business's marketing operations; (ii) Skill development through participation in seminars and workshops on sustainability and digital innovation; (iii) sustainability/eco-friendly strategic development plan will be formulated for the business to adapt its business model, becoming more efficient and attractive.

KAZASIS ANTONIOS

The business is a small tourist unit with 5 rooms for rent (capacity 10 beds) and a cafe-restaurant in the center of Mesenikolas Karditsa, Greece. The unit aims to highlight rural life and production as well as traditional culture.

The unit proposes to focus on the following endeavors: (i) creation of a strategic development plan for eco-friendly measures; (ii) optimization of the efficiency of the unit through a modern digital system of reservations; (iii) enhancement of sustainability skills through participation in sustainability and digital modernization workshops and seminars.

KLADIS DIONISIOS

Windmill Hotel is located in the seaside resort of Argassi, surrounded by green olive groves. The hotel is perfectly positioned for exploring both Zakynthos Town and the beautiful sandy beaches that are a short distance away.

The Hotel will implement the following activities:

1. Environmental Aspects and Impacts Register
2. Environmental Management System (EMS)
3. Implementation and Training Plan
4. Audit and Review Plan
5. Certificates



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**EOLOS TOURISTIKES
EPICHIRISEIS IKE**

Aeolos Boutique Hotel & Suites is a welcoming addition to Zakynthos. Located just 400m away from the wonderful beach of Kalamaki, Aeolos Boutique Hotel & Suites is a luxurious accommodation, where each and every room was individually designed and decorated: no two rooms are the same. Located in the main city creates a sense of responsibility towards sustainability of the ecotourism environment which the family is very sensitive about (more than 40 years of operation).

Firstly, an advanced Online Reservation System will be developed to optimize marketing operations. Secondly, the workforce will undergo skill development through participation in seminars and workshops focused on sustainability and digital innovation. Thirdly, a strategic plan for sustainability and eco-friendly practices will be formulated, enabling the business to adapt its model for increased efficiency and attractiveness. These endeavors align with the implementation of an Environmental Management System (EMS), which serves as a structured framework for environmental responsibility. Additionally, an Implementation and Training Plan outlines strategies for integrating environmental practices into daily operations and employee training. An Audit and Review Plan establishes a schedule for environmental audits and reviews, ensuring ongoing compliance and performance improvement. Ultimately, successful implementation will culminate in the attainment of a certificate, signifying the organization's commitment to environmental responsibility and adherence to relevant standards and regulations.

**G AND E
KROMMIDAS OE**

The business is an ecotourism unit with rooms for rent in the enchanting Neohori of Karditsa, a few steps away from the amazing Plastira lake. The location of the unit offers a favorable and unique opportunity for the development of ecotourism, taking advantage of the natural beauty of the area and offering our guests an authentic and unforgettable experience.

The project involves the development of an advanced online reservation system to optimize marketing operations. Additionally, the workforce will enhance skills in sustainability and digital innovation through seminar participation, with associated certificates and covered expenses. The plan includes the formulation of a sustainability strategy to adapt the business model for increased efficiency and attractiveness, ensuring effective management of emerging challenges for long-term success.

**ASTROLAVOS S
MEGALOFONOS**

Hotel "ASTROLAVOS" is located in a 4-acre estate, surrounded by a garden with trees that have been standing there for decades and plants in harmony with the local character and is only 150 meters from the North Euvioian sea.

For the implementation of the project, the focus will be palced on the following deliverables. I) ISO 14001 deliverables: certificate, invoice proving that ASTROLABOS applied for the mentioned certificate. II) Event deliverables: certificates of participation in conferences, exhibitions, seminars, trainings, etc. in Greece and abroad (such as: certificates of participation, travel and accommodation expenses, etc.).





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LMNT
ΜΟΝΟΠΡΟΣΩΠΗ ΙΚΕ

LMNT has built three independent cottages in an olive-tree field in Zakynthos using natural material and respecting the nature. The brand name of the 3 cottages is Terra Oleana and the cottages are Homa (Greek for Soil), Riza (Greek for Root) and Carpos (i.e. the olives themselves). The objective of the business is related to a more natural eco-friendly way of living.

For the enhancement of sustainability, the following activities will be implemented: 1. Develop a sustainable web site for promoting our cottages having an on-line booking capability; 2. Obtain the cottage's energy performance certificates and develop an action plan for improving the state-of-play and possibly obtain specific verification (such as eco label) in order to differentiate our product and to attract similar-minded tourists. The main tool will be the new site.

GIATRAS
PANAGIOTIS
(BITZARO HOTEL)

Surrounded by its gorgeous gardens and within easy reach of the sands, Bitzaro Palace Hotel in Zakynthos combines elegance and comfort with respect to the traditional Ionian style.

The Hotel will implement the following activities: (i) Environmental Aspects and Impacts Register; (ii) Environmental Management System (EMS); (iii) Implementation and Training Plan (iv) Audit and Review Plan; (v) Certificates.





ITALY

RURALIS S.R.L. S.B. DI NICOLAS PEPPE VERDEROSA

RURALIS S.R.L. S.B. is an innovative start-up company specializing in the development of Italy's inland areas.

The proposed activities include: a) Implementation of a strategic plan on the sustainability economic, social and environmental sustainability of Ruralis business; b) Training course on sustainability and transition digital

BED&BREAKFAST ALBERO MAESTRO

Albero Maestro is a b&B based on a natura area in Piedmont, Italy.

The proposed activities include: a) Channel Manager for managing reservations, check-ins and check-outs also in independently and from smartphones; b) Revenue Management algorithm that uses the daily price but based on the history and the previous year's sales, thus on a survey of the past to make up for the mistakes of the year just past makes continuous improvements.

AGRITURISMO MONTAGNE VERDI DI BOCCELLA NICOLA

Agriturismo Montagne Verdi is located in the green countryside of the municipality of Castelfranci, Avellino.

The proposed activities included: a) production of a Technical Report on the Sustainability economic, social and business sustainability of the activity of agritourism; b) Realization Computer Technical Report on the Web Site.

LA CORTE DELLA MINIERA

La Corte della Miniera is a structure used to host groups of people for several days (generally school trips and summer camps). T

The proposed activities include: a) Preparation generation of Product Environmental Footprint (PEF) studies and Organisation Environmental Footprint (OEF) studies; b) Training and capacity building activities in order to empower the staff towards innovation and sustainability; c) Upskilling and re-skilling of tourism SMEs' staff on sustainability, digital innovation and data management issues.

D.S SERVICE S.R.L.S

The company Dimore Candriano is located immersed in the historic landscape of Torella de' Lombardi, Campania.

The proposed activities include: a) Production of a technical report on the sustainability economic, social and business sustainability of the activity of the agritourism. b) Installation of door opener sensors.

TERME GORGA SRL

The Gorga spa facility is nestled in the countryside of Calatafimi Segesta, bordering the territory of Alcamo, Sicily.

The activities proposed include: a) New website realisation; b) Realisation and launch of a new software for booking management.



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**LOCANDA NINA
BOCCHINO SABINA**

Agriturismo Locanda Nina is situated in the green countryside of the village of Montemarano.

The activities proposed include: a) Production of a technical report on the sustainability economic, social and business sustainability of the activity of agritourism; b) Realization of dynamic, innovative, accessible and environmentally sustainable

**AGRITURISMO
DISPENZA
ILLUMINATO**

Agriturismo Dispenza Illuminato has been open since July 2021 and is located in Collesano, within the beautiful Madonie Park area in the province of Palermo.

The activities proposed include: a) The development of specialized digital tools to increase competitiveness and/or sustainability; b) Creation of a network of public relations with SMEs in the tourism sector; c) Creation of dissemination activities and digital materials.

**RISTORANTE
ALBERGO 7 BELLO
DI MALANGA
GERARDO E C S.N.C.**

The 7 Bello hotel and restaurant is nestled in the village of Caposele (AV), in Irpinia, a predominantly rural area. The village guards the Sanctuary of St. Gerard Maiella and is an important regional destination for Religious Tourism.

The activities proposed include: a) Implementation of a technical study on the sustainability economic, social and business sustainability of the activity of agritourism; b) Realization of dynamic, innovative and accessible new website

**VILLAGGIO BAIA DEI
GELSOMINI**

Baia dei Gelsomini is a condominium of summer houses. The tourist context sees it strategically located in the Grecanica Area characterized by the presence of linguistic minorities that still speak ancient Greek and in a rural area marked by the production of fine wines and passiti. The activities proposed are aimed to the Realisation of a new accessible website to ease the booking system.



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ROMANIA

ALSA

ALSA is a pension in a mountain area of central Transylvania.

The proposed activities include a) ecolabel certification, b) studies for Product and Organization Environmental Footprint (PEF/OEF) c) digitized solutions (website, booking system etc.), d) up- and reskilling e) dissemination materials and activities.

MIKA TRAVEL

The SME is a pension in rural area of Prahova (close to Carpathian mountains).

The proposed activities include a) ecolabel certification, b) digitized solutions (website, booking system etc.), c) up-skilling and re-skilling activities.

YANNIS & LARA

The company offers accommodation in a villa and eco guide services in the rural, mountain area of Brasov (Transylvannia).

The proposed activities are a) training and capacity building, b) digitized solutions (website, tour planning, booking system etc).





SLOVENIA

TUTELA D.O.O.

The SME is called Bed & Breakfast Dvorec; it has 5 rooms and we strive to maintain a very high standard of quality. Bed & Breakfast Dvorec offers a traditional Slovenian breakfast, prepared exclusively from local organic ingredients, as it wants to emphasize the region it comes from and support local farmers and producers.

The activities proposed aim to obtain a sustainability certificate, gather data, prepare action plans and reports, and implement accreditation and expansion activities, as well as to prepare and disseminate relevant studies (PEF, OEF) and develop a strategic plan. Additionally, upgrading digital tools for assessing sustainable practices and increase visibility, by producing public reports and photo/video materials for its website.

HOTEL SAVA ROGAŠKA D.O.O.

The activities proposed aim to obtain a sustainability certificate, gather data, prepare action plans and reports, and implement accreditation and expansion activities, as well as to prepare and disseminate relevant studies (PEF, OEF) and develop a strategic plan. Additionally, upgrading digital tools for assessing sustainable practices and increase visibility, by producing public reports and photo/video materials for its website.

The hotels plan to organize several workshops in order to educate employees about sustainable topics and new work processes, with a primary focus on caring for the environment, energy and living space. The hotel also intends to involve local providers in the project.

ALPIK D.O.O.

The vision of the company is to become ALPIK Chalets**** - Bohinj, Chalet Zlatorog, and Chalet Tisa the most visited accommodation facilities in Bohinj with the highest added value. The company's vision aligns with the vision of the Bohinj destination, emphasizing slowness and vibrancy, meditation and adrenaline, mystery and uniqueness, homeliness, and the multifaceted nature of Bohinj. The development of ALPIK Chalets**** - Bohinj, Chalet Zlatorog, and Chalet Tisa will follow this direction.

Through the implementation of its Action Plan, the company aims to achieve: (i) Eco-label; (ii) Innovative and digital marketing solutions that will assist the company in its further steps; (iii) A remote tourist office on the WhatsApp platform (self-registration upon arrival); (iv) production of new photo galleries and video recordings for its further promotion.

MARJAN SUMRAK - NOSILEC DOPOLNILNE DEJAVNOSTI NA KMETIJI

The SME offers tourist accommodation in a wine-growing region, providing its tourists with contact with pristine nature. However, its aim is to upgrade its environment by restructuring into a sustainability-oriented organization, which its guests would also feel.



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The SME expects to achieve the following through the set objectives of the project:

- (i) A brief report on the current state of the farm's business in terms of the set goals, the adequacy of the established vision and strategy, and the tourist offer;
- (ii) Summary of the training and workshop implementation plan on sustainable development topics and execution of the training;
- (iii) A brief report on the findings regarding the adequacy of the prepared website with improvement suggestions;
- (iv) Implementation of the website redesign.

CVET GORA D.O.O.

Cvet gora offers various types of accommodation as part of bed and breakfast stays and herbal products, as well as handcrafted herbal items: Camping, glamping, room rentals, cottage rentals, treehouse rentals.

With the already acquired ecolabel certification, the company aims to allocate funds from the Star Growth project for: (i) Preparation of printed and digital editions about herbalism, their offerings, and guided tours; (ii) Building better marketing tools and staff education for a more personalized approach to tourists (iii) Upgrading the booking system with an ecological emphasis and organizing holistic wellness workshops (iv) Staff training to enhance customer service. With the implementation of the above activities, the company aims to optimize its offerings, increase the number of overnight stays and reduce its environmental impact.

RUDI ZUPANC, S.P.

The company, named "Green Valley Glamping" is an eco-friendly glamping site, established in 2019, which currently offers 15 units for tourist stays from June to September.

Through the implementation of its Action Plan, the company aims to (i) acquire knowledge from the STAR GROWTH workshops (ii) Renovate and upgrade its website. Both activities will result in enhancing the digital image and increasing competitiveness, with the ultimate outcome being a more sustainable offer of tourist accommodation, more direct bookings, a larger volume of guests, increasing their satisfaction, and improving the perception of local tourism in the Lower Savinja Valley, as well as Slovenian tourism in general.

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