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AWARDED APPLICANTS LIST FROM THE 2ND 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

"KRES-BALKANSKI"
OOD

The SME operates the "Phantasia" complex. Through StarGrowth it aims to increase the company's sustainable growth, by boosting its sustainable development, quality services and customer satisfaction for sustainable tourism. It will have a positive impact on the region, as visitors will look for local products and services, which will contribute to strengthening the local economy and creating new jobs.

Within the StarGrowth project it will empower its staff by participations in trainings and capacity building activities on innovations and sustainability. The complex will boost its competitiveness through the development of specialised digital tools or upgrade of existing digital tools for increasing competitiveness and / or sustainability, as well as development of mechanisms to transparently share sustainability relevant data and information for use by consumers, etc.

"ALPHA 2085"
OOD

The SME operates hotel "Alpha" in the town of Blagoevgrad near "Bachinovo" park. Through StarGrowth it aims to increase its sustainable growth in rural tourism and ecotourism in Bulgaria, by improving tourism awareness, development, and capacity in the field of sustainable innovation and digitalization.

Within the StarGrowth initiative it plans to: prepare a strategical plan for sustainable development, review and track training programs on sustainability, digital innovation and data management, participation in training and capacity-building activities that build and expand staff capabilities in digital innovation, sustainability, data management issues, knowledge transfer and cross-sectoral collaboration. Its digital transformation is planned to be boosted by the development of mechanisms for transparent sharing of data and information, digital monitoring tool, market research, etc.

"PRIMA INVEST BG"
OOD

The SME operates the hotel complex "Kartala" near Blagoevgrad. They offer excellent conditions for all lovers of mountain and eco-tourism, hiking in the mountains and the surrounding area.

Through the StarGrowth Action Plan the SME will implement the following activities: training and capacity building to empower staff for innovation and sustainability, through knowledge transfer and cross-sectoral collaboration to drive innovation and sustainable eco-tourism; digital transformation through adoption of innovative and digitized sustainable solutions; development of mechanisms for transparent exchange of relevant data and information; etc.



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"JMK
INVESTMENT" OOD

The SME operates "St. Georgi" Complex. It's located at the foot of the Rila mountain, overlooking the Malyovish region, amid a beautiful pine forest, near the village of Govedartsi.

Through the StarGrowth initiative it seeks to invest in sustainability, which will add economic benefits to the local community, by increasing the tourist flow and developing the potential of the region. It'll be achieved through the preparation of a strategic plan for sustainable development in the field of eco-tourism, innovative and digitized sustainable solutions; development of mechanisms for transparent data exchange and information about sustainability; etc.

"BELISIMA 72"
EOOD

The SME operates a guest house "Contrasts" in the village of Petrevene. It is a starting point for lovers of rural and eco-tourism, as well as for many fishermen and cavers.

Within the StarGrowth initiative it'll develop a sustainability strategy plan, boost the capacity of its staff by participation in training on sustainability and innovation in the field of rural and eco-tourism, upgrade existing digital tool for increasing competitiveness and sustainability, development of mechanisms to transparently share sustainability relevant data and information; etc.

"BUCKY 66" EOOD

The SME operates eco-complex with two guest houses in the village of Belomazhite "The Legends". They are located on the territory of the Central Balkan National Park and their activities are closely related to the mountain, its exploration and protection. The company seeks to improve their regional sustainable identity.

Within the StarGrowth initiative and through its Action Plan it will implement the following activities: digital activities, incl. updated website with new features, creation of a network "I'm a local" uniting local producers, artists, other eco-friendly businesses, increasing its visibility through digital video and photo materials, participation in international trades and their networking and training sessions with focus eco- and sustainable tourism; etc.

"FINANCE TOURS"
OOD

Finance Tours OOD owns and manages the "Romantika" complex, Sarnitsa town. The company develops its activities in the field of rural and eco-tourism, striving to improve its recognition and visibility among potential tourists and guests of the rural, mountainous territory - planning to develop products and services and tourist experiences.

Within the StarGrowth initiative it will: develop a strategic plan for sustainability and technological design of the main functionalities of digital tools; adopt innovative and digitized, sustainable solutions for digitizing the processes of marketing, reservations, effective and efficient processing and





organization of user requests, etc.; develop mechanisms for transparent sharing of digital content; capacity building activities on issues of sustainability, innovation and management in the digital organization of events and experiential tourism; etc.

"PINO S" OOD

Pino Ltd. invests in the creation of/and operates a tourist facility in the town of Kalofer – “Lilovata” House. Its service management is closely related to the development of tourism and attention to environmental protection.

Within The StarGrowth initiative the company will develop specialised digital tools to emphasize competitiveness and sustainability, specifically tailored to the house’s unique needs. It will implement digital initiatives to minimize the ecological footprint of guest visits, develop a comprehensive website with digital booking system and a section dedicated to its sustainability initiatives, include information on eco-friendly practices, responsible tourism guidelines, and the positive impact of guest participation, develop digital guides or interactive maps showcasing nearby eco-friendly attractions, introduce digital challenges encouraging guests to actively contribute to sustainability goals; etc.

"PRAVETS BALKAN RESORTS" EOOD

The SME operates a guest house "Aqua", located in the town of Pravets. From the guest house starts an eco-trail leading to Praves Monastery "St. Theodore Tiron".

Through StarGrowth it aims to promote the introduction of innovative practices and solutions, with the aim improvement and sustainability of the destination for eco-tourism, increased social, economic, and ecological awareness and responsibility. It will create a strategic plan for sustainability, with a focus entirely on ECO-tourism and "guest houses" as a preferred place of accommodation, with the aim of developing sustainable tourism, digital transformation, market research and website development, with enriched digital content and active participation in social media; etc.

"KL TOURISM & TRAVEL" OOD

The SME operates "Zarevo Glamping" - a place that strives to be a benchmark for the perfect holiday in nature, located in the heart of the Rhodope Mountains. The main goal of "Zarevo Glamping" is to develop a successful business in a sparsely populated rural area.

Through the StarGrowth initiative it will improve its visibility by upgrading its website with new design, new modules and interactive banners and development of a sustainable strategy. The company will also conduct a study on solar panels and a bio-system to decompose garbage. It will increase the qualification of its staff by attending courses, seminars, and trainings; etc.



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ET OGNYANOVO
SPA RESORT 2012-
LENKO PETKANIN-
NIKOLA PETKANIN

"Ognyanovo" guest house is in the village of Ognyanovo in Southwestern Bulgaria. A wonderful resort village, located in the foothills of the Rhodope Mountains next to the Mesta River.

Through the StarGrowth initiative it aims to increase its sustainable growth in rural tourism and ecotourism, by improving tourism awareness, development, and capacity in the field of sustainable innovation and digitalization. It'll develop a sustainable strategy plan, review and track training programs on sustainability, digital innovation and data management, participation in trainings; digital transformation, market research and enrichment of the digital content of the "Ognyanovo" guest house website; etc.





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CYPRUS

THEO SUNSET BAY HOLIDAY

The hotel is nestled in an exclusive and quiet environment between Paphos harbour and coral bay, surrounded by lush greenery, crystal clear waters and major entertainment and shopping venues, offering a broad range of rooms and suites of remarkable elegance with exclusive decor, featuring stunning views over the gardens and the Mediterranean.

Through the StarGrowth initiative it aims to implement a mobile check-in system, offering numerous benefits to both guests and hotel staff that will enhance guest experience, improve guest satisfaction and experience by providing a seamless and convenient check-in process and increase operational efficiency while streamlining hotel operations by reducing check-in bottlenecks and manual tasks.

GOLDEN COAST LTD

The Golden Coast Beach Hotel is situated at the beachfront of Protaras tourist area and offers excellent facilities comprising of various types of guestrooms, conference rooms, venues, dining options and a leisure center.

Through the StarGrowth initiative it aims to the installation at the premise of the beneficiary of 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.

MALMO HOLDINGS LTD

So Hotels in Ayia Napa, Cyprus offers an opportunity to experience what a lifestyle boutique hotels is all about. The hotel has already invested in technology to optimize its operation. During the last years it has identified certain sectors where additional monitoring, data logging and control is required towards further optimization of the hotel operation, energy consumption and sustainability improvement.

Through the StarGrowth initiative it aims to the installation at the premise of the beneficiary of 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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ITALY

LE TERRE DI ZOÈ SOCIETÀ AGRICOLA SEMPLICE

Le terre di zoè is a farmhouse located in Limbadi, a small town in Calabria, far from inhabited centres and immersed in the nature.

The proposal of the company includes the development of a new section in website in which the territory is described with photos of the places to visit and the creation of itineraries that can be visited by bike. Furthermore, it will be added also videos of places and "things" to do, religious events, museums and parks.

ARTUR S.R.L.

The facility, located in Campitello Matese, in the wonderful region of Molise, offers every guest the opportunity to fully immerse themselves in nature and to enjoy various activities all year round, from snowshoeing in winter to canyoning in warmer seasons.

The proposal of the company is intended to develop a strategic sustainability plan in line with the needs and priorities of the local area in order to ensure the sustainable business transition. The creation of a strategic sustainability plan intends to define ambitious objectives aimed at the commitment to reduce CO2 emissions by 2030. The development of the strategic plan will be ensured through technical support activities customised technical support and capacity building programmes aimed at broadening the company's awareness in the field of sustainable tourism.

VILLA ETESIAE DI LABITA FRANCESCO

Villa Etesiae di Labita Francesco, is a guest house based in the wonderful landscape of Castellammare del Golfo, in the province of Trapani, Sicily.

The proposal involves the website modernisation to optimise structure and competitiveness. The new website will be designed to offer an intuitive and functional user experience. It will be introduced an online booking system for the villa, allowing guests to make direct bookings in real time. This functionality will not only make the booking process smoother, but also increase the convenience for the customers, improving their satisfaction and loyalty.

To ensure greater convenience, it will also be implemented a secure and reliable online payment system directly on the site. Guests will be able to complete the entire booking process, including payment, in a few simple steps, reducing transaction times and improving the operational efficiency of the hotel.

In addition, it will be integrated an automated messaging system to simplify communication with guests. This will allow the company to provide detailed information regarding bookings, respond promptly to frequently asked questions and send personalised notifications, thus improving the overall guest experience and reducing the workload of the dedicated team.





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AUTOMONDO S.R.L.
- SANBARTO – LA
CASA DEL BORGO

SANBARTO - LA CASA DEL BORGO is a b&B nestled in the countryside of the medieval village of Cassano Irpino, and offers an enchanting rural atmosphere, just a stone's throw from the main attractions of the province of Avellino and the Campania region. Ideal for regenerating stays in contact with nature and the local people.

The proposal involves the development of a strategic plan on the economic, social and environmental sustainability of the company, with the aim of making the structure completely green and compatible with the ecosystem. The strategic document will present a precise picture of the B&B's sustainable performance, in the economic, social and environmental performance. This will circumscribe the company's areas of intervention for the development of a fully sustainable business, showing the benefits on the territory and the local community.

In addition, the project includes the design and development of an innovative, fully accessible, and smart website, also in English, to reach an international audience, attentive to sustainability and the rural living experience.

EITRAVEL DI
NICOLAS
VERDEROSA

eiTRAVEL, located in Campania, in the municipality of Sant'Angelo dei Lombardi deals with digital management of holiday homes for tourist rentals and accommodation facilities, also offering experiences to the guests of the facilities.

The eiTRAVEL proposal has two main components:

1. Sustainability Study: The study aims to assess and optimise the economic, social and environmental impact of eiTRAVEL. The aim is to ensure that the company's activities, such as the management of accommodation facilities and the organisation of authentic experiences such as trekking, guided tours, and tastings, are not only cost-effective, but also sustainable and respectful of local communities and the environment.

Training on Sustainability and Social Technological Innovation: The training course planned for the eiTRAVEL team is essential to raise awareness and skills related to sustainability and social innovation. The course emphasises the importance of balancing technological progress with the protection of natural and cultural resources, a fundamental pillar of ecotourism.





ROMANIA

CICLOTURISM INTERNATIONAL SRL

The company offers packages including accommodation and cycling tours around the rural area of Brasov.

The company's proposed Action Plan includes (i) preparation and application for sustainability / environmental certification (EU Ecolabel certification, EMAS registration, ISO 14001:2015, CSR, HCMI etc.) with following foreseen outcomes: audit & data collection activities, action plans, reports, accreditation activities, dissemination activities & material; (ii) Uptake of innovative and digitized, sustainable solutions that will increase SMEs' digital awareness and competitiveness with following foreseen outcomes: development of specialized digital tools or upgrade of existing digital tools for increasing competitiveness and / or sustainability.

DELTA INVEST

The SME is an agritourist guesthouse located in Gorj County, Oltenia, Romania.

The company's proposed Action Plan includes (i) Preparation and / or generation of Product Environmental Footprint (PEF) studies and Organisation Environmental Footprint (OEF) studies as well as implementation of improvement measures following the recommendations of the PEF / OEF studies with following foreseen outcomes: a study (PEF, OEF), dissemination activities & material, report on activities carried out; (ii) Training and capacity building activities in order to empower their staff towards innovation and sustainability, e.g. a) Upskilling and re-skilling of tourism SMEs' staff on sustainability, digital innovation and data management issues, b) knowledge transfer and cross-sectoral collaboration aimed at boosting innovation in sustainable and resilient tourism; (iii) Uptake of innovative and digitized, sustainable solutions that will increase SMEs' digital awareness and competitiveness with following foreseen outcomes: development of specialised digital tools or upgrade of existing digital tools for increasing competitiveness and / or sustainability; (iv) Development of mechanisms to transparently share sustainability relevant data and information for use by consumers, national tourism offices and other tourism actors with following foreseen outcomes: public reports, dissemination activities & material, links to websites & photos.

ART NOUVEAU SRL

Tourist guesthouse in the countryside with 10 accommodation rooms. The guesthouse is located in the immediate vicinity of the Natura 2000 site, more precisely the protected area ROSCI0074 Făgetul Clujului - Valea Morii, with several localities including the commune of Ciurila (the villages of Ciurila, Sălicea and Săliște), the commune of Feleacu (the villages of Feleacu and Vâlcele) and the commune Săvădisla (Săvădisla and Vlaha villages). Thus, a multitude of recreational activities take place in this area (hiking, bicycle routes).



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Proposed activities in the framework of STAR GROWTH project:

1. the purchase of a system for online reservations and the integration of the online payment software with the card;
2. production of promotional materials necessary to participate in the international tourism fair in Paris "Salon Mondial de Tourisme".

CARPATINA
RUSTIC HOUSE
SRL

Holiday and other short-stay accommodation, wooden cabins Type A, in the area of Carpathian mountains, close to the city of Sinaia.

Proposed activities in the framework of STAR GROWTH project:

Preparation of Product Ecological Footprint studies; Training of staff in tourism management; Implementation strategy of mountain bikes; Creating a network to promote local products and services; Digitization of the benefits offered in accommodation spaces, which will make the consumption of resources of any kind more efficient, as well as increase visibility by improving exposure to potential clients through a well-designed website, presence on online booking platforms, digital marketing campaigns and implementation of digital solutions, such as an online booking system.

LACRIS COMPANY
S.R.L.

Agrotourism guesthouse in Carpathian mountains in the village of Simon - Bran, next to the famous Dracula's Bran Castle, operating for more than 20 years.

Proposed activities in the framework of STAR GROWTH project:

Increasing the degree of digitalisation, implementing an efficient resource management system in synergy with the existing one for booking management and increasing visibility on social media channels, as well as increasing awareness and responsibility in the social, economic and environmental fields.

Preparation and application for ISO 14001:2015 certification, training and capacity building of 10 employees, development of an e-brochure with the presentation of the tourists attractions of the area, upgrading the company's website and social media accounts (Facebook and Instagram).

BIBI TOUR SRL

Pensiunea Steaua Dunării, the first guesthouse built in the "Cazanele Dunării" tourist area, started its activity in 2001 and since then has been in continuous expansion and development. Being located on the banks of the Danube in a wonderful natural setting and being very attentive to the new trends in ecotourism from all over the world, the SME has decided to continue the development and promotion of ecotourism products.

Proposed activities in the framework of STAR GROWTH project:

Training courses for online promotion and digitization such as: Creating a personalized social media strategy; Development and implementation of an efficient social media strategy customized for ecotourism; Evaluation and optimization of social media campaigns; Measuring consumer satisfaction and





increasing customer loyalty; Strategic Planning and Digital Marketing; Creating a sustainable digital marketing strategy.

IDEAL PLAR
SOLUTIONS SRL

The guesthouse is located in the resort of Cheia, Prahova. Right next to the guesthouse, the Ciucas protected area begins, known throughout the country for its Rhododendron (or Mountain Peony, as it is popularly called), which blooms spectacularly at the beginning of June. Every year the SME carries out greening actions in the locality and in the forests around the resort, actions in which it involves both the local community and tourists.

Proposed activities in the framework of STAR GROWTH project:

- (i) Preparation and organization of the ISO 14001:2015 certification;
- (ii) Development and modernization of existing digital tools (site) to increase competitiveness and/or sustainability;

Dissemination activities and materials through the organization of greening activities and the organization of workshops with students.

AGRHARMONIA

A Guesthouse in the Transylvanian Countryside, located in the village of Stejarisu near Agnita, running a restaurant and short time accommodation.

Proposed activities in the framework of STAR GROWTH project:

- (i) preparation and / or generation of Product Environmental Footprint (PEF) studies and Organization Environmental Footprint (OEF) studies;

Conducting workshops aimed at training approximately 600 attendees in digital skills, crucial for their participation in rural tourism.

PIN BOUTIQUE
HOTEL AND SPA

PIN BOUTIQUE HOTEL AND SPA operates as a pension and restaurant, having adopted a business model that respects the principles of ecotourism, among which: the use of local human resources, the conservation and protection of nature, minimal negative impact on the natural, cultural and social environment.

Proposed activities in the framework of STAR GROWTH project:

- (i) Preparation/generation of Product Environmental Footprint (PEF) studies and Organization Environmental Footprint (OEF) studies;
- (ii) Preparation and application for the ISO 14001:2015 certification.



VANIMO INVEST

VANIMO INVEST operates as a pension and restaurant, having adopted a business model that respects the principles of ecotourism, among which: the use of local human resources, the conservation and protection of nature, minimal negative impact on the natural, cultural and social environment.

Proposed activities in the framework of STAR GROWTH project:

- (i) Organization of guided nature tours, traditional workshops and lectures on local history and traditions;
- (ii) training/capacity building activities;
- (iii) preparation and application for the ISO 14001:2015 certification.

MOGA LUCIAN

MOGA LUCIAN Guesthouse is located in the rural area of Brasov (Transilvania).

The company's proposed Action Plan focuses on the preparation and application for sustainability/environmental certification (EU Ecolabel certification, EMAS registration, ISO 14001:2015, CSR, HCMI etc.) with following foreseen outcomes: audit & data collection activities, action plans, reports, accreditation activities, dissemination activities & material.

HANUL ANCUTEI

The Ancuței Inn is a famous tourist inn located along one of the main European roads that cross Romania (E85), at a distance of 27 km from the Roman municipality, towards Suceava and 350 km from Bucharest. As for location, it is in Tupilati commune in Neamt county. The Ancuței Inn became famous by placing here the action from the volume Hanu-Ancuței (composed of 9 stories), published in 1928 by the great Romanian writer Mihail Sadoveanu (1880-1961). Hanu Ancuței is the fairytale place where you can find authentic traditional Moldovan cuisine, where the emphasis is on organic food, straight from the farms.

Proposed activities:

- Preparation and / or generation of Product Environmental Footprint (PEF) studies and Organisation Environmental Footprint (OEF) studies as well as implementation of improvement measures following the recommendations of the PEF / OEF studies with following foreseen outcomes: a study (PEF, OEF);
- Training and capacity building activities;
- Development of sustainability strategy plans with following foreseen outcomes: report on the activities carried out, strategy plan documents;
- Study for solutions in collecting, recycling and waste management.



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SLOVENIA

GOSTILNA MULLER,
GOSTILNA S
PRENOČIŠČI TINA
MULLER
STAREŠINIČ S.P

Gostilna Muller is a hotel boutique located in Črnomelj in southeastern Slovenia. The hotel is improving sustainability by collaborating with local suppliers and renovating rooms for energy efficiency. Goal is to boost competitiveness through certifications, digitalization, and enhanced guest experiences.

By empowering their staff and emphasizing sustainability through the implementation of their Action Plan, they aim to attract more guests and become a recognized eco-tourism destination in the area.

SEVER, KONJI,
TURIZEM IN PROSTI
ČAS, D.O.O.

The SME offers an apartment in a newly renovated little farm storage building for 3 – 5 people. The farm has prioritized sustainability, focusing on activities like renovating old buildings, producing apple cider, and sustainable horse care.

With Star Growth's proposal, they aim to complete their farm building renovation sustainably, obtain environmental certification and enhance online presence with a user-friendly website and booking platform. These improvements will boost profitability and set an example for eco-tourism in their region. Collaboration with the local tourist board could further amplify impact, making business a successful model for sustainable tourism. Long-term competitiveness lies in transparency, sustainability initiatives and attracting eco-conscious tourists seeking authentic rural experiences.

PARK LIJAK D.O.O.

Park Lijak is a family campsite located near Nova Gorica in the village of Ozeljan – in the sunny Vipava Valley, surrounded by vineyards. It is just below the rim of the Trnovska plateau, between the Slovenian Julian Alps and the Adriatic Sea.

Park Lijak's proposal aligns very well with the grant's objectives, focusing on digitalization through website enhancement and implementing an integrated reservation system. This approach supports sustainability goals while enhancing communication with target audiences and promoting eco-friendly practices. The proposal aims to boost competitiveness, increase digital presence, and extend the tourist season, benefiting both the company and the local economy in the long term.





DUŠKO HLEBEC

The Resort Village Majer is creating a unique story in Bela Krajina with added value. The restored historic, traditional Bela Krajina homestead with a modern design offers local delicacies and various tourist, sports, leisure and team-building activities. Its goal is to encourage efficient and collaborative tourist activities and the development of active tourism in Bela Krajina.

Resort Village Majer's proposal focuses on sustainability and attracting guests from Slovenia and abroad. They plan to obtain Ecolabel certification, train staff, upgrade the website, and form partnerships. Expected impacts include increased guest numbers and longer stays. The target groups are eco-tourists and companies seeking sustainable activities. The proposal aligns with sustainability certification, capacity building, and digitalization. Long-term competitiveness relies on ecotourism, digitalization, and global marketing efforts.

**ŽNIDER SABA
D.O.O.**

Hotel Alp is a nicely furnished hotel located in the centre of Bovec.

Its proposed Action Plan within the STAR GROWTH project outlines the creation of an AI-powered mobile app for "Hotel Alp" in Bovec to enhance tourism, aligning with rural and eco-tourism objectives. It aims to improve guest experiences, support the local economy, educate on sustainability, and utilize AI for a seamless digital guide. Anticipated impacts include increased guest satisfaction, support for local businesses, sustainability practices, and digital engagement. The project aligns with eligible activities for SMEs, focusing on digitalization and sustainability, with long-term benefits for competitiveness and the broader tourism sector.

**NEUHAUS
UPRAVLJANJE
D.O.O.**

NEU Residences represents a new standard of living in Ljubljana, offering apartments of different sizes and with different amenities to meet diverse wishes and needs.

Within STAR GROWTH Project Neuhaus upravljanje is planning to enhance guest experiences through smart, sustainable solutions. They plan to develop a new check-in system to streamline processes and provide sustainability information. Anticipated impacts include a 30% increase in online check-ins and improved guest engagement with sustainability practices, contributing to Ljubljana's reputation as a smart destination. This aligns with their focus on digitalization and sustainability for long-term competitiveness.

**ŠTAJERSKI
INOVACIJSKI
CENTER MARIBOR**

The proposal aims to develop the "MeteoPoly" project, providing highly reliable local weather forecasts to reduce event cancellations and financial losses. It includes a portable weather station, a weather prediction app, and educational workshops, benefiting event organizers, visitors, and rural tourism stakeholders. The project aligns with SME growth, digitalization and sustainability objectives, offering long-term competitiveness by enabling effective planning of outdoor events and tourism activities.



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SANPJR, D.O.O

Located in the heart of the wonderful city of Maribor, the sustainable BE:CYCLE house is an excellent vantage point for all new discoveries and experiences in the city on the Drava River.

Re:cycle proposes to enhance its eco-sustainable accommodations for cyclists, aiming for international environmental certification. It plans to reduce carbon emissions, waste, and water usage while increasing revenue through AI-powered pricing. The proposal aligns with sustainability certification, strategy development, and digital innovation, fostering long-term competitiveness by improving brand image, cost efficiency, revenue growth, customer loyalty, and employee satisfaction.

DEJAN KRIŽAJ, S.P.

The guest house is in a location 20 km from the capital city, 7 km from the historic Škofja Loka and very close to peaceful walks throughout the hilly surroundings.

Through its participation in the STAR GROWTH Project the SME aims to excel in sustainability and digital transformation within rural eco-tourism. They plan to acquire expert knowledge, secure eco-certifications and implement digital tools to enhance customer experience. By increasing sustainable practices and adopting innovative solutions, they aim to boost competitiveness and set new benchmarks for environmental responsibility. Introducing blockchain-based NFTs will differentiate them and pave the way for regional adoption of such technology. Overall, goal is to become a leader in sustainable tourism while benefiting the broader eco-tourism community.

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