



Case Study



Company

Sun Farm Camp

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The Sun Farm is a camp for active recreation and sports located in Rhodopes mountain. It is an alternative place for holidays and recreation. The camp works only in summertime from 1st of May till 30th of September. Its team is helping the physical and emotional growth of children by involving them in outdoor sports activities, educational hikes and various farm activities.

Part of the services they are providing are : camping, rabbit farm visit and petting, visit of a farm with bees and pigeons, demonstration of extracting honey and tasting honey directly from the honeycomb, learning interesting facts about the life of bees, pigeons and chicks, educational game activities, drawing on ceramic tiles, wine degustation for the adults, dressing up in traditional folklore dresses, cooking work






“I want to turn the clock back to when people lived in small villages and took care of each other.”

Peter Seeger


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



Families with children, living in urban areas are more and more interested in finding alternative ways and places for recreation. Especially after the pandemic of COVID-19, people are searching an escape in the nature. Fortunately, Bulgaria has big potential in developing this type of tourism. The Sun Farm Camp is a place where you can relax, enjoying a nice glass of local wine, while your kids are learning about farming for example. We can say that this service is innovative because many places offer wine tasting & SPA for example but in the meantime, there aren't many innovative services for the kids. This is why the Sun Farm Camp is filling a gap in the Bulgarian marketplace of tourism : providing a concept of “returning to the roots”. The Sun Camp includes a special treatment for children and early childhood education using the "learning by experience" method. Summer sessions are organized for them, in which the main topics are Bulgarian traditions, organic farming, nature protection and outdoor sports. The children actively participate in the life of the farm and the village.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**

(Eg. Grants And Other Support)?



The Sun Farm Camp was financed with own budget, there is no information about EU financing or other grants.

The main resources of the camp are their own animals and the spacious yard. For the rest of the activities, natural resources of the area are used : rafting in the lake, birds seeing in the mountain etc.

HOW SUCCESSFUL HAS IT BEEN?



We can definitely say that this concept is very successful, because spending time in a farm teaches kids where their food comes from, how to care for animals and to know more about the life cycle. In addition to that, spending time in the Sun Farm Camp teaches kids problem solving skills, safety skills, cooking skills and responsibility.

Many families from all over Bulgaria are travelling to the Sun Farm Camp in order to experience the magic of the farm and to spend some quality time in the nature. Of course, parents are always happy when their kids learn new things and develop various skills that are extremely important further in life. Most of them are not taught at the school system, this is why the whole experience in the farm is so precious.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



“The camp is run by the [“Rebuilding Perspectives Bulgaria”](#) – a non-profit and non-governmental organization. Our team is young and motivated, supported by the local farmers and old neighbors. We have the expertise for farming, tourism, wildlife, bird watching, outdoor activities, local folklore and hospitality.”

We can say that the success of the Sun Farm Camp is a result of lots of individual work (from the owners) but also collaboration, as many people from the village are involved in the activities of the camp.

In order to be successful, this kind of agritourism requires teamwork and working in network, as every local producer or rural entrepreneur could be involved in the activities of the farm.



Source : <https://www.facebook.com/photo/?fbid=484045216692233&set=a.484045196692235>

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