



Case Study

Company

Dealul Verde Guesthouse

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Country

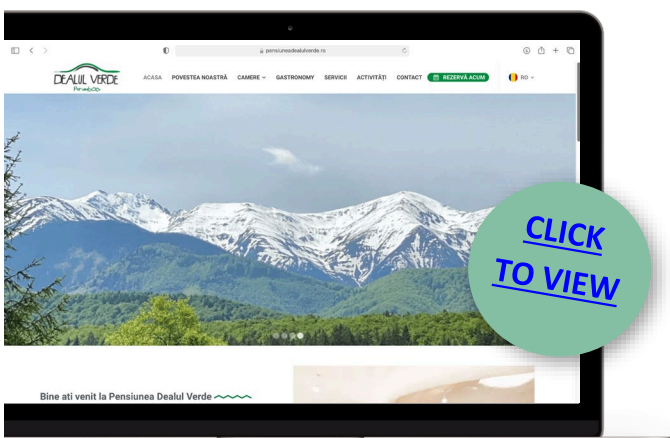
Romania

Romanian Example of Rural Tourism
Business Strategy



Dealul Verde Guesthouse, located in Porumbacu de Sus, a tourist area in the surroundings of Sibiu, is a fairytale place, with architecture inspired by the Hobbit Land (for fans of the Lord of the Rings series) and/or Peter Vetsch's buildings, a Swiss architect (for connoisseurs). Dealul Verde is not only an accommodation unit but also a tourist attraction in itself, with 8 thematic rooms:

- Farmer's Room
- Country Farmer's Room
- Blacksmith's Room
- Artist's Room
- The Craftsman's Room
- Carpenter's Chamber
- Traditional Room
- Weaver's Room





Dealul Verde is the result of the strategy to create something unique through personal concepts in a classic tourist panorama.



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



- Being situated in a popular tourist area, the business strategy adopted by the two entrepreneurs of the Dealul Verde project is the differentiation strategy, aiming to create a unique place in Romania with its distinctive architecture and tourist purpose.
- It was designed as an agritourism unit with an organic design, coming with an innovative concept of thematically decorated rooms. The choice of the theme of traditional occupations (farmer, farmer, blacksmith, craftsman, carpenter, weaver) aims to initiate a journey back in time for visitors/guests, encouraging them to reflect on how these occupations were practiced in the past.

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

(Eg. Grants And Other Support)?



- The investment amounted to €800,000, of which 25% is European funding. To complete the project, the entrepreneurs also benefited from the rural guarantee fund provided by the Agency for Rural Investment Financing.

HOW SUCCESSFUL HAS IT BEEN?



- As the guesthouse opened in 2019, the COVID pandemic has been a considerable obstacle for the tourism industry. Despite this, the owners of Dealul Verde have positively dealt with the difficulties caused by the pandemic and used the two-month lockdown to finish the guesthouse down to the last detail.
- With 16 accommodation capacities and a restaurant with a terrace, the guesthouse successfully attracts two categories of guests: those who come to accommodate and many curious tourists, fascinated by the architecture, wanting to visit each thematic room.

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



Beginning as an individual initiative, Dealul Verde Guesthouse has been fully integrated into the tourism synergy of the Porumbacu area, encouraging its guests to choose nearby activities such as canyoning, pumptrack, horse riding, or those offered by Aventura Park Dragus and Poiana Neamtului Deer Farm.



*The pictures were retrieved from:

<https://pensiuneadealulverde.ro>

<https://www.romanian-adventures.ro>

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