

Green Entrepreneurship

Successful business cases of Green Entrepreneurs in the Mediterranean



Regional Activity Centre
for Cleaner Production



Generalitat de Catalunya
Departament de Territori
i Sostenibilitat

Vila Jelka Doo: Eco-tourism in Montenegro

34

Name: Vila Jelka Doo
City, country: Kolašin, Montenegro
**Name of entrepreneur/
founder:** Darko Bulatović

Description Eco-tourism through the full board accommodation, with other service and rafting on Tara.

Investment Investment costs are 80% financed by the company, 20% are borrowed - the loan.

Stakeholders Family (since it is a family business), tourists (domestic and foreign) and nature lovers.

Employment generation Ever since 1992, until now, were constantly employed 3 workers (family members). However, given that the business is seasonal, they employ a number of seasonal workers, depending on needs.

Timeline In the mid eighties, there is the idea of creating an eco-camp. The realization of the idea began in 1992. When the current owner dropped his job in a state company he decided to engage in private business.

Feasibility study Family Bulatović dealt with the small production of food in the past, and, after identifying the possibility of the creation of an eco camp, along with an existing food production, it was decided to embark on the implementation of the envisaged activities.

Geo-social-economic setting Not available.

Key features

- Eco camp from all natural materials, modern equipment.
- Professional services.
- Domestic food.
- Natural beauty of area.

Overall rational and motivation Creating a unique eco-place, which will be recognized in Kolašin and Bjelasica.

Strenghts

- Business in accordance with the principles of sustainable development and environmental protection.
- Tradition.
- A unique offer in the territory of Kolasin and Bjelasica.

Challenges and constraints	<ul style="list-style-type: none"> • Seasonal operations. • Limited resources.
Direct activities and Impacts	<ul style="list-style-type: none"> • Excellent relations with tourists so far. Many of them have returned for many years. • A high percentage of foreign tourists; over 80% from all countries of the world;
Use of innovative Technologies	The facility is equipped with environmentally friendly equipment, in a way that allows more rational use of energy without harmful effects on the environment.
Evidence of a holistic approach/world view	Regular supervision by competent authorities in order to protect the tourists is held, as well as compliance with applicable legal documents. So far they have not implemented any standards, but there are plans to soon introduce quality standards.
Scale of benefits	Business has been positive in recent years. Annual turnover ranged from EUR 40,000 to 60,000.
Policies, incentives and regulations needed	The owner believes that the key problem for the further development of his operations is the lack of government assistance in obtaining a favourable loan funds in order to maintain levels of service quality accommodations. The current conditions are not favourable for this type of business knowing that it is a seasonal business.
Lessons and recommendations	The investor is actively working on the eco-camp training in Bjelasica and believes that more money could be invested in roads and other forms of infrastructure in order to develop business faster.
References:	
Tel: 020 860 150	
e-mail: vilajelka@t-com.me	
www.vilajelka.co.me	