

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Best-Practice Database

Sustainable Development Solutions for Hospitality SME

Company name: Aleksandar Palas, Skopje



Source Hotel Aleksandar Palace

Country/region of operation: Skopje, FYRO Macedonia

Sustainability dimension: Social and environmental

Description of the enterprise/initiative: The hotel Aleksandar Palace, leading hotel in FYRO Macedonia, is located on the right bank of the river Vardar next to the city park, only 3 km away from the town center and just next to the most important administrative, cultural and historical buildings.

The hotel has 135 air-conditioned rooms including 22 suites: Junior suite, Executive suite and one Presidential Suite. All the rooms are fully equipped with direct telephone line, 32" and 42" LED Smart TV, satellite and cable TV, high speed wireless and DSL Internet connection, mini bar, etc.

Modern conference and banquette center consists of multifunctional Conference halls with capacity of 1800 seats and 4 smaller rooms with full equipment for business meetings. Restaurant A la Carte and Aperitif Bar offer an exclusive selection of fine local and international cuisine and wide assortment of highly recommended local wine "Skovin".

The Spa and fitness center features a state-of-the-art fitness equipment, as well as indoor heated pool, sauna, steam bath, hot tub. For sport lovers, the hotel has 6 tennis courts and 2 basketball courts. The hotel has indoor garage with capacity of 40 vehicles and large parking space in front of the hotel.

Social/ community impact sought: Hotel Aleksandar Palas has been oriented towards protecting the environment and maximizing the use of green energy.

Stakeholders: Travel agencies, tour guides, local suppliers

Approach applied: MICE, City tourism

Innovation applied: energy saving systems and use of alternative source of energy

Social impact and business results achieved: Permanent product improvement and quality of the provided services makes the highest rated FYRO Macedonian hotel on booking.com

Key success factors: The key to the hotel's success, perceived by the manager, certainly is the strong focus on quality management and the emphasis on creating a quality experience for their customers. They built and tailored their services to the customers that they want to attract.

Year when the enterprise was created: In 1998

References (web-site, intent links, video, etc.):
<http://www.aleksandarpalace.com.mk/>

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