

***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: Association of festival art World Festival Association



Country/region of operation: Ohrid, FYRO Macedonia

Sustainability dimension: Social

Description of the enterprise/imitative: WORLD FESTIVAL ASSOCIATION (WFA) is organization which aim is connecting all festivals in the world. Mission of the WFA is celebrating music, dance, extraordinary events, to bring together diverse cultures from all over the world through music, dance and traditional national costumes of the nations. The purpose of the WFA is presentation and affirmation of folklore, Choir singing, Dance, tradition, costumes and cultural heritage, presentation of folklore choreography, choir music and new dances.

Social/ community impact sought: The Association organizes festivals where the groups present their traditions to the local community.

Stakeholders: Hotels, tourist guides, Travel agencies, operators for transports, restaurants, coffee bars

Approach applied: Heritage based tourism

Social impact and business results achieved: They have opened new jobs in destination, each year they attract more than 1500 foreign participants which make 4000 nights in Ohrid, and connect many local operators, also they have permanent increase of the results of 5-10% per year

Financial situation / sustainability of the business model: Heritage – based tourism product has success year by year and sustainability because they target very huge population which has in their programs participating on the international festivals

Key success factors: Sustained commitment to the creation of new tourism products based on cultural heritage and traditions

Challenges and problems: Competitions

Year when the enterprise was created: 2014

References (web-site, intent links, video, etc.): www.festival-association.eu

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