

***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: Chateau Kamnik



Source: http://www.chateaukamnik.com/visit_us.php

Country/region of operation: Skopje, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/imitative: Kamnik is one of the most prestigious wineries in FYRO Macedonia that tends to produce the best wines. It is located at the exit of Skopje, surrounded by vineyards, with a beautiful view of the city. Chateau Kamnik

within the winery also offers the following attractions: Kamnik wine shop, Kamnik winery, Chateau Kamnik tasting room, Wine tasting tours, Hunters lodge Kamnik.

Social/ community impact sought: improvement of the local economy, development of agriculture, protection of the environment and biodiversity, investments in the local community

Stakeholders: local community, local business sector, suppliers

Approach applied: wine tourism

Innovation applied: the company offers guided tours that include a visit to the vineyards, the cellar and a wine tasting program, Lunch or dinner in the Hunter's Lodge, near the Chateau Kamnik Winery. A unique natural ambient, a warm winter atmosphere, a refreshing summer garden, delicious meals, domestic and international cuisine and game specialties are part of the product offered by the company.

Social impact and business results achieved: economic, environmental and social dimensions,

Financial situation / sustainability of the business model: The company is focused on product/service continuous development and constantly invest in the education of consumers and clients and aspire to take the art of wine making to new heights. We base our growth on the principle of sustainability, not only within the company, but also at wider societal level.

Key success factors: By fostering open and honest communication and respect, we build trust in the company, its products and employees. We thus ensure long-lasting partner relations with consumers and clients.

Challenges and problems: poor infrastructure, incomplete tourist offer of the region

Year when the enterprise was created: 2004

References (web-site, intent links, video, etc.):

http://www.chateaukamnik.com/visit_us.php

<http://www.kamniktrainingcenter.mk/>

<http://www.vino.mk/mk/makedonija/vinari/shato-kamnik> www.kamnik.com.mk

https://www.youtube.com/watch?time_continue=6&v=Mb5WO-t4UHo

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