

**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: Cuba Libre beach and restaurant, Ohrid



Source <http://www.cubalibreohrid.com/en/>

**Country/region of operation:** Ohrid, FYRO Macedonia

**Sustainability dimension:** Social

**Description of the enterprise/initiative:** It is beach and restaurant on the Ohrid Lake with food and beverage services

**Social/ community impact sought:** To improve guest satisfaction hotels facilities with mobility management, they change the ambient of the restaurant each year, organizing different manifestation

**Stakeholders:** Travel agencies, tour guides, Hotels and apartments

**Approach applied:** Lake tourism, Experiential tourism

**Social impact and business results achieved:** Permanent improve the ambient of the beach, customer satisfaction, quality standards and mobility of management lead to increase of the turnover by 9% per year.

**Financial situation / sustainability of the business model:** Financial situation is growing year by year, more satisfied tourists, permanent improving of the services.

**Key success factors:** Permanent mobility management, high quality services, marketing approach

**Challenges and problems:** Competitions

**Year when the enterprise was created:** In 2011

**References (web-site, intent links, video, etc.):** <http://www.cubalibreohrid.com/en/>

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