

**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:** Eko Hotel Marub



**Country/region of operation:** Rubik, Albania

**Sustainability dimension:** Environmental, resource-saving technologies, facility management

**Description of the enterprise/imitative:** Enjoying a quiet location in a forested valley surrounded by mountains, Hotel Marub provides eco-friendly accommodation in the district of Mirdita. This family-run hotel, offers rooms with wooden furnishings and free Wi-Fi. Enjoy a tasteful Albanian atmosphere, healthy eating and drinking of natural products provided by local farmer.

The hotel is about 2 km from State Road SH30. The Adriatic Sea and the town of Lezhë are within 30 km from Marub Hotel. Tirana can be reached within 70 km.

**Social/ community impact sought:** The Hotel Marub's restaurant features a summer terrace and serves organic food, locally sourced herbs and cheeses. A selection of hot and cold drinks is available, as well as water from mountain springs. They offer natural products provided by local farmer by supporting the local community.

**Approach applied:** Front desk can help arrange excursions to various destinations in Northern Albania.

**Innovation applied:** Hotel Marub values environmental protection, careful use of water and recycling. Solar panels on the roof and energy-saving insulation are featured.

**Social impact and business results achieved:** This property has one of the best-rated locations in Rubik! Guests are happier about it compared to other properties in the area.

**Key success factors:** Nature, hospitality, food quality, competitive prices.

**Challenges and problems:** Implementing new technologies to better serve the clients.

**Year when the enterprise was created:** 2012

**References:** <http://www.hotelmarub.com/marub/>  
<https://www.facebook.com/Eko-Hotel-Marub-205251002891031/>  
<https://www.youtube.com/watch?v=lj0YEYLqmT8>