

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Ethno Village Montenegro



Source: <http://etnoselo.me/smjestaj.php>

Country/region of operation: Montenegro

Sustainability dimension: environmental, social, heritage based

Description of the enterprise/initiative: A family owns the plot for more than century and after many years and generation dealing with agriculture and livestock breeding, the present generation decided to convert the place into the first ethno village in Montenegro. The enterprise consists of accommodation and dining facilities, open space and offers variety of services as excursions and attractions.

Social/ community impact sought: Preserving the family heritage by sustaining the place in harmony with nature where visitors can enjoy rafting, Jeep safari, hunting, fishing, biking, cannoning, hiking, kayaking and more.

Stakeholders: visitors who look for experience and accommodation in ethno style

Approach applied: A century ago, the great-grandfather Kojo bought the estate, where now Ethno Village is located, and came with his sons and daughter (Miladin, Vukolova, Simeuna and Vukosava). Miladin as a boy planted a maple tree that is now 100 years old and in the

shade of which the family used to rest after heavy field work, and now it is the place where the tourists enjoy that beautiful shade and accumulate good energy. From then until now the family members have managed to preserve the traditional way of producing food (polenta, gruel, pies, lamb, homemade bread, ways of preparing dairy products) and nowadays they share its taste with the numerous visitors.

The village consists of dining hall, huts, cabins, chalets, houses and apartments which are made of natural materials – stone and wood and furnished in rustic village style.

Innovation applied: It is the First Ethno Village in Montenegro. The whole organization of facilities and provision of activities is innovative and new for the country and in general for the whole region.

Social impact and business results achieved: The implemented idea had huge success and the ethno village won two awards in the first 2 years after being established (for the most innovative project in 2006-Mn Tourism and for Business Plan 2008 -UNDP). The awards increased the number of guests, allowed the investments in addition of innovative ideas and events and resulted in large media attention (more than 3000 thousands of newspaper articles, 150 guest appearances on different TV stations, 5000 texts on the Internet.

Starting from spring until autumn (about 5 months), the average number of tourists crossing the border at Scepan Polje (the path that passes by the ethnic village) is around 2000 daily.

Financial situation / sustainability of the business model: The place offers non-standard opportunities for accommodation, homemade traditional food, adventures, excursions, various activities, organization of different events at affordable prices in close-to-nature environment as at the same time implements all the needed measures to protect the nature. The listed features ensure the business success and the sustainability of the enterprise which are in addition proved by the numerous visitors and their positive feedback, as well as by the awards the company had received in its 12 years' experience.

Key success factors: heritage and nature preservation, innovation, active participation

Challenges and problems: The challenge is seen in satisfying the visitors demand for luxury accommodation and modern technologies which are not among the enterprise's priorities to be offered in the village.

Year when the enterprise was created: 2006

References (web-site, intent links, video, etc.): <http://etnoselo.me/index.php>

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