

**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: Etno House Shancheva



Source: <http://www.travelingauthentic.com/index.php/etno-house-shancheva-kratovo/#lightbox/22/>

Country/region of operation: Kratovo, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/imitative: House Shancheva is the guesthouse from the Osogovo Region. Its motto is the catchy slogan: "quiet *hostel with slow food*." The house belonged to the Gurgincev family whose members were traders selling textiles in Thessaloniki and Dubrovnik. In 2009, Stevce Donevski bought the house and rehabilitated it as an authentic guesthouse. The name of the former landlady – *Shana* (meaning 'beautiful, elegant, and fashionable lady' in the local dialect) inspired the current guesthouse name – '*Shancheva*.' The old house is entirely built of wood and has an underground stone-cellar. The wooden doors and windows have modest dimensions,

similar to the ones of the traditional houses from Kotor (Montenegro). Both the exterior facades and interior rooms are entirely coated with natural colored plaster.

Social/ community impact sought: protection and promotion of the cultural and historical heritage and tradition of the local population

Stakeholders: local community, local business sector, suppliers

Approach applied: presentation of the tradition, culture and history of the population from Kratovo, through a quality and original tourist offer

Innovation applied: Retaining the traditional architecture of the house, presenting the traditional housekeeping, traditional kitchen prepared in a traditional way, hospitality and quality service

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

Key success factors: recognition of the possibilities of cultural tourism, quality of service

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

Year when the enterprise was created: 2009

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

<http://www.travelingauthentic.com/index.php/etno-house-shanchevakratovo/#lightbox/22/>

http://www.youtube.com/watch?v=SoHr_E2jzll

http://www.youtube.com/watch?v=MWu_WOSkLMo

<http://www.youtube.com/watch?v=kaqxqLp2DCQ>

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