

***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 Restaurant Ranch



Source: <http://restoranranc.mk/>

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

**Sustainability dimension:** social/economic/environmental

**Description of the enterprise/imitative:** The restaurant is abundant with beautiful nature, decorated in a wonderful ethnic atmosphere and with a pleasant atmosphere enriched with folklore music. The restaurant extends to an area of 7 hectares of space for walking, recreation and rest. Apart from the restaurant on this surface there are also rooms for rest, lake, mini zoo, billiards and of course many walking trails through the beautiful untouched nature.

**Social/ community impact sought:** environmental, protection of biodiversity, employment of the local population, local culture and heritage promotion, increased onboard payment

**Stakeholders:** Local farmers, handcrafters and artisans, local businesses, seminar instructors, schools/students, guests

**Approach applied:** ethno ambience and architecture, traditional cuisine in the function of gastronomic tourism

**Innovation applied:** The restaurant uses its own food production, own cultivation of fish in its own fish farm, the use of local organic products

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

**Financial situation / sustainability of the business model:** The gastro-touristic model promoted by the restaurant can bring many economic and non-economic benefits for farmers, visitors and communities. On the one hand, the visitors can enjoy recreation and leisure, while, on the other hand, the entrepreneurs could increase their income and quality of life, maximize the productivity of farm resources through their recreational use and diversify their business by providing touristic services.

**Key success factors:** food quality, quality service, promotion and marketing

**Challenges and problems:** isolation from important tourist attractions, responding to market opportunities, seasonality, need for significant investment beyond the business' capacity, matching the quality of products and services to tourists demands and expectations,

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

**References (web-site, intent links, video, etc.):** <http://restoranranc.mk/>

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