

***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 selo Timcevski



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

Country/region of operation: Kumanovo, FYRO Macedonia

Sustainability dimension: social, economic, environmental

Description of the enterprise/initiative: Etno selo Timcevski is a small local company specializing in holidays that focus on promoting ethical sustainable eco-tourism and agritourism.

Social/ community impact sought: The Village supports the benefits that responsible low-impact tourism can bring to the area and the local community.

Stakeholders: Local community

Approach applied: Agritourism approach

Innovation applied: By organizing activities such as country walks, visits to places of interest or to local artisans' places of work, the Village brings visitors closer to local history and architecture, to the local nutrition, to the secrets of nature and makes them feel like more responsible travelers, tourists who respect and protect the cultural and historical aspects of the unspoiled traditional villages.

Social impact and business results achieved:

Financial situation / sustainability of the business model: The agritourist model promoted by the traditional village can bring many economic and non-economic benefits for farmers, visitors and the community. On the one hand, the visitors can enjoy recreation and leisure agricultural activities,

Key success factors: Quality of accommodation, sales of own and/or local agricultural products, excursions and guided tours.

Challenges and problems: Isolation from important tourist attractions, responding to market opportunities, seasonality, small scale character of the business.

Year when the enterprise was created: 2007

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

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