

***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: Euro Hotel Gradce



Source: <http://eurohotelgradche.com>

Country/region of operation: Kochani, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/initiative: Hotel Gradce is a mountain resort located on the northern sides of the Osogovo Mountain near the town of Kocani on the very shores of the artificial lake Gradce. The very location of the resort imposed the management of the hotel in the direction of alternative mountain tourism, with more recreational activities. Due to this, the management of the resort has directed its activities towards

investing resources in recreational activities, by arranging walking and hiking paths, water activities - kayaking, nature protection, cultural heritage protection.

Social/ community impact sought: environmental, employment of the local population,

Stakeholders: local community, local business sector, suppliers

Approach applied: wellbeing, high quality product and high service quality

Innovation applied: promotion on recreational activities, knowledge and expertise, corporate services, events organizing

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

Financial situation / sustainability of the business model: The need for recreation and staying in nature is constantly increasing, as well as people's awareness of a healthy lifestyle. Such a tourist offer in combination with a quality service, provides good tourist activity on the resort, profitability of the resort and its sustainability

Key success factors: quality service, knowledge, promotion and marketing

Challenges and problems: the distance from the main tourist routes, the ecosystem situation in the country, quality and permanent staff, the infrastructure

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://eurohotelgradche.com>;
<http://eurohotelgradche.com/#prettyPhoto>

This publication reflects the views only of the authors. The European Commission and the national Governments of the participating countries cannot be held responsible for any use which may be made of the information contained therein.