

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

Subsidy Contract No. BMP1/1.3/2616/2017

Page | 1

Company name: Farma Sotira

Country/region of operation: Korçë, Albania

Sustainability dimension: Environmental, Social

Description of the enterprise/imitative:

Positioned in the middle of the most beautiful forests in south Albania, Farma Sotira is designed to give you the relax you need for your vacations.

Social/ community impact sought:

Employment of persons from the Ersekë - Leskovik area

Approach applied:

The passion for beauty blended with the spirit of initiative, away from the inhabited centres and where the tranquillity prevails, brings benefits to everyone.

Innovation applied:

Innovations in the management of electricity, creation of trotting equipment in reservoirs, water filtration.

Social impact and business results achieved:

The Sotira farm is considered the most visited tourist spot on the Përmet - Erseke route. Local employment and community involvement. Help for other family activities in the community that meet the gastronomic offer of the farm.

Financial situation / sustainability of the business model:

The increasing attendance of tourists, the number of tourists, the variety of products and the quality of service has considerably influenced the business model's sustainability.

Key success factors: Collaboration, Community, Network, Alternative Resources.

Challenges and problems: The main problem is the amortization of the road in the Ersekë - Përmet itinerary, which leads to reduction of the visitors, especially during the winter months. Migration and emigration brings difficulties for the needed human resources.

Year when the enterprise was created: 2008

Contact person for more information:
info@farmasotira.com

References:

<http://www.farmasotira.com/https://>

http://www.youtube.com/watch?v=1AZzu4Tn5e4&feature=player_embedded

<https://www.youtube.com/watch?v=5IpTaXDzH7Y>

<https://www.facebook.com/Farma.Sotira.page/>