

**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: Hotel Bel Kamen



Source <http://hotelbelkamen.com.mk>

Country/region of operation: Radovis, FYRO Macedonia

Sustainability dimension: resource-saving facility management

Description of the enterprise/initiative: On the slope below the peak distance 45 000 M2, surrounded by rich dense beech and pine forest stretches and hotel complex WHITE STONE at an altitude of 1450m.

White Stone complex is ideal for a real vacation and recreation at any time of year, because it is in a region that abounds in natural beauty such as high cliffs, flora and fauna that can be found only in this area.

Plachkovitsa is medium-high mountain in the eastern part of FYRO Macedonia. The highest point is the top Lisec height 1 754 m. The mountain rises between the town Radovish and Strumica-Radovish valley to the south and Kocani valley north, in the northwest-southeast. Hotel Bel kamen is working during summer period.

Social/ community impact sought: Hotel Bel provides accommodation to visitors of the natural caves in the mountain Plachovica and makes impact on increasing the turnover of the local suppliers and enterprises.

Stakeholders: visitors on a budget

Approach applied: Recreation and sports of their guests are provided with sports fields for football, basketball, tennis and mini golf. There are also organized hiking and biking on marked trails.

Innovation applied: Product offer includes various visits to the mountain, sports and outdoor activities

Social impact and business results achieved: n/a

Financial situation / sustainability of the business model: Sustainability is bolstered through adjustment according to the visitors' demand, its offers quality for price. The challenge for the business is seasonal working since the hotel is working only during the summer, period of the year when there are visitors.

Key success factors: Terrific location, comfortable beds, low prices.

Challenges and problems: Seasonal working.

Year when the enterprise was created: 2013

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

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