

***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 Drim, Struga



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

Country/region of operation: Struga, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/initiative: Hotel Drim experience begins the moment of the arrival through the doors of the hotel. Reflecting its multi-colored and distinctive surroundings, the unique flavors of Struga are embedded in the walls of Hotel Drim, making the journey to this city more than simply a visit.

Social/ community impact sought: The protection of the local environment and landscape and the preservation of local traditions are the hotels' main goals.

Stakeholders: Local community, local suppliers, students

Approach applied: The resort has developed a sustainability policy (in social, economic and environmental terms) following green tourism practices.

Innovation applied: Eco tourism

Social impact and business results achieved: Suppliers who keep environmental friendly procedures

Financial situation / sustainability of the business model: Environmental policy in place

Key success factors: Best possible location, comfortable beds, low prices.

Challenges and problems: European Union fund for cross border cooperation

Year when the enterprise was created: 1996

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

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.