

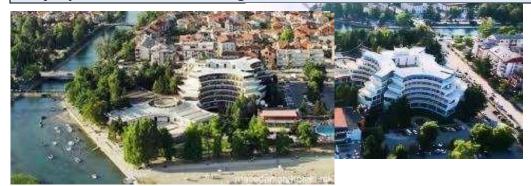
ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY SMES IN THE BALKAN-MEDITERRANEAN REGION

Subsidy Contract No. BMP1/1.3/2616/2017

Best-Practice Database

Sustainable Development Solutions for Hospitality SME





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

Country/region of operation: Struga, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/imitative: 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/

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