

**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 Istatov



Source: <http://www.hotelistatov.com/>

**Country/region of operation:** Dojran, FYRO Macedonia

**Sustainability dimension:** Sports tourism and hunting tourism

**Description of the enterprise/initiative:** The hotel is located at the entrance of New Dojran, with accommodation facilities, sports grounds, sports hall, gym equipped with

modern facilities that provide to customers vacation, relaxation, recreation, hunting and ambience.

**Social/ community impact sought:** environmental, protection of biodiversity, employment of the local population, local culture and heritage promotion, increased onboard payment

**Stakeholders:** Local businesses and suppliers, local population, local staff, guests, municipality

**Approach applied:** Hotel Istatov is providing conditions for year-round sports activity focusing on sports teams from FYRO Macedonia and abroad, the offer of the hotel is extended by opening a hunting ground for hunting tourism.

**Innovation applied:** innovative approach to sports tourism and hunting tourism

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

**Financial situation / sustainability of the business model:** The sport and hunting touristic model adopted by the hotel can help improving competitiveness and financial benefits, competitive advantage, legitimization, environmental responsibility.

**Key success factors:** quality service, quality of accommodation, promotion and marketing

**Challenges and problems:** lack of development in human resources, application of standards, finding and developing new markets, keeping quality

**Year when the enterprise was created:** n/a

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

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