

***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 Izgrev Struga



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

Country/region of operation: Struga, FYRO Macedonia

Sustainability dimension: resource-saving facility management

Description of the enterprise/imitative: Set on the Ohrid Lake's shore and offering outdoor and indoor pools, Hotel Izgrev Spa & Aquapark is in Struga. Free aqua park entrance is available, as well as free Wi-Fi access. Private parking is possible on site, also for free. All rooms are air-conditioned and come with a balcony and a flat-screen TV. Private bathrooms are fitted with a bath tub or with a shower and a hairdryer. It provides lake view from almost every room.

Social/ community impact sought: The resort offers an eco-friendly experience with emphasis on raising awareness in terms of protecting local biodiversity.

Stakeholders: Local businesses and suppliers, seminar instructors

Approach applied: The resort has developed an eco- sustainability policy

Innovation applied: Nature/Eco tourism

Social impact and business results achieved: Located near the natural and nonpolluted environment, with investments in

Financial situation / sustainability of the business model: The eco-touristic model adopted by the hotel can help improving competitiveness and financial benefits

Key success factors: Best possible location, climate

Challenges and problems: Usual challenges are the difficulty in accessing investment capital due to seasonality, lack of development in human resources, slow response to technological change and offering more competitive products on a global market

Year when the enterprise was created: 2013

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

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