

**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 Manastir, Berovo



Source Hotel Manastir Berovo

Country/region of operation: Berovo, FYRO Macedonia

Sustainability dimension: eco-tourism

Description of the enterprise/initiative: Hotel Manastir has a unique architecture when compared to other hotels in FYRO Macedonia. From outside it looks like a monastery and there is a real monastery from 18th century next door so you really get a special energy and the feeling of blissfulness and happiness. The hotel complex “Manastir” is located within the divine beauty of the Maleshevo mountains, nearby the monastery of

St. Archangel Michael, which was the inspiration for the hotel's specific architecture. The hotel complex "Manastir" comprises three hotel wings, SPA facilities, a seminar room, two summer terraces, "chardak", a tennis court, a volleyball court, children's theme park, and a monitored parking lot. The mountain surrounding, the lake, the marked cycling and tracking trails are the most suitable places for relaxing walks, for mountaineering and mountain-biking lovers, for the ones seeking adventure and challenges, but also for those keen on fishing and hunting, as well as flat water kayakers who can find here exactly what they have been looking for. In today's Hi-tech world, with this intensive, rapid and dynamic lifestyle we have, we all need to somehow restore our energy, and "Manastir" and eco-tourism are the right choice in that direction! They serve probably the best food in the country, all ecologically produced and prepared in a traditional way with traditional recipes. They have very warm approach with their guests and their aim is to make them feel like home. They also invested a lot in extra activities for their guests. They organize various outdoor activities such as historical sightseeing tours, preparing traditional meals in nature, mountaineering, biking and horse riding.

Social/ community impact sought: employment of the local population, purchase and use of local products, local culture and heritage promotion

Stakeholders: Travel agencies, tour guides, Hotels and apartments, local suppliers

Approach applied: The guiding thought in the story of the hotel complex "Manastir" is the idea of alternative tourism development. The town of Berovo and the Maleshevo Mountains are just a small region, but they represent a unique combination of almost untouched nature, cultural and historical heritage, ethnography, traditional music and handicrafts, elements skillfully packed and included in the offer of Manastir. What we provide for our guests is accommodation in an authentic building, traditional cuisine abounding with local specialties made with eco-products and organic origin products, adventure: mountaineering, mountain-biking, hunting and fishing, flat water kayaking, barbeque outings by the lake, a traditional meal on a sheepfold hut..., theme tourism – walks, sightseeing in areas of traditional, cultural and historical importance, team – building program activities. The approach applied satisfy the needs of the tourist and Highly respecting the history and tradition and aiming not to ruin the timeless beauty of the structure, we managed to make perfect harmony between the centennial and the newly designed, thus creating one whole, where you can relax and enjoy the unforgettable tastes of the gastronomic specialties and the authentic ethno-atmosphere.

Innovation applied: The hotel, through its activities and information, increases awareness on the Berovo ecological mountain environment, promoting the outdoor activities such as mountaineering, biking and horse riding.

Social impact and business results achieved: Economic benefits to the local population. Permanent product improvement and quality of the provided services makes the highest rated Macedonian hotel on booking.com

Key success factors: The key to the hotel's success, perceived by the manager, certainly is the strong focus on quality management and the emphasis on creating a quality experience for their customers. They built and tailored their services to the customers that they want to attract and up to now. Quality of accommodation, local agricultural products, location, traditional cuisine and resource-efficiency are factors that are perceived as important by its manager.

Year when the enterprise was created: In 2004

References (web-site, internet links, video, etc.):

<http://www.hotelmanastir.com.mk/en/>

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