

**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 Romantic Dojran



Source: <http://www.hotelromantik.com.mk/dojran/en/dojran.php>

Country/region of operation: Dojran, FYRO Macedonia

Sustainability dimension: Business meetings and seminars, events and weddings, summer vacation

Description of the enterprise/imitative: positioned with a view out towards Dojran Lake, Hotel Romantique is willing to keep the secret of the unforeseeable lake which binds many legends. One talks about the genesis of Dojran Lake because of impetuous euphoria girl named Dojrana that rushed out of excitement and forgot to close the spring when she heard that her beloved returned from war. Hotel Romantique with its own story worthily follows the history written with a pale ink that lacks storytellers.

Social/ community impact sought: employment of the local population, local culture and heritage promotion, increased on-board payment

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

Approach applied: Lake tourism.

Innovation applied: Hotel Romantique, is the synonym for impeccable service in hotel accommodation and catering. They are committed to meet needs of their more sophisticated guests.

Social impact and business results achieved: environmental, economic and social dimensions, employing local people,

Financial situation / sustainability of the business model: Sustainability is bolstered through adjustment according to the visitors' demand without any unnecessary extras.

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: 2011

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

<http://www.hotelromantik.com.mk/dojran/en/dojran.php>

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