

**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 Romantik Veles



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

Country/region of operation: Veles, FYRO Macedonia

Sustainability dimension: Business meetings and seminars, events and weddings

Description of the enterprise/imitative: Romantique Hotel has become famous over the years for seamless service in hotel accommodation, but also in the field of hospitality. The success of our development, resulted with 3-star Superior confidence owned by Hotel

Romantique. The experience that you get here are distinguished by the best of service and dedication to each of our guests.

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

Stakeholders: Local businesses and suppliers, seminar instructors, local staff, guests

Approach applied: The hotel has developed MICE tourism through conference rooms for business meetings and seminars, with an excellent level of service, equipment, conditions and flawless atmosphere.

Innovation applied: n/a

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

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: employee training and application of standards, finding and developing new markets, keeping quality

Year when the enterprise was created: 2004

References (web-site, intent links, video, etc.):
<http://www.hotelromantik.com.mk/veles.php>

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