

***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 Tutto



**Country/region of operation:** Mavrovo-Rostushe, FYRO Macedonia

**Sustainability dimension:** social, economic, environmental

**Description of the enterprise/initiative:** Hotel Tutto is situated in the small village Janche, around mountain Galicnik and 35 km away from Mavrovo. It offers free Wi-Fi and a 24-hour front desk. Free parking spaces are available on site and a bus station is 1 km away.

**Social/ community impact sought:** The guesthouse promotes ecotourism in the area. Along with other accommodation providers the guesthouse wants to encourage guests to enjoy the mountain.

**Stakeholders:** Guests

**Approach applied:** Eco-tourism approach

**Innovation applied:** The guesthouse has incorporated traditional styling as well as environmentally friendly features: solar water heating, rainwater harvesting, re-use of grey water, high insulation values and energy saving devices.

**Social impact and business results achieved:** environmental responsibility and enhancing image

**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:** m infrastructure and management, development of innovative activities, relations with relevant groups

**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:** 2007

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

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