

**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: Katlanovo spa



Source: <http://www.katlanovskaspa.com>

Country/region of operation: Skopje, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/imitative: Katlanovo Spa. Built upon the place where the healthy spa waters offered joys to the ancient Romans, Byzantines, Turkish nobilities, the Katlanovo spa is restored, modernized, and reborn into a new trendy spa center offering a full renaissance to you. Katlanovo Spa belongs to the highest rank of daily spa centers with its high-tech equipment and highly sophisticated cosmetics, top massage, face and

body treatments, all medically approved and done under the supervision of medical experts.

Social/ community impact sought: employment of local people, wellbeing promotion, promoting a healthy lifestyle

Stakeholders: local community, local business sector, suppliers

Approach applied: utilization of natural resources, need for rest, relaxation and spa treatment, good location, modern trends in wellness

Innovation applied: investing in modern equipment and human resources

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

Financial situation / sustainability of the business model: the business model is based on the need for a short break and relaxation, which is offered by a high-quality center of service and professional staff, constantly updated with the latest trends in the spa industry

Key success factors: investments in equipment and techniques, educated professional staff

Challenges and problems: poor development of the region, poor infrastructure, incomplete tourist offer of the region

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <http://www.katlanovskaspa.com>
<https://www.youtube.com/watch?v=70BnN7-Ri-w>

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