

***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE HOSPITALITY
SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

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Company name: Lošinj Hotels & Villas restaurants



Source: <https://www.losinj-hotels.com/>

Country/region of operation: Lošinj, Croatia

Sustainability dimension: social, environmental

Description of the enterprise/initiative: Lošinj is an island of vitality without compromise. For this reason, the management decided to follow tradition, turn back on industrially produced food, and remain faithful to the mission to create a refuge of natural life that will invigorate and energise every customer with its clean nature and beauty. In the kitchens, they use organic, local, natural produce grown with the help of the sun and rain, and with the caring touch of a human hand, and no chemical additions whatsoever. The suppliers are local farmers, fishermen and apiculturists whose produce reveals the purity, beauty, scents, and intoxicating aromas of the island.

Social/ community impact sought: Lošinj Hotels & Villas restaurants sought to provide opportunity for tasting organic, natural and local produce grown on the islands and in other parts of Croatia as at the same time to promote

Stakeholders: visitors of the island, people who want to eat clean healthy food

Approach applied: seasonality and local-suppliers approach, empowering community

Innovation applied: use of only natural, local, indigenous products and promoting the traditional dishes of the region as preparing them with a modern gourmet touch

Social impact and business results achieved: Not only that the customers can enjoy the natural taste of the food but also the family farms from the regions of Međimurje, Slavonia, Lika, Baranja, Istria and Dalmatia are favoured and can continue their centuries-long tradition of growing high-quality food with a strong, healthy and fascinating taste in their fertile soil. This type of small farms are important for preserving traditions and securing jobs for local people, and also helps strengthen family relationships, since family members work together to ensure high-quality produce for their customers.

Financial situation / sustainability of the business model: The sustainability of the business model is ensured by the use of local and environmentally-clean products and foods as by selecting small producers, the regional sustainable development is supported as well as the social responsibility and natural resources. The securing of the local people's jobs empowers the communities. In addition the business model plays important role in the nature's preservation, the indigenous varieties and species of the region.

Key success factors: organic, natural, high-quality and carefully prepared food

Challenges and problems: regulation regarding the use of home-grown products in restaurant

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.): <https://www.losinj-hotels.com/>