

***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: Macedonian Village



Source: <http://www.macedonianvillage.com/en/>

Country/region of operation: Skopje, FYRO Macedonia

Sustainability dimension: resource-saving facility management

Description of the enterprise/imitative: The “Macedonian Village Resort” comprises a total of 49 rooms, located in 12 different houses, built according to authentic Macedonian architectural tradition of 19th and 20th century. The design of the houses is inspired by different geographical areas of FYRO Macedonia, including: Bitola House, Prilep House, Veles House, Struga House, Galichnik House, Reka Region House, Skopska Crna Gora House, Kratovo House, Berovo House, Delchevo House, Kumanovo House and Tetovo House. The Resort is built exclusively out of wood and natural stone, and the rooms are decorated with ethno selected stylish details and natural materials.

Social/ community impact sought: In the spirit of old times, the “Macedonian Village Resort” offers a special opportunity to be a part of a unique experience and meet the traditional Macedonian crafts. In addition to the ethnic ambience, the resort includes silversmith workshop, pottery workshop and a weaving mill, the most characteristic crafts in our country.

Stakeholders: social/economic/environmental

Approach applied: Ethno-touristic approach

Innovation applied: Silversmith workshop offers a unique experience and opportunity to see many traditional items and ornaments made of silver. “These items are available for sale and are a perfect gift for your loved ones” is stated by the manager.

Social impact and business results achieved: Greater interest of the local population for ethno tourism

Financial situation / sustainability of the business model: self-sustaining business

Key success factors: Best possible location near the capital.

Challenges and problems: Bed infrastructure

Year when the enterprise was created: 2016

References (web-site, intent links, video, etc.): <http://macedonianvillage/en/>

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