

**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: Old Bazaar Hotel



Country/region of operation: Gjirokaštër, Albania

Sustainability dimension: Hospitality, Environmental, Cultural

Description of the enterprise/imitative: A traditional house of 18th century - a luxury and splendour in the heart of historic Gjirokastra. Gjirokastra (in UNESCO) is an ansamble of values. The castle, its cobbled stoned streets, churches, mosques, its people and the legends are a really important part of these values. But "Xheneti" house is a distinctive virtue of this ansamble. Situated in the centre of the historic part of the town, the house is at the end of the ottoman market on the west side. It's the "entrance" to "Palorto" neighbourhood, it possesses the view of "Varrosh" neighbourhood and it's absolutely the most important monument of "Teqe" neighbourhood. In UNESCO's file the building is considered the most special element of Gjirokaster. The characteristical building stands out for its monumentality, its defensive and ceremonial character. The authors who have been working in this building notice its structure made of engraved stone and wood, but also its strategic position and the mass-usage of solar power.

Social/ community impact sought: Old Bazaar Hotel aims at highlighting the cultural and natural assets of Gjirokastra, namely its natural beauty, unique architecture and cultural heritage, the variety of entertainment options, the modern infrastructure and traditional hospitality in the city of Unesco.

Stakeholders: Guests

Approach applied: The hotel has developed sustainability programs and initiatives under green tourism practices.

Innovation applied: Lighting, computers, and equipment in all areas are turned off when not in use; Make a Green Choice - Guests have the option to reuse or decline housekeeping service to assist our water conservation efforts. Local food products are offered and local artisan products are offered.

Social impact and business results achieved: Part of the various tours that show the architecture and culture of the traditional houses of Gjirokastra. Collaboration in various social activities in order to increase the image of the stone city.

Financial situation / sustainability of the business model: Everything within the hotel speaks of a sustainable tourism on which the hotel's continuity is based. The fanatical preservation of tradition in every element of the hotel's spaces, from reception, the bar, rooms, furniture, blankets and curtains, has required the continuous contact of the artisans of the area. The uniqueness of the spaces, the favourable location and the service have provided the financial sustainability from the moment of its creation.

Key success factors: Keeping the tradition in every aspect of the hotel's work and personalized service for the customers

Challenges and problems: Maintaining all the traditional elements creates management problems, which other hotels have eliminated.

Year when the enterprise was created: 2016

References: <http://www.oldbazaar.al/>
<https://www.facebook.com/OLD-Bazaar-Gjirokast%C3%ABr-276721616090044/>