

***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: Popova Kula



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

Country/region of operation: Demir Kapija, FYRO Macedonia

Sustainability dimension: social, economic, environmental

Description of the enterprise/imitative: The Popova Kula Winery and vineyards are located on the south slopes of the Grand Hill (Veliko Brdo) west of the lovely town of Demir Kapija and close to the highway E-75

Social/ community impact sought: The Popova Kula Winery supports the principals of agritourism through education and recreation and delivers that to small groups of visitors.

Stakeholders: Guests

Approach applied: Agritourism approach

Innovation applied: The Popova Kula Winery is offering daily tours and presentations to "acquaint visitors with the winery and the wine".

Social impact and business results achieved: Popova Cula is focused on value added product. It developed its own wine brand. With modern restaurant and professional services, it is important stopping on the Wine tourism map.

Financial situation / sustainability of the business model: The agritourist model promoted by the club can bring many economic and non-economic benefits for farmers, visitors and the community. On the one hand, the visitors can enjoy recreation and leisure agricultural activities, while, on the other hand, the entrepreneurs have the opportunity to increase their income and quality of life, maximize the productivity of farm resources through their recreational use and diversify their business by providing touristic services.

Key success factors: Quality of accommodation, sales of own and/or local agricultural products, excursions and guided tours,

Challenges and problems: Balancing between the primary agricultural production activities and the agritourist activities -as sources of income-, isolation from important tourist attractions.

Year when the enterprise was created: 2004

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

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