

**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: Restaurant Sv. Sofia, Ohrid



Source <https://www.facebook.com/Restoran-Sveta-Sofija>

Country/region of operation: Ohrid, FYRO Macedonia

Sustainability dimension: Social and environmental

Description of the enterprise/imitative: It is traditional restaurant located in a front of very famous church St Sofia in Ohrid. Its location and high-quality service makes it a business model that is competitive advantageous. This upmarket restaurant opposite the Sveta Sofia Cathedral couldn't have a better location, and in the warmer months you can dine al fresco across the road on a little terrace. Local trout, eel and 'monastery cheese' (cheese with garlic and bukovec pepper) all feature on the traditional menu. The restaurant menu offers a list of more than 100 Macedonian wines.

Project co-funded by the European Union and National Funds of the participating countries.

Social/ community impact sought: Preservation of local traditions, recipes and hospitality are restaurant's main goal.

Stakeholders: Travel agencies, tour guides, hotels, transports operators, food and beverages suppliers

Approach applied: Experiential tourism

Innovation applied: Continuous service quality improvement

Social impact and business results achieved: Preservation of local traditions, recipes and hospitality resulted in sustainable growth over years.

Financial situation / sustainability of the business model: Using the opportunity to be located on this very famous culture heritage and quality services resulted in sustainable growth.

Key success factors: Unique location, Permanent improving of quest satisfaction, traditional foods

Challenges and problems: Competitions

Year when the enterprise was created: In 2004

References (web-site, intent links, video, etc.):<https://www.facebook.com/RestoranSveta-Sofija>

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