

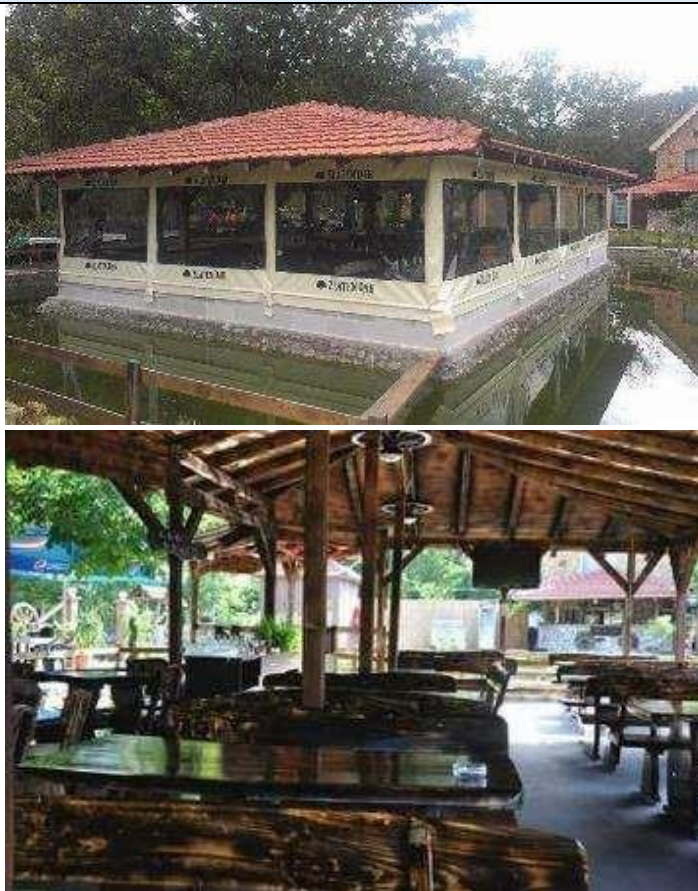
***ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION***

Subsidy Contract No. BMP1/1.3/2616/2017

Best-Practice Database

Sustainable Development Solutions for Hospitality SME

Company name: Ribnik Omorani



Country/region of operation: Demir Hisar, FYRO Macedonia

Sustainability dimension: economic/environmental

Description of the enterprise/initiative: In the region of the Azot area in the middle part of FYRO Macedonia, is located Ribnik Omorani, the restaurant is located on the banks of the Babuna River which is one of the cleanest rivers in FYRO Macedonia. It is

surrounded by hills, greenery, fresh air and water bubbles which makes it ideal place for friendship and isolation from the city environment. The capacity of the guests is 200 seats

in the summer, 100 seats in the winter period. Ribnik Omorani is fish farming and growing fish in fish ponds. All the fish provided in the restaurant is their own and fresh.

Social/ community impact: Ribnik Omorani is a place for one-day visit.

Stakeholders: Local communities

Approach applied: Nature/ eco-tourism, Rural tourism

Innovation applied: Ribnik Omorani is fish farming and growing fish in fish ponds. All the fish provided in the restaurant is their own and fresh. Fish restaurant Omorani has been active since 2014. Every day and especially during the summer, on weekends and holidays, guests from all over the country are welcomed with warm hospitality. Beside their fresh farmed fish, they offer more species of fish carp, trout, catfish and shark. In addition to fish in Ribnik, Omroni restaurant serves other traditional specialties.

Sustainability of the business model: Placed in a natural and un-polluted environment, the fishing farm and the restaurant, as a product mix has a potential of sustainable development.

Key success factors:

Growing and serving the fish in the restaurant placed in a rural area, near the river in green environment are among main reasons to visit the place.

Challenges and problems: Local road infrastructure

Year when the enterprise was created: 2008

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