

**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: Tradita Geg & Tosk Hotel



Country/region of operation: Shkodër, Albania

Sustainability dimension: Environmental, social, cultural.

Description of the enterprise/imitative: Located in Shkodër, one of the oldest and most historic places in Albania, Hotel Tradita is a traditionally decorated boutique hotel. It is an old traditional house dating 1694, a nice traditional place, surrounded by an ethnography which successfully transformed into a restaurant and hotel by Mr. Gjon Dukgilaj. Built up with typical elements such as stones and wood, the interior is furnished, decorated with the old authentic objects and traditional costumes. Seasonally the museum is opened and clients can take information about Albanian tradition and enjoy the Albanian culture atmosphere.

Geg & Tosk is the pinnacle of Albanian traditional experience. With an authentic restaurant, bar, unmatched service, superior hotel amenities, an exclusive collection of Albanian artefacts, and a stunning hillside panoramic view, Geg & Tosk has no equal.

It features a locally famous restaurant and bar with a spacious terrace that serves homemade delicacies. The building is also an ethnographic and photo museum and features souvenir shops with traditional Albanian products.

Approach applied: All rooms are fitted with traditional furniture and feature original Albanian decorations. The on-site restaurant serves a variety of local specialties, a spacious terrace and a barbecue. It also features a bar with live music several days a week. During the summer, breakfast is served in the garden, while in wintertime guests can dine next to the fireplace.

Innovation applied:

Guests can rent bikes on site, while the owners are happy or organise sightseeing tours and excursions or advise the guests on famous sites and historic places worth visiting. Guests can enjoy hiking in the nearby Albanian Alps and the owners will prepare a packed lunch.

Social impact and business results achieved:

It offers traditional cuisine using local products and promotes all local activities, tours and traditional businesses in the city and the region of Shkodra helping so the local community.

Key success factors:

Competitive prices, hospitality, the coordination of hotel services with cultural activities and local tours.

Year when the enterprise was created:2004

References: <http://www.hoteltradita.com/>
<https://www.facebook.com/TraditaGT/>

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