

**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: Vila Dihovo



Source: <http://villadihovo.com/>

Country/region of operation: Bitola, FYRO Macedonia

Sustainability dimension: social/economic/environmental

Description of the enterprise/initiative: Located in Dihovo, a relaxing village in the foothills of Mt Pelister, Villa Dihovo is a friendly, family-run guesthouse serving homemade traditional food and drink and offering plenty of outdoor activities for those wishing to explore the forested mountains, lakes and river immediately accessible from the village. The guest house is complemented by a large enclosed grassland and vegetable

gardens. The villa is a restored traditional house, built in 1928, in the typical Macedonian stone-and-wood style. The three guest rooms are all built of natural wood, with traditional

carpets and décor. Villa Dihovo offers a variety of home-cooked Macedonian specialties, made with fruits and vegetables grown on its own private garden. Domestic brandy and wine in wooden barrels is part of their offering.

Social/ community impact sought: promotion of local culture, purchase of local products, and protection of the environment

Stakeholders: local community, local business sector, suppliers

Approach applied: rural development, Traditional culture and way of living

Innovation applied: On-line and mobile booking available

Social impact and business results achieved: economic, environmental and social dimensions,

Financial situation / sustainability of the business model: Locally produced food and beverages, served in a traditional way and ambient provides efficient use of resources.

Key success factors: quality service and customer care

Challenges and problems: marketing and promotion

Year when the enterprise was created: n/a

References (web-site, intent links, video, etc.):

<http://villadihovo.com/>

https://www.youtube.com/watch?time_continue=1&v=uyTwM0hmVIA

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