

"THE OLD HOUSE" DOO- PODGORICA

"The Old House" is a leading company in tourism and agriculture activities on Kuči mountains. It inherits and promotes the traditional values in its business approach, basing its image on the postulates of cultural and economic heritage of the region. The main field of company's business interests are sustainable agriculture and tourism. Connecting the national cuisine, accommodation facilities in traditional style and agricultural products acquired in situ, the company build its reputation through a recognizable offer that resembles on the local history and promotes local products. It is being done through the traditionally build, yet contemporary equipped resort (lodges, restaurant, ski resort for kids, playgrounds etc) at the Kučka Korita (30 km away from Podgorica), national cuisine restaurant in Podgorica and farm at the Donje Stravče, on the foothills of Žijevo mountain. The original idea, to have the domestic, autochthonous agricultural products for the tourism facilities, got successfully realised.

In that manner, there are several on-going projects started in the field of valorisation of local potentials and resources for further use in both tourism and market activities. They are concerned of organic agricultural production, creation of new products and improvement of present marketing lines. There have been huge, carefully planned and successfully realized investments made in farm, resort and restaurant infrastructure, with goal to create a base for future development in mentioned areas.

Favourable geographical position, strong connection with local community and sound economical strategy, allowed the current company's position. On the other side, realisation that its progress strongly depends on the progress of the area in whole, makes it also a dominant promoter of sustainable activities in mentioned fields on the mountain, widening the circle of cooperatives among the local population.