



Ali Demir, Kar Tanesi Boutique Hotel,
WHERE- Uludağ, Bursa, Türkiye

Business in Numbers

Year established: 2017
Number of businesses: 1
Employees: 18 (high season)
Energy as a % of costs: 18 %
Local Sourcing Ratio: 55%
Digital Channel Presence : Website,
Instagram, Online travel platforms

Ali's Story (edit)

Ali, who grew up at the foot of Uludağ, spent his childhood watching tourists skiing in winter and small groups coming for nature walks in summer. After graduating with a degree in business administration, he worked in various hotels for years; eventually, he decided to open a small boutique hotel with his family, who believed in Uludağ's potential for both winter and year-round tourism!

How is sustainability visible in daily operations?

Kar Tanesi Boutique Hotel also implements simple but disciplined procedures to monitor water and energy usage in its daily operations. The housekeeping team operates according to standards that limit the amount of water and cleaning chemicals used per room; low-energy bulbs and motion sensors are used for lighting, and temperature control is implemented in common areas during specific hours.

How is food waste monitored or reduced?

Food waste at the hotel is monitored daily by the head chef using a 'prepared-served-left over' table. Plated service is often preferred over a buffet, with portions planned in advance; however, any suitable leftovers are creatively repurposed in the kitchen, provided they comply with food safety regulations.

What is the role of local sourcing?

Cheese, olives, jam, honey, and some fruits and vegetables are purchased directly from small producers in the province of Bursa.

This reduces the carbon footprint in the supply chain and supports the income of local farmers.

How does community involvement support sustainability?

The hotel not only features local products on its menu but also organises 'local produce days' and small tasting events in collaboration with local cooperatives and producers, enabling guests to meet villagers directly and ensuring tourism revenues are distributed fairly. Through activities such as occasional environmental clean-up walks and nature education sessions, it contributes to fostering a shared awareness of protecting Uludağ's natural environment.

How is digital used to grow and promote the business?

The hotel generates a significant portion of its occupancy during peak season through online travel platforms; Instagram has become the main showcase, especially for younger guests. Visual posts highlighting winter sports, fireside experiences, and local breakfast tables increase brand awareness and direct bookings.

How is social media shaping customer relationships? Use of AI?

Ali does not yet use a comprehensive artificial intelligence system; however, it summarises reviews from online travel platforms using simple text analysis tools to identify the most common themes and complaints. He also utilises AI-based assistant tools to generate visual and text ideas when drafting social media content.

What tools support energy or waste tracking?

Guest reviews, particularly those on Instagram and online booking platforms, are actively used to improve service standards and design new products. For example, as guests requested more vegetarian/vegan options at breakfast, new recipes prepared with local vegetables were added to the menu.

What data is informing key decisions?

Management tracks indicators such as monthly occupancy rates, average room price, energy consumption per guest, and food costs. This data is used to rearrange the menu plan, purchase quantities, and energy usage routines according to the season and occupancy.

What are the challenges of going digital in a rural setting?

Internet and power outages during the winter months can disrupt planned digital processes; therefore, the hotel must always have an 'offline backup plan' for critical processes such as reservations and billing. In addition, the geographical conditions of the region can cause delays in technical service and infrastructure support.



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olsun istiyoruz.



Describe your leadership style? What principles guide your daily decisions?

Ali describes himself as a 'participatory and open-minded' leader. He holds regular feedback meetings with department heads; he encourages employees to bring new ideas and allows small experiments. Especially in sustainability practices, he adopts the 'let's try whoever comes up with the best idea' approach.

An example of how you have led through adversity? What lessons did you take from crises like recession or flooding?

During the pandemic, Ali tried to retain his employees with short-term working models rather than closing the hotel completely, and used this time to strengthen digital channels, revamp the website, and update hygiene protocols. In recent years, with the delay in snowfall, he has focused on spreading the hotel's revenue throughout the year by developing trekking and nature-based packages for periods outside the winter season.

How is purpose embedded in branding and storytelling? How do your values show up in your business identity?

Kar Tanesi positions itself as 'a mountain lodge experience in Uludağ that is in harmony with nature, authentic and with a local touch'. Its website and social media content describe not only the rooms, but also forest walks, meetings with local producers and sustainable living tips. In this way, it offers guests not just accommodation, but the promise of a meaningful experience.

How is sustainability communicated to customers?

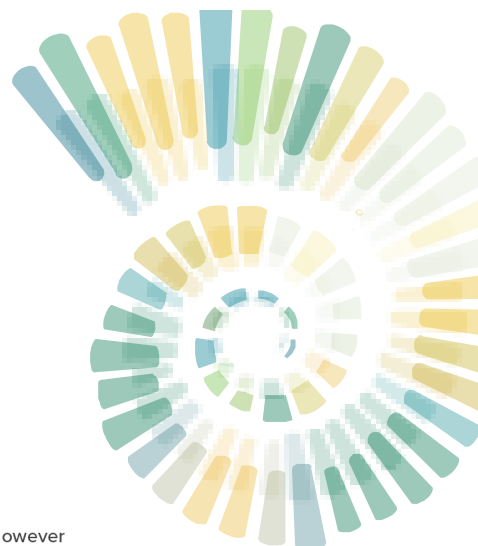
During check-in, the reception briefly informs guests about the hotel's sustainability practices. Social media posts occasionally go behind the scenes, telling stories about how the kitchen reduces waste or how it works with local producers.

What's next for your brand or sustainability goals? Are there plans for new services, certifications, or partnerships?

Ali's priority plans include investing in solar panels for the roof and developing 'green experience packages' (e.g., nature walk + local breakfast + workshop) specifically for seasons other than winter sports.

How will you connect with the next generation of customers? → What channels, messaging, or experiences will matter most?

The hotel focuses on 'storytelling' through Instagram Reels and short video formats: rooms with snowy views, hot drinks by the fireplace, nature walk routes, and local breakfast moments are shared in short, intimate videos. The message centres on offering **'not just accommodation, but a more sustainable Uludağ experience.'**



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