

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel Zara



Source: <http://zarabansko.com/bg/za-komleksa/galeria>

Country/region of operation: Bansko, Bulgaria

Sustainability dimension: social, environmental, economic

Description of the enterprise/initiative: Hotel Zara is a 4 star hotel, located in the ski capital of the Balkans – Bansko, beneath the snowy Todorka Peak – one of the most romantic and beautiful places in Bulgaria.

Hotel Zara offers luxury accommodation, modern and spacious Wellness center, children playground, restaurant and lobby bar as well as ski wardrobe.

For holding various events, Hotel Zara offers a fully equipped conference room with daylight. In addition, the hotel offers horse riding, bike renting, hiking, excursions and more.

Social/ community impact sought: A place combining the opportunities for business meetings, ski, relax and wellness procedures, as at the same time providing day-care services for children.

Stakeholders: people with diverse interests

Approach applied: provision of numerous/diverse opportunities/services

Innovation applied: In specially prepared and fully equipped playground and game room children can romp freely throughout the entire day. Games and activities are extremely safe and are suitable for the most little ones. The children can spend the day in fresh air and games in the wonderful scenery of the Pirin Mountain. Highly skilled animators at the hotel can take care of them throughout the whole day.

Social impact and business results achieved: People with diverse needs and demands visit the hotel due to the abundance of services offered.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the multiple options offered for the tourists, as well as by the green policy of the hotel including measures for water usage reduction, electricity saving and absence of all-inclusive options for accommodation.

Key success factors: multiple opportunities, green policy

Challenges and problems: The competition in the resort is very high and the level of services provided have to be maintained at highest level possible.

Year when the enterprise was created:2017

References (web-site, intent links, video, etc.): <http://zarabansko.com/bg/>