

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

Subsidy Contract No. BMP1/1.3/2616/2017

Company name: Hotel Bellevue



Source: <https://www.booking.com>

Country/region of operation: Mali Lošinj, Croatia

Sustainability dimension: environmental, social, economic

Description of the enterprise/initiative: The Bellevue is situated on the seafront on the edge of quiet, tree-lined Čikat Bay. It was first opened in 1967 but has since been completely refurbished, redesigned and rebranded. Renovated in 2014, Hotel Bellevue features a brand new Spa Clinic, 2 restaurants, a lounge bar and 2 swimming pools. Spacious public spaces are light-filled thanks to high ceilings and floor-to-ceiling windows and a large glass-walled central atrium planted with orange and lemon trees. The Italian designer furniture sets a contemporary tone, and there are plenty of cosy indoor and outdoor seating areas, both in the leafy atrium and on the sea- and pool-facing terrace. A wide stone staircase descends from the main building, connecting it to the tree-lined seaside promenade and beach. Since the entire island is known for its healing climate, Hotel Bellevue offers a Spa Clinic with a range of cosmetic, holistic and medical treatments conducted under the supervision of experts. The indoor and outdoor pools are filled with seawater – filtered and chlorinated of course – because of its beneficial properties. Included in the sprawling spa area are Finnish and 'Bio Soft' saunas, a steam room, cold plunge pool, a relaxation area with waterbeds and heated stone beds, a well-equipped fitness centre, and a beauty section dedicated to expert massage and beauty treatments. Access to the beach is for guests only.

Social/ community impact sought: Opportunity for luxury accommodation, entertainment and healing procedures as at the same time implementing measures to environmental preservation

Stakeholders: The hotel is mostly geared towards couples but families are also welcome.

Approach applied: technological

Innovation applied: The water in the hotel comes from the sea as it is purified, filtered, chlorinated and used in the showers/toilets, etc., and after that purified and utilized in the gardens.

Another innovative approach is that the hotel offers a private jet service in a six-seater plane linking all major Croatian and European cities to Lošinj airport.

Social impact and business results achieved: The property is rated for the best value in Mali Lošinj as guests share that they are getting more for their money when compared to other properties in this city.

Financial situation / sustainability of the business model: The sustainability of the business is ensured by the environment preservation measures such as water purification, as well as by the utilization of the resources and combining the opportunities for different kinds of tourism – the place is suitable for young couples, friend groups, families with young children, people looking for rehabilitation and health spa services, business meetings /Mundus Congress Centre can host gatherings of up to 300 persons/ etc.

The hotel is awarded with "green certificate" superior category by the Association of Employers in Croatian Hospitality (UPUHH)

Key success factors: location, abundance of opportunities, utilization of resources

Challenges and problems: the high prices lower the accessibility

Year when the enterprise was created: 1967/2014

References (web-site, intent links, video, etc.): <https://www.booking.com>