

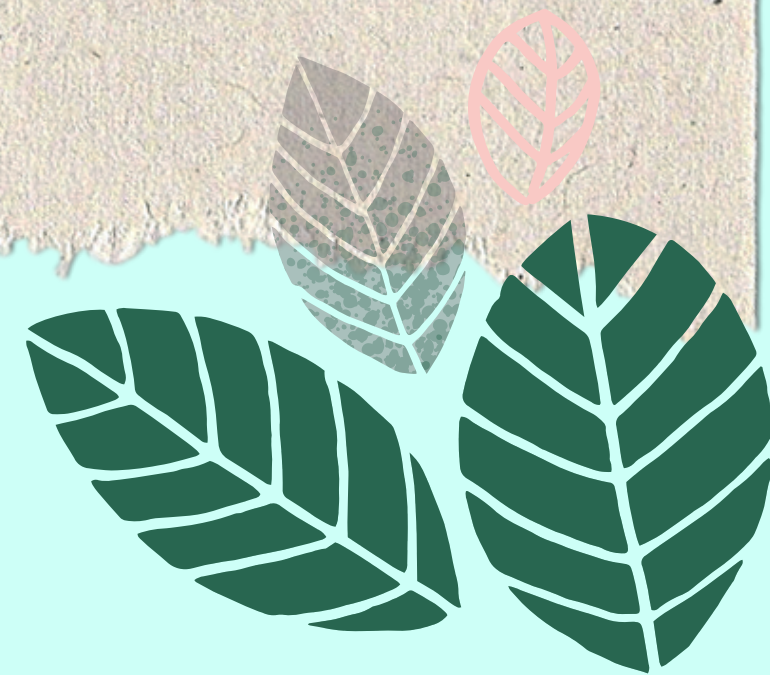
Sustainability, natural and cultural heritage of Croatia

Summary of the interview with the accommodation manager of Bluesun hotels

Vinko Martinić is a director of accommodation at the Bluesun Hotels (Elaphusa, Borak and Bonaca) and resorts located in Bol, island of Brač in Croatia.

He has been at the head of the hotel for already 10 years and has gained excellent leadership skills and advanced understanding of financial operating procedures.

His primary task is to ensure that everything goes without any problems because each customer has their special needs which they need to fulfill. The most important thing is to make the guests feel safe. During the pandemic they brought hygiene to a really high level and adapted well to the situation. They have a lot of water sports available and they are always online to check reviews. Their most effective way of promoting the hotels is social media and OTA (online tourist agency). His hotel was a wellness hotel of the year in Croatia in 2018 and that is why it stands out from the others. For three years in a row, they were in the top three wellness hotels in the country.



A lot of hotels nowadays are developing the concept of sustainable tourism. Bluesun has to be sustainable not only because of the environment, but because of energy consumption. They cooperate with local producers, especially here on the island. They unfortunately don't hire many people from this island because not many young people return here after finishing education. They take inspiration from other hotels, and other hotels take inspiration from them. Entire Valamar hotel chain is really putting a lot of effort in sustainability and Bluesun hotels are also on the top of the list concerning it. Everything you offer your customers, you need to provide. He is personally satisfied with the whole situation in the hotel, but there is always place for improvement.



What have we learned this week?

The cultural heritage of Brač is very rich. While we were here we've seen a lot of ruins, fortresses and monasteries which are centuries old and make the history of this country (four fortresses in Šibenik, Dragon's cave and monastery in Murvica). We've learned a lot about heritage and monuments of Bol and Brač, traditional food such as lamb and vitalac, about the traditional way of acapella singing- klapa singing and many more.



In Croatia, especially on the island of Brač, we saw that people really care about sustainable tourism and you can see it by the way they take care of important sites like Zlatni rat beach or Dragon's cave and the passion in their voice when they talk about this island. What we learned is that you can valorise the place where you live without necessarily going against nature but doing it while helping it. This is amazing for the next generations!



Thank you for your attention!

Co-funded by the
Erasmus+ Programme
of the European Union

