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**CULTURAL HERITAGE AND CULTURAL TOURISM
IN LJUBLJANA: HOTEL BELLEVUE**

II. LEVEL MASTER'S THESIS

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“I hear and I forget, I see and I remember, I experience and I understand”
(Confucius' tomb in Beijing, China)

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1. INTRODUCTION

Nowadays citizens of Ljubljana, capital of Slovenia are noticing that our city lost quite a big number of heritage mostly architectural one. We can ask our self *why?* *Who* is deciding what is going to be demolished, than a word or two must be said about a profession (composed by art historians, architects, Conservational Institute, Department of Art History in Faculty of Arts, Inspectorate,...). And the last question must be putted inside of society. For *whom* we need to preserve those “old” buildings?

Inside of this introduction I would like to speak about common role of conservation and its common problems not only in Slovenia but all around developed world, mainly in Europe.

In the field of cultural heritage conservation, values are crucial for deciding *what* to conserve – what material goods will represent us and our past to future generations – as well as to determining *how* to conserve. Values are a determining factor in the practices and future prospects of the conservation field. We all must take into consideration that conservation shapes the society in which it is situated, and in turn, it is shaped by the needs and dynamics of that society¹. Broader definition refers more widely to conservation as a complex, diverse and even divergent social practice.

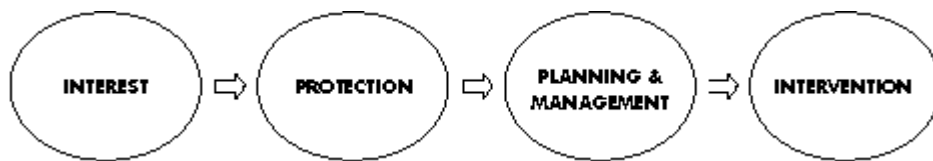
At an initial stage of a process it stands an object as a beginning of a heritage creation or production. The next step entails protection of the “product” through, for example, designation as a historic site which often involves individuals or groups within this step who evaluate the significance of the product. For the last but not least are those who own or have responsibility for the product (site managers, property owners, etc.) are charged with its overall management. This often leads to a program or intervention or treatment to conserve the fabric of the object, involving conservations, architects, scientists, etc.). And it may also include debate with communities and other stakeholders, or decisions made by politicians and investors.

¹ *Values and Heritage Conservation*, Research Report, ed. Avrami E., Randall R., de la Torre M., The Getty Conservation Institute, Los Angeles, 2000, p. 3.

As this diagram (Fig. 1)² suggests that conservation policy and practice involves a separate sphere of professionals and players, often with a little interplay. Intervention has become its own, very distinct sphere, focusing mostly on the physical aspects of heritage.

Figure 1

Source: Values and Heritage Conservation, Research Report, ed. Erica Avrami, Randall Mason, Marta de la Torre, The Getty Conservation Institute, Los Angeles, 2000



In a conservation field it is also important to observe heritage objects and sites from the contexts (the values people draw from them) in which society embeds them.

As suggests Figure 2³, the potential future of conservation policy and practice lies in different aspects of conservation practice, social contexts, and stakeholders are integrated, connected, and coherent.

There is constant challenged work through a conservational process.

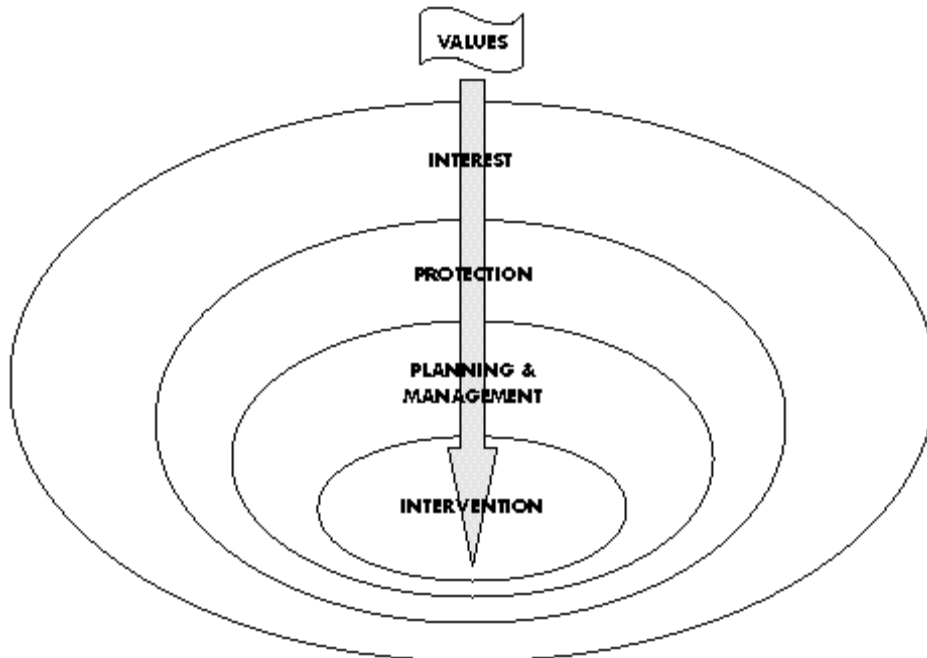
- *Physical condition:* Behavior of materials and structural systems, deterioration causes and mechanisms, possible interventions, long-term efficacy of treatments, etc.
- *Management context:* Availability and use of resources, including funds, trained personnel, and technology; political and legislative mandates and conditions; land use issues, etc.
- *Cultural significance and social values:* Why an object or place is meaningful, to whom, for whom it is conserved, the impact of interventions on how it is understood or perceived, etc.

² Ibid., p. 4

³ Ibid., p.5

Figure 2

Source: Values and Heritage Conservation, Research Report, ed. Erica Avrami, Randall Mason, Marta de la Torre, The Getty Conservation Institute, Los Angeles, 2000



Traditionally conservation practice is mostly focused on the physical condition. But decisions about treatments and interventions are not based only on considerations of physical decay. Within the conservation field need to be understand all complexities of resource management likewise values inside social context and economic one.

Values give some things significance over others and thereby transform some objects and places into “heritage”. The ultimate aim of conservation is to maintain (and shape) values embodied by the heritage. To achieve that aim that the heritage is meaningful to those whom it is intended to benefit (future generations), it is necessary to examine *why* and *how* heritage is valued, and by *whom*.

Cultural significance is the term used to include multiple values ascribed to objects, building, or landscapes. Several writings and policies of the Burra Charter ordered values in categories, such as aesthetic, spiritual, social, historical, symbolic, authenticity value, economic, and so on.⁴ This process of valuing begins even before the object becomes a "heritage". The stories invested in objects, buildings, and landscapes, constitute a currency in which the valorizing of cultural heritage is

⁴ Throsby D.: *Economics and Culture*, Cambridge University Press, 2001, pp. 19 - 43.

transacted. The distinction between valuing (appreciating existing value) and valorizing (giving added value) speaks to interventionist how to identify something as heritage with a new meaning and value.

Heritage, as it was spoken before, is valued in a variety of ways, driven by different motivations and this lead to different approaches to preserving heritage. And this has also been identified within registers of cultural heritage and necessarily in legislation. Values then inform policy decisions and to add complexity, economic values might show within projects if they are worth investing in and if they are financially sustainable.

In next chapters and in central case study, a hotel Bellevue, there will be presented some deficiency inside of legislation frame, deficiency inside of actual conservation practice (inside both area values don't play any role) and an implementation of several spheres of society and stakeholders into conservation project of Bellevue.

2. CULTURAL HERITAGE AND PROTECTION DOCUMENTS

2.1. FUNDAMENTAL INTERNATIONAL PROTECTION DOCUMENTS

About contemporary cultural heritage protection we can speak from 70s of 20th century on. Within this period a beginning of use of term cultural heritage next to the cultural monument in international and political frame became important.

This is embodied in an international treaty called the *Convention concerning the Protection of the World Cultural and Natural Heritage*, adopted by UNESCO in 1972.

Its main emphasis is that ...the cultural and natural heritage is among the priceless and irreplaceable assets, not only of each nation, but of humanity as a whole. The loss, through deterioration or disappearance, of any of these most prized assets constitutes an impoverishment of the heritage of all the peoples of the world...

In 1975 Council of Europe established its first major campaign dealing with protection of cultural heritage with a title *European Architectural Heritage Year*. Notion of cultural heritage as cultural and restricted factor was exceeded: result of a number of protection experts from different countries was *Amsterdam declaration*

based on the *European Charter of Architectural Heritage* proclaimed at the Congress of the European Architectural Heritage held in Amsterdam from 21 to 25 October 1975.

Principles of the following charter are 10, but as important within a study I will list those important for us:

1. The European architectural heritage consists not only of our most important monuments; it also includes the groups of lesser buildings in our old towns and characteristic villages in their natural or manmade settings.
2. The past as embodied in the architectural heritage provides the sort of environment indispensable for a balanced and complete life.
3. The architectural heritage is a capital of irreplaceable spiritual, cultural, social and economic value.
8. Integrated conservation depends on legal, administrative, financial and technical support.

In a year 1976 Committee of Ministers adopted *Resolution no. 28 (76)* concerning the adaptation of laws and regulations to the requirements of integrated conservation of the architectural heritage. By “integrated conservation”⁵ of the cultural heritage of monuments and sites is meant the whole range of measures⁶ aimed at ensuring the perpetuation of that heritage, its maintenance as part of an appropriate environment, whether man made or natural, its utilization and its adaptation to the needs of society.

⁵ ...include the protection of the architectural heritage as an essential town and country planning objective and ensure that this requirement is taken into account at all stages both in the drawing up of development plans and in the procedures for authorising work; promote programmes for the restoration and maintenance of the architectural heritage; make the conservation, promotion and enhancement of the architectural heritage a major feature of cultural, environmental and planning policies... (Granada convention 1985, Art. 10)

In order to facilitate the implementation of these policies, each Party undertakes to foster, within its own political and administrative structure, effective co-operation at all levels between conservation, cultural, environmental and planning activities (Granada convention 1985, Art. 13)

... to establish in the various stages of the decision-making process, appropriate machinery for the supply of information, consultation and co-operation between the State, the regional and local authorities, cultural institutions and associations, and the public... (Granada convention, Art. No. 14)

⁶ These measures should have two main objectives: the conservation of monuments, groups of buildings and sites through: (measures to safeguard them, steps to ensure the physical preservation of their constituent parts, operations aimed at their restoration and enhancement) and the integration of monuments, groups of buildings and sites into the physical environment of present-day society through programs designed to revitalize monuments and old buildings belonging to groups by assigning them a social purpose, possibly differing from their original function but compatible with their dignity, and as far as possible in keeping with the character of their setting, rehabilitate buildings, particularly those intended for habitation, by renovating their internal structure and adapting it to the needs of modern life, while carefully preserving features of cultural interest.

Principles of integrated conservation policy:

1. Integrated conservation of the cultural heritage of monuments and sites is one of the basic constituents of regional town and country planning.
2. The integrated conservation of a country's cultural heritage of monuments and sites concerns its citizens first and foremost.
3. Public authorities at national, regional and local levels have special responsibilities in the integrated conservation of the cultural heritage of monuments and sites.

As already mentioned in notes above, *Granada convention for the protection of the architectural heritage of Europe in 1985* continued and improved a concept of “integrated conservation⁷” into international legal standard. This convention summarized terminological structure of UNESCO convention from 1972 and widened significances of cultural heritage.

Within fifteen years followed next two conventions: *European convention on the protection of the archaeological heritage (revised)* in Valetta 1992 and *European landscape convention* in Florence in 2000 both by Council of Europe.⁸ Landscape convention is a first international document with emphasis of fundamental role of people in defining and understanding of landscape.

With these two documents was a notion of integrated conservation widened on archaeology and landscape.

For realization of this principles mentioned above, Council of Europe prepare also *special recommendations* for most important area connected with integrated conservation, for example: education of experts, promotion of craft connected with interventions, documentations, sustainable development of (also) tourism, protection of natural heritage against natural disasters, decaying, pollution, illegal acts,...

After first meeting of government leaders and members of European Council in 1993 in Vienna and 1997 in Strasbourg there is an aspiration for a new outline scheme which

⁷ “Conservation” is a widest concept which combines all kinds of policies, strategies, legal, administrative and technical provisions as well as activities connected with heritage. “Protection” is subordinate concept and includes mainly legal, administrative and professional activity. “Preservation” means concrete provisions and activities with an aim of prevention of unwanted changes and worst condition of a heritage.

⁸ “Landscape” means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors (Art.1)

results are also updating a notion of cultural heritage and new development directions of its protection and conservation in connection with different activities.

As a basic and fundamental political document for new directions in conservation of cultural heritage I have to mention *Helsinki Declaration* on the political dimension of cultural heritage conservation in Europe from 1996 bounded with two resolutions: *Resolution No. 1 - The cultural heritage as a factor in building Europe* and *Resolution No. 2 - The cultural heritage as a factor of sustainable development*.

Declaration applies to the cultural heritage in its widest sense, including the cultural landscape, the movable heritage and the intangible heritage, as well as the architectural and archaeological heritage.

Declaration defines and interprets series of heritage principles: access to the cultural heritage, unity and diversity of the cultural heritage, the cultural heritage as an economic asset, the cultural heritage in the process of sustainable development, sustainable strategies for cultural tourism, the need for cross-sectoral conservation strategies,

the role of the State and of public authorities, the role of voluntary organizations and the scientific and educational message of the cultural heritage and training.

Fifth European Conference of Ministers responsible for the Cultural Heritage (Portorož/Slovenia, 2001) adopted two documents: first was a *Declaration on the role of voluntary organizations in the field of cultural heritage* which specified an importance of its co-operation with cultural heritage and other organizations because of multidisciplinary and accordant protection policy important in adoption of protection principles. The second was a Resolution no. 1 on the role of cultural heritage and the challenge of globalization which specially underlined the necessity to ensure that in the information society, everyone has reasonable access to knowledge, culture and cultural heritage, ensure that free access to cultural heritage is governed by an ethical approach towards its market strategy, including reinforcing international co-operation to monitor and combat illicit trafficking, raise awareness among communities of the value of cultural heritage as an asset for their sustainable development and quality of life and ensure that diversity of cultural heritage at the local, regional and national levels (gives people a primary sense of identity, provides people with an asset in global economic competition, contributes to their prosperity and strengthens the stability and social cohesion that encourage investment).

Resolution on the Council of Europe's future activities in the cultural heritage field, 2002 – 2005 called an attention above all to the preparation of two reference texts dealing with extending the concept of heritage to encompass the cultural environment, and addressing the need to sustain its cultural values (including material, non-material and spiritual), as perceived by people and ...promoting ethical, non-discriminatory policies for public access to information about the cultural heritage...

2.2. CULTURAL HERITAGE PROTECTION DOCUMENTS IN REPUBLIC OF SLOVENIA

Constitution of Republic of Slovenia (1991) allows directly execution of provisions in different international conventions which have been ratified from Slovenia itself. Ratified conventions⁹ assuring that are undersigned countries active towards the interest of protection. Successfulness of direct protection is mainly dependent from realization of states' legislation and professional efficiency of conservators.

Former protection act followed UNESCO convention concerning the protection of cultural and natural heritage from 1972 and other contemporary European documents also mentioned in a chapter of fundamental international protection documents. Officially an act was known as *An Act for protection of Natural and Cultural heritage (Ur.l. SRS, št.1/81)*. In Article no. 1 for indivisible natural and cultural heritage very precisely defined immovable and movable as well as their groups, areas and several parts of a nature with special cultural, scientific, historic or aesthetic value for Socialist Republic of Slovenia.

Actual Heritage protection Act (Ur. l. RS, št. 7/99) in its second article is simplifying a notion of cultural heritage. Act isn't defining especially every single type of cultural heritage and predicting again possibility for declaration of cultural heritage

⁹ By the protection of cultural heritage there are two UNESCO's: *Convention for the Protection of Cultural Property in the Event of Armed Conflict (Hague Convention, 1954)* and *Convention concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention, 1972)*; also already presented conventions of Council of Europe: *Granada convention from 1985*, *European convention on the protection of the archaeological heritage (revised) from Valetta 1992* and *Landscape convention from Florence in 2000 (23.3.2006)*

as cultural monument when heritage has elements of outstanding cultural and social development or creation achievement and shows special identity.

It is necessary to mention that this Act means a step back in comparison with former and mentioned Act about natural and cultural heritage. In 1994 protection of nature was eliminated from combined protection and putted in competence of spatial planning, environment and energy. This cohabitation of natural and cultural in protection activity was actual rarity in European protection activity.

Act is again regression of former proposal of Act from 1997 (typescript, version 1996) which divided heritage by general international directions: archaeological, building, memorial, cultural heritage, settlements, heritage of garden architecture and cultural landscape. It has divided heritage in different types among traditional ones, for example archaeology, architecture, landscape, art history, urbanism, history and historic techniques. With this surplus and of course acceptance of this proposal of Act could be made an interdisciplinary approach in heritage treatment: every discipline could treat a building or an area from its point of view meantime a synthesis could expose an integral and realistic view.

As mentioned, presented protection groups (except cultural landscape) actual Act didn't summarize but are as "heritage sorts" in total incorporated into *Regulations for cultural and natural heritage register* (1995) and into new *Regulations for immovable cultural heritage register* (2002). According to Regulations and actual Act cultural heritage is protected on basis of inscription in central register of cultural heritage what is also a basis for asserting a public interest.

2.3. A PROPOSAL OF A NEW ACT ACCEPTED FROM GOVERNMENT

(19. 7. 2007)

There are several reasons for changing an actual Act. I will list just some of them relevant to my case study. There are several defectiveness effecting on quality and efficient protection and system of actual Act formally rest on enhancement of protection between registered cultural heritage and declared monuments.¹⁰

In practice this means that inscription in cultural heritage register leading often to the same restrictions as declaration. Most problematic protection consequence in actual Act is a system of restrictions, there are no mechanisms of stimulations, and in short, protection became restrictive factor of development instead its encourager.

There are also several deficient instruments, such as for protection of heritage areas, it goes from single units of cultural heritage and not in total, with surrounding area. Defining management is missing; managers' obligations and rules about management are often confused. Integrated approach is not enabled or specified, integrated protection of all cultural values in the same heritage integrity, common conservation of cultural and natural heritage in the same area and above all connection of protection policy with other spheres influencing on protection activity. There is also no given authorization on preventive conservation (only for archaeology¹¹) and no clear provisions about financing heritage protection.

Immovable cultural heritage represents quite a large number for its conservation and protection. A condition from 2006 gives us 21.436 registered units and 7.672 declared cultural monuments. Subsidies and budgetary sources are at the moment covering only 24% of owners (and users) needs, there is very strong reducing of funds and no stimulations (enormous expenses in restoration and conservational process without any income tax relief).

An aim of a new Act will be an integrated conservation based upon sustainability.

And results: better protection of owners rights, competent organization can not put heavy financial and physical obligations to owners, better defined a right of

¹⁰ Role of registered cultural heritage in relation to monuments is not clearly defined.

¹¹ Archaeology is best defined and protected type of cultural heritage in Slovenian legislation.

preemption and dispossession of cultural heritage, measuring influences on environment during protection process, integrated protection, “contracted protection¹²” between government and local community with special limitation before declaration.

In a review of a new proposal which has been accepted and it will be valid when it will be published in an official gazette of Republic of Slovenia there is still a deficient chapter about financing. It is too general and not considering any tax relief or subsidies for owners. It specifies as a basic rule that an owner has to conserve and maintain cultural heritage on his own expenses proportionally with his capabilities¹³. There is no word about other funding – private companies or others especially for “small investors” or owners.

Registered heritage (inscribed in a register of cultural heritage), without declared status of a monument, is protected only indirectly. This registration has no direct effect on owner, it is only foundation for preparation of spatial acts and other plans influencing heritage. An Act doesn't predict any active protection (treatment, state fund,...).

It is true that there is a big number of registered heritage and it could not be funded all directly from budgetary but with a “little tax help” maybe could be mainly heritage of local importance maintained and conserved.

In the next chapter there are some basic data about a taxation system for a real estate concerning also an immovable cultural heritage and some prepositions about financing and providing better conditions for owners and users of a built heritage (it is often forgotten that a cultural heritage is not only this of states importance, we can not divide it to more or less important, if we ratified some European declarations and resolutions than we should start acting in that manner).

¹² This notion is connected with so called temporary promulgation (Art. 21) which means when there is a danger of destruction of heritage with an outstanding value ministry could accept a decree about temporary promulgation for a monument (for 12 months with a prolongation possibility).

¹³ Owners' capabilities are estimated through property taxation or taxable income... and data about this must be provided by an owner him/herself (Art. 38).

2.4. TAXATION IN SLOVENIA

Special tax abatements for buying, restoring, revitalization and maintenance of cultural heritage buildings Slovenia doesn't know, mostly because are in public hands.

20 % VAT is equal for working on buildings in general (unless meant for disabled persons – 8, 5 % VAT) as for heritage buildings.

Nontaxable work on heritage buildings is only for this done by NGOs or by public institution. Restoration and maintenance costs for private cultural heritage buildings (work made by authorized Slovene Restoration Institute) are deducted from income tax but only in 3 % of a tax base. Slovenia doesn't charge a property tax.

Special tax abatements for gifts taxes or an estate duty Slovenia doesn't know. Tax exemption is meant only for charitable donations and for donations for public institutions, and this kind of a tax is also not charged for inheritance in a first hereditary succession (children or married person) irrespective of an inheritance object.

2.5. WHAT ABOUT OTHER EUROPEAN COUNTRIES – TAXATION AND HISTORIC BUILDINGS¹⁴

FRANCE

An owner of a building with special status of "*heritage fond of France*" can from his tax return deduct all maintenance and restoration costs and also all credits interests take for maintenance, renovation or buying that kind of objects. Reduced tax base depends on a building type. Expenses are 100% deducted if those buildings are in public use or in 50% if they aren't.

A Malraux law enables preparation of total restoration scheme in wider conservational area. These are buildings of an outstanding historic, esthetic and other cultural meaning in a special conservational complex with integrated restoration scheme. Owners of this type can from all income tax bases deduct all interests of credits intended for maintenance, restoration, expenses of revitalization as well as an

¹⁴ Parliamentary Assembly, *Report on tax incentives for cultural heritage conservation*, Doc. 9913 rev., 13. November 2003

owner outside of this areas. He can also add expenses of demolished parts, renovation of roofs and outside walls, facades and expenses of buildings reformation in housings objects (also tourist – hotel objects).

In a case of tourist accommodation activity all of inside equipment and furniture can be deducted from a tax base if are foreseen in total conservational scheme. Expenses are deducted in the same percentage as mentioned above.

If owners rent heritage buildings then they can deduct all expenses from maintenance and restoration from a tax base of rental incomes but only for period of 10 years and for maximum amount of 10.700 € per year.

If an owner doesn't live personally in a building but it gives it for a public use, he can deduct all expenses made with opening for public use from his property tax. Without any definition of expenses he can deduct 1.525 € or 2.290 € from a tax base if there is a garden or park around heritage building.

There is reduced 5, 5% VAT for any professional work on heritage buildings (standard rate of VAT is 20, 6%)

SPAIN

All owners of heritage buildings listed in *General register*¹⁵ are entitled to a tax abatement given by a government. Standard tax relieves are: all works to historic buildings are charged at a lower VAT rate of 7% (standard VAT rate is 16%).

Cost of acquisition, repair, restoration and opening of historic buildings can be set against income tax at up to 25% of the tax with a 4 year carrying forward on condition of opening free of charge 4 days per month. Owners of cultural heritage properties are entitle for deducted tax base of 15% given for maintenance and revitalization of a building but under condition that they didn't implement any property tax relief.

¹⁵ In *Register* included: buildings on special archaeological zones and special protected areas, castles, monuments and traditional dwellings which are more than 100 years old. All types with special concession of Ministry of Culture have status of cultural monument.

PORTUGAL

VAT is payable at a rate of 17% and there are no concessions for work to historic buildings. The method of property valuation automatically gives some relief from inheritance and gift taxes, and also from local property tax.

Cultural heritage is mostly in public hands, that's why Portugal doesn't know any tax income relieves or profits tax relieves dealing with investments in cultural heritage. Portugal also doesn't encourage private aristocrat owners or wealthy farmers who offer their family tourism in heritage buildings on conserving and maintaining cultural heritage.

GREECE

VAT is payable at a rate of 15% and there are no concessions for work to historic buildings. Up to 30% of income derived from historic building can be deducted from an income tax as set off against the cost of repair and maintenance. This is twice the amount allowed for other types of buildings. For wealth tax purposes, the valuation of historic buildings is set at 50% of the official, registered value what should be very stimulating for investors and an owner because they rather invest into renovation of an old, traditional building than in construction of a new one. With this approach Greece enlarge "collection" of rehabilitated traditional houses especially in countryside and improved typical cultural landscape also as a better tourist attraction.

ITALY

In Italy VAT is payable at a rate of 20% and there are no specific concessions for work on historic buildings, however works on dwellings are charged at a lower rate of 10%. Owners can offset 19% of the cost of repairs against an income tax.

Wealth tax is charged on a property at a lower than market value, usually at a reduction of 60 – 70%. The gift of a historic monument, where a liability arises, is taxed at a rate of 3% of its value.

2.6. CULTURAL LANDSCAPE AND HERITAGE PROTECTION ACT

Slovenia ratified a *European Landscape convention* in 2003. In 2006 was also organized a meeting with workshops titled Landscape and Society (organizers were Ministry of Culture and Ministry of the Environment and Spatial Planning).¹⁶

Within different recommendations experts allowed three possible conservation methods: protection of an actual cultural landscape condition, renovation and reconstruction of depredated cultural landscape area and allowing interventions in adjustments with actual spatial and protection plans or programs. For protection are also important tourism and promotion of diversity and authenticity.

Actual protection Act doesn't speak about cultural landscape and its protection and conservation, new one, waiting for confirmation in Parliament, is fortifying protection principles of cultural landscape (integrated conservation, interdisciplinary approach, democracy of protection – wider responsibility to local communities, to civil society and public access in a sense of knowledge, owners' rights and public co-operation in heritage protection matters).

Neither Ministry of Culture nor Ministry of the Environment and Spatial Planning included cultural and natural heritage together in a chapter of protection and conservation of cultural landscape and cultural heritage. Chef Secretary on Ministry of Culture declared that it is no use to legally connect two protection acts (cultural and natural) because there have passed ten years and we got used that they are treated separately.¹⁷

In a new proposal of Protection Act it is predicted possibility for a common declaration and management of an outstanding area. So, this could be a step forward to execute principles of *European landscape convention* but in a future probably practice will prove that cultural and natural heritage protection Acts must be compatible.

In next chapters I would try to present some rigidity deriving from actual protection documents and I will try to show how a case study – hotel Bellevue was and still is a

¹⁶ With an addition of a miscellany from 14.9. 2007.

¹⁷ *Delo*, sobota, 15. 9. 2007, leto XLIX, št. 213, p. 17.

“victim” of restrictions in position inside of Regional Park. A list of declarations and ratifications can be useless if an Inspectorate doesn’t do its work properly and if we look through Regional Park, itself represents the school example how European Landscape Convention is only ratified and not respected in practice. But this chapter not only exceeds a frame of thesis, it could be another theme to argue about.

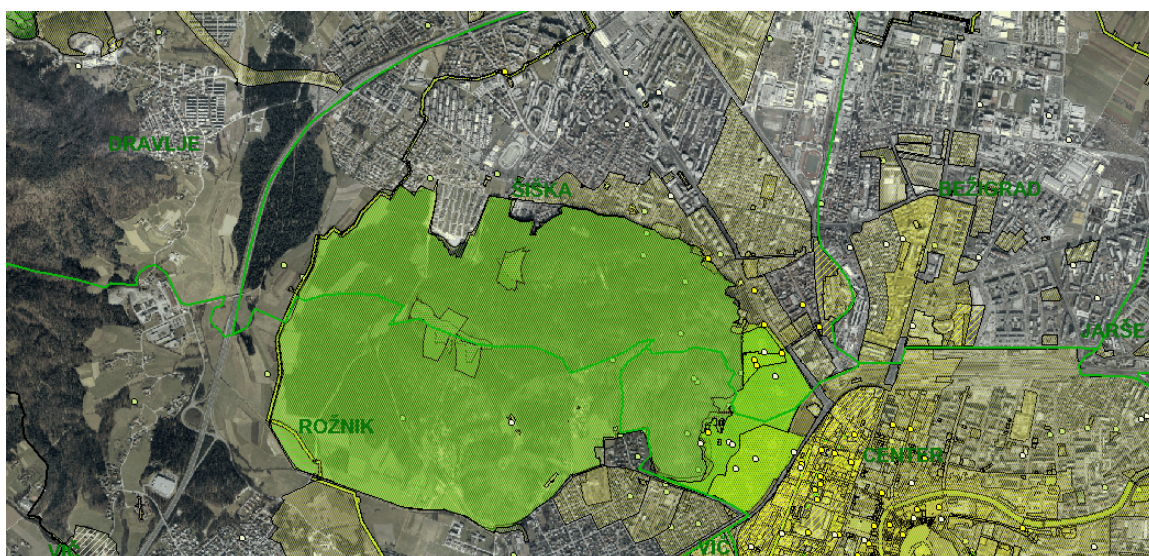
3. CASE STUDY: HOTEL BELLEVUE IN LJUBLJANA – AN EXAMPLE OF RIFIDITY IN A CULTURAL HERITAGE PROTECTION ACT

3.1. DESCRIPTION OF AN AREA

Hotel Bellevue stands in regional park Tivoli which is the largest city park in a capital Ljubljana.

Figure 3: Protected area (regional park Tivoli).

Source: Public information system of Ljubljana municipality's spatial data.



Tivoli is spreading in north-western part of municipality and contains almost four quarters of Ljubljana municipality. On its border in eastern edge stands Hotel Bellevue and a parcel is part of quarter Spodnja Šiška. Nearby leads also an ancient, a roman underground aqueduct which is under protection. Hotel Bellevue stands in a protected area and it is declared as a cultural monument of a local importance.

From different views we can observe that Bellevue had and still has an important position within the city. It stands on the top of the hill above the main road which leads towards the centre from the north; it is seen from the city's largest crossroads or from main northern entrance to the central part. It closes the eastern part of a park Tivoli and it represented its representative edge towards the suburban part of Ljubljana.

3.2. REGIONAL PARK TIVOLI – PROTECTED AREA

Seen from the picture (Fig. 3) above, it's the largest park of Ljubljana spreading north – west in 509 ha. Today is a common recreational center for citizens with paths arranged and it is also divided in its northern and southern part. Regional Park Tivoli played quite an enormous role in everyday life of citizens in the beginning of 20th century. It presented a relaxing spot away from a crowded and congested city where it was possible to take a breath.

Nowadays Park still represents cities' lounges. Inhabitants through centuries went on a promenade passed by two still standing and restored classicistic mansions from 19th century (nowadays Mansion Tivoli is a seat of International Center of Graphic Art where Biennale of graphic art is organized and Mansion Cekin a seat of Museum of Modern History). In a Park two hotels were built at a beginning of 20th century, Hotel Tivoli and Hotel Bellevue our case study of a thesis. Both were popular resting palaces where it was possible to drink, eat or rent a room. They were built in typical art nouveau style and are good representative examples of a secession decade in Ljubljana influenced by the Vienna ornamental secession derived from Otto Wagner's school.

Both hotels played an important role in everyday life of each citizen of Ljubljana and both now didn't keep its primary function.

3.3. ABOUT HOTEL BELLEVUE

About hotel Bellevue in Ljubljana is not much known. Material from archives is miserly, there are also missing precious plans of a building and the whole area.

In 1909 wine merchant from suburban area Šiška, Alojzij Zajec applied for a trade license for new built hotel on a hill. Firstly he named it "To the view on a Šiška hill" but after when it was opened an owner named it simply Bellevue. At the same time building contained a hotel with a restaurant and a coffee room which was more popular than a hotel itself. Restaurant offered much selected food and great view of a town. Because of that citizens mainly visited it very often.

Hotel Bellevue became during the First and Second World War popular summer evening meeting place because of evening events, here was playing a first jazz orchestra in Ljubljana in one of two built pavilions next to building.

Hotel Bellevue was a first hotel built in a city park Tivoli and located in a forest border with city.¹⁸ Organization of inner rooms is logic: coffee room, bar, kitchen and dining room. Guests came mostly in summer and from photographs we can assume that in front of the main entrance there were chairs and tables. On floors there were probably thirty two rooms (nowadays condition) with shared toilets – probably water closet (English), the existence of bathroom is under the question. Guest who came only in bar used specially for them made toilets in outside wooden cabins (city's decree for every single building built in that time). Elevator was not built inside but they probably used only a pulley for food lifting.

This construction type of very agitated building with transversal tracts was typical for Central European area. Roofs on main and side facades are pitched and attic was used for rooms. A main façade faces east; ground floor contains also an extensive terrace. A façade is made up of secession decoration: stucco around windows frames and on corner lisenés, elements also on iron fences, outside lamps and on flower vessels and the best presented on two wooden pavilions.

Contemporary built was an object south from a hotel used mainly as a storehouse and designed not very ambitious.¹⁹

Hotel Bellevue with centuries lost its representative and its role. Above all, after 1960 area around a hotel was spatially and in plan connected with a building itself changed: a large sport hall Tivoli with parking places and swimming pool was built. Contemporary was built on a north east side of Bellevue a school building with a kitchen connected with ground floor doorway. Original building stayed almost the same with some exceptions: walled space under a terrace and some changes inside.

¹⁸ Ponebšek T.: *Hotelska arhitektura na prelomu stoletij v Sloveniji*, diplomska naloga, Filozofska fakulteta, Oddelek za umetnostno zgodovino, Ljubljana, 2005, p. 30

¹⁹ Pergovnik D., Erbežnik M.: *Spomeniškovarstvene smernice za prenovu hotela Bellevue*, ZVKDS OE Ljubljana 1989

3.4. OTHER HISTORIC HOTELS IN SLOVENIA²⁰

The 2nd half of the 19th century, when a new railway came and connected Slovenian towns with neighboring countries means also a beginning of construction of hotels. In 80's of 19th century were hotels public houses itself usually very simple with a modest offer of the food and rooms without any bathroom and toilets were separated, normally outside and wooden.

At the beginning of the 20th century there were modern hotels but only in capital of a country and at the coast. Modern variants depended from investors money and luxury varied from importance of the place. Hotels were mostly built along with railway (direction Wien – Trieste). There are several types of hotels regarding to locality: city, village and spa type.²¹

By the type of a city hotel was important to take into consideration largeness of a city. Basis for a construction were rooms and their number. Normally was a number of single bedded rooms larger than double bedded. An equal number was rather rare. A number of rooms depended also from largeness of a city. Equipment and especially other modern additions (elevators, installation with hot and cold water, fire safety, bathrooms,...) gave to a hotel a name Grand which was important for a capital, mostly visited by tourists. Here could be putted a proverb “famous hotel, famous city”. Hoteliers were also good in marketing and they provide an easy access to hotel (with employed porters, carriages and later cars for transporting luggage from railway station to the hotel). City hotel represented a center of social life with several cultural activities or for a just simple talk over coffee. Part of city's Grand hotel was also a coffee room, ball room, reading room, smoking room, newspaper and tobacco shop and ensemble which played in evenings.

Façade as interior with furniture were representative. On facades there is a combination of historicism and secession style from Vienna (mostly decorative with floral motifs, women heads and geometric patterns). Integral part of total ambient was and still is a stained glass (entrance doors, doors between different rooms in the hall,...)

²⁰ This research was carried out as diploma paper at University of Ljubljana, department for art history in Faculty of arts.

²¹ Classification was made due to differences in construction, equipment and place where was built.

With the same terminology we can define a type of spa Grand hotel. Spa hotels were presented already in Slovene area in 19th century but representative examples became visible only after beginning of 20th century especially at coastal parts of country.

Typical elements of spa resort are: a big hotel with park, promenade and pavilion, with spa hall, public baths and thermae.²² Place was connected with railway with other places, offer included excursions to nearby places which were beneficent for guests health. For latter cared also a hotel itself with comfort, hygiene and modern equipment. Interior was similarly decorated and equipped as in capital, oversight usually added terrace as sun bath.

On a façade again prevail historicism with secession details (iron fences, floral motifs, women heads,...). If an area allowed, a hotel was oriented to the south and to the sea.

By both mentioned types, city and spa, architects used modern materials as: concrete, steel construction and system of elevators.

Hotels were an important adding of each transitional place.²³ Through Slovenia a railway lead in the second half of the 19th century and with it first tourists. Almost in each Slovenian village was a public house changed in a hotel but without any progressive adding and without normal hygiene conditions. Also façade was conservative. Reasons for simpleness laid in “poverty” of hoteliers in comparison with those in cities. Municipality often helped them because it saw an opportunity for higher income and better promotion in countries abroad.

Fourth type is dealing with National houses/halls. They are a combination of several rooms for different activities (halls, reading rooms and printing offices) and were dealing with national problems because were built in nationally mixed areas (near border with minority). Façade as a rule showed to which nationality house belonged with inscription or with style. Inside there was a room also for a hotel as a center of social life with nationally oriented performances. In restaurant guests could taste national food but in reality it was mainly Viennese.

Architects and designers didn't pay so much intention to interior and furniture because façade was the most important and was made by famous architects.

²² Regarding to famous summer resorts at la Côte d'Azur and at Italian eastern coastal part (Rimini).

²³ Hotels this type are numerous mostly near railway and were detailed observed in diploma study.

3.5. CONSERVATIONAL PROGRAM FOR HOTEL BELLEVUE

Components of a hotel's complex: older and architectural more important building, one closed and smaller and one bigger and opened pavilion, stylistic less important extension with a kitchen, not important outhouse and important and also stylistic more interesting lower standing outhouse. In 1984 there was a decree accepted for a surrounding park Tivoli as a regional park under strict protection and its north - western border went in the line with the same edge of a complex which is putted inside of a protected area (with and additional decree from 2001)

Area of a protected area of regional park: 509 ha

Hotel complex: 2000 m²

Building site with added forest: 13.000 m²

Conservational program and guidelines for maintenance of a hotel complex

- traditional usage as a hotel or as a restaurant must be preserved, with emphasis on a qualitative offer which could be stretched also outside (terrace, outside platform around a building with pavilions)
- continuity of the primary role
- preserved traditional name Bellevue
- In total protected: ground plan and height of the building, authentic architectural details: dimensions and a shape of doors and windows, stucco details on a façade, irons balcony and terrace fences and lights on a façade and around of the building. Insight must be protected authentic course of communications: entrance halls, staircases and stucco décor on ceilings.

Realization of a program

- Conservation of an existent condition and reparation of buildings.
- Demolition of non qualitative objects, reparation of an old Bellevue, reparation of surrounded terrene with plants (terraced gardens)

- New quality in a hotels landscape with reparation of an old Bellevue with a demolition of additional less important buildings and their substitutes and replacement of them with one building.

Conservational guidelines for interventions

Outside:

- Removal of auxiliary buildings next to a hotel with a possibility of adding new ones corresponding with hotels' height and connected with a central building.
- Removal of a glass part below the terrace and reestablishment of the primary function of this place below the terrace.
- On a southern façade: addition of a stucco work around two windows left from the main entrance.
- Additional attic windows on a west site corresponding to those on an east site.
- Removal of an old neon sign Bellevue below the hip of the main façade.
- Suitable adding of the pavement between both pavilions and placing of columned lamps (the same as existent).
- Renewal of wooden parts of both pavilions and an activation one of them for the musical concerts during the summer.
- To consider original vessels for flowers during arranging and tiding a surrounding.

Inside:

- Renovated forms of rooms and equipment must be subjected under art nouveau characteristics.

All those restrictions seem to be too much restrictive for an owner. Hotel is nowadays ignominiously falling into decay. How valuable is a building and its surrounding is hard to say and it is hard to reach also an owner himself. Recently a hotel way sold to another private owner who is still unknown and we have to all wait

to be inscribed into cadastral register. But within that time he stays anonymous (also for a Heritage Protection Institute, municipality and quarter Spodnja Šiška) with his hotel which is standing forgotten on a top of the hill. And how valuable is anyway a building. I will try to present possibilities in next chapters.

4. HOTEL BELLEVUE – RESOLVING A PROBLEM

4.1. CONTINGENT VALUATION METHODOLOGY

Contingent valuation methodology (CVM) became quite often used empirical process which could help us to define a non - market values for different cultural resources. Bibliography offers different studies using CVM with surveys defining a willingness to pay (WTP) of asked individuals.

Mitchell and Carson (1989) offer us a history of the development of the method within their influential work on CVM. Firstly was implicated in examples connected with environmental goods by assessing the benefits which are not directly traded in the market. Methodology widened in 1970's and 1980's. Many cultural goods share properties with environmental goods also often a question of a price setting which could be made on a traditional market basis. Different papers started to deal in 1990's with specification of cultural projects' benefits with the usage of CVM and developed specific approaches within a decade (among others: Santagata and Signorello 2000, Bravi, Scarpa and Sirchia 1998). In Slovenia CVM is not in use, there are some trial examples or experiments of valuing destructions on environment (Kuzmin 2000).

For successful usage of CVM firstly ownership of a cultural good (private or public) must be known, and then next steps follow:

- Developing a hypothetical market
- Acquiring a WTP (questionnaire, interviews)
- Defining a median of WTP
- Defining a value of a good
- Estimation about (non)contestability of a method

A method is defining WTP in a sample of asked persons on detailed explained hypothetical market which must reflect as better as possible the actual one: asked person must know very well a thing about which is asked and hypothetical question (question about WTP amount) in questionnaire should be as real as possible. We can

get a value of WTP with questionnaire about highest amount of payment for renovation,...

After a realization of a certain questionnaire processing of data follow. From larger number of answers we get a median of WTP amount. Total value of a good we get when we an average WTP value apply to a whole population.

Mistakes in a method could be divided into two groups: statistical and psychological. I will mention only two mistakes: we can collect tactical answers (when asked person things that he will have some influence on and a true value of WTP can be underestimated; for him it is not necessary to pay more or anything because someone else will pay for him)²⁴. On the other side there could be a reverse example when asked person believes that this is a hypothetical case and that a contribution is not necessary (a value of WTP is underestimated with a hope that someone else will pay for him).

In simulated situation is common that a hypothetical question has the same answer (asked persons are putting less effort on evaluation of goods as in real situations in their lives). Reason is in hypothetical market which does not penalize wrong decisions.²⁵

Correctness of a process examine with an adequacy of a research and with prepared questions. The last and probably the most reliable test of correctness is an equality of hypothetical and actual WTP of asked person.

4.1.1. HOTEL BELLVUE AND ITS VALUES

At the end of 19th century every important city after a French model built a hotel with a beautiful view. Also in Ljubljana was first built a wooden coffeehouse, 1909 was a year of splendid hotel named Bellevue (beautiful view). Initiator for construction was wine merchant Alojz Zajec who invited many wealthy citizens. They enjoyed special view all over the town and peace of surrounded forest. Later, new owners started with innovations when invited here to play first Ljubljana jazz orchestra. Especially in summer citizens came to hear this orchestra in nearby wooden art nouveau pavilion where they played.

²⁴ Winpenny, J.T.: *Values for the Environment, A guide to Economic Appraisal*, Copyright Overseas Development Institute, 1991, pp. 43 – 72.

²⁵ Pearce, D.W., Turner, R.K.: *Economic of Natural Resources and the Environment*, Hemel Hempstead, Harvester Wheatsheaf, 1990, p. 378.

Hotel Bellevue with centuries lost its representative and its role. Above all, after 1960 area around a hotel was spatially and in plan connected with a building itself changed: a large sport hall Tivoli with parking places and swimming pool was built. Contemporary was built on a north east side of Bellevue a school building with a kitchen connected with ground floor doorway. With denationalization in 90s came again in private hands, to previous owners to family Šterk who sold it after 15 years to a private company. Now there is a decree for promulgation of this monument for a monument of local importance what will give more strict protection provisions.

Hotel Bellevue will try to give a look insight of its golden age with addition of typical Slovenian habits and customs always connected with household fare, quality wine and home manufacture. Highly trained and educated personnel with locals will present in thematic evenings how were and are citizens of Ljubljana connected with a hotel and with surrounded town and regional park Tivoli. Experts for different sport activities will prepare different trainings such as running through park, swimming in nearby swimming pool, ice skating in nearby Hala Tivoli (large sport hall). Or Bellevue could be just a place for rest in traditionally equipped rooms each different. In a future it will be an initiator of typical Slovenian chain of historic hotels connected with other art nouveau and other styles hotels nearby.



Hotel complex with 2000 m² and all 13.000 m² building site with added forest is now estimated on approximately 2 million €. An amount was set before 5 years ago, nowadays is still not defined. But the real value is much higher if we include inside a building's meaning through history, a meaning of an area where it stands,...

A value of a complex is higher than its market price inside which is hidden only a price of a building site and price of a hotel's quadrature.

With prepared questionnaire I was interested about how willing are people to pay for enjoying a good that they do not yet possess and how willing are they to accept compensation for losing a good that they already have. I was interested in a fact how valuable is Bellevue for citizens or others living outside a municipality. Results between those two groups, I presumed, would be very different.

4.1.2. QUESTIONNAIRE

During the four months survey I've got some results about willingness to pay (WTP) for a hotel which is in private hands with possibility for selling it to municipality. I have made a questionnaire²⁶ which could help in determining the ex ante value of a good for its user. Firstly, there has been presented "before" and "after" situation, nowadays condition and an ownership (especially distinction between private and public). Two types of questions prevailed inside questionnaire:

- Open question (can find a real value ascribed by a person)
- Closed question – yes/no (doubtful – not known if the individual agrees with the value suggested).

They were short, six of them and answerable within a minute. A basis was constructed on first two questions defining a traditional approach for defining willingness to pay and an approach of pair comparison (see annex 2 – 1st and 2nd question).

Inside of a questionnaire I was interested also in age, education and residency; items which could help me define socio – demographic choices.

With preparation of questions I was interested firstly a relationship to cultural heritage of a city, knowledge, I assumed, it was quite good about a case because it was daily presented in media (asked persons were familiar with a location, with condition).

Aims of setting questions:

- Definition of each person's WTP
- Relation to cultural heritage of a city
- Socio – demographic condition: to define relation and responsibility to influence on municipality decisions whether you are or not a citizen

²⁶ See annex 2

- With a question about age and education I collected answers for definition of each segment of population and it's decision (what could influence during our education and how influence age on our decisions)

4.1.3. RESULTS

A questionnaire was putted on a web and 162 visitors of quite high education participated. To summarize²⁷, results gave us expected results if we take a look firstly to the last question about permanent residence. Mostly were participated those outside Ljubljana. For those who were willing to pay an additional tax, was prevailed an amount between 5 and 10 € (59% of asked persons skipped this question, 41% answered and we got an average amount of an additional tax 14,30 €). But in a contrary, respondents in a total decided that municipality could spend the amount collected by way of excess tax on this renovation. An important result is that within this response participated also citizens of Ljubljana.

Some of participants skipped opened question about a contribution of renovation to municipality but higher percentage gave me anticipated results. Some answers: improvement of tourist offer in a city, cultural place, protocol building, beautiful hotel in a beautiful location, arranged Regional Park, better cultural offer and nothing if a hotel will stay in private hands.

Within questions dealing with a definition of socio – demographic segment of asked persons I was asking about age, education and residency. Mostly in survey participated those between 26 and 35 years old (almost 48%) with education of V and VII degree (35,4% for each) who are living outside the city in other municipality (53,2%). But more than 40% answered that they live inside of municipality. A percentage of those are quite the same as those who answered with yes in a first question. From this point on I can summarize that asked persons (assuming about high percentage of those from municipality²⁸) are quite subtle to the question of necessity of renovation and rehabilitation.

²⁷ For detailed results see annex 2

²⁸ Third question (see annex 2) is following the first one and inside of it a residency of participants is hidden.

We can see that citizens and others are quite subtle to the question of *what* shall be done with destructed building and for *whom* a renovation could be useful. They are also aware that renovation includes several externalities not only for quarter but for the whole city.

4.1.4. FUTURE RESEARCH

A study could be continued on broader area, including also other historic hotels in Slovenia and widen it with discussions about higher tourist offer in a country, starting with discussions about a way of financing and continuing with content inside each object. Ministry of Culture ordered while ago a study about high class accommodation inside of historic buildings, about possibilities of financing those contents and a survey among people could be done through official web page with a help of authorities who will use this broader survey and it's results for decisions *where* and *what* to do with mostly destructed historic buildings, once beautiful historic hotels.

4.2. MARKETING ANALYSIS FOR HOTEL BELLEVUE

MISSION

At the end of 19th century every important city after a French model built a hotel with a beautiful view. Also in Ljubljana was firstly built a wooden coffeehouse, 1909 was a year of splendid hotel named Bellevue (beautiful view). Initiator for construction was wine merchant Alojz Zajec who invited many wealthy citizens. They enjoyed special view all over the town and peace of surrounded forest.

Later, new owners started with innovations when invited here to play first Ljubljana jazz orchestra. Especially in summer citizens came to hear this orchestra in nearby wooden art nouveau pavilion where they played.

Today hotel Bellevue will try to give a look insight of its golden age with addition of typical Slovenian habits and customs always connected with household fare, quality wine and home manufacture. It is an upscale privately owned boutique – style hotel offering exceptional first class service and a complete range of upscale amenities with the highest of standards.

Hotel features authenticity, superior culinary experiences, well appointed spa and wellness services attentive to the most discerning guests.

ANALYSIS

- Extern

1. COMPETITOR ANALYSIS

In Ljubljana are 15 hotels, prevailing 4 stars (7), 4 with 3 stars, 2 with 2 stars, and 1 with 5 stars and 1 star. Prices in latter are for single bedded room 30,5 € and for double 43 €. Average prices in 2 stars hotels are for single bedded room 57€, for double 69 €, for three 87 € and for four 100 €, in 3 stars hotels are average prices 78, 102, 120 € for single, double bedded room and for three persons. In 4 stars hotels average prices for single and double bedded rooms are 146 and 178 €. In the only 5 star hotel prices for single and double bedded rooms are 160 and 182, 5 €.

Prices in hotels in a center are normally higher for at least 10 % and lower in radius of 5 km from center. In prices normally are included breakfast, VAT, and tourist tax. Hotels in center usually don't offer a free parking, also is difficult to park a bus. They have a deal with parking garages in a center or in neighborhoods. Some of hotels offer free transport from the airport and back. Hotels are more focused on business tourism and "activities", there is only one spa hotel with additional wellness program but not in the center. In their promotional program they always present the nearness of the beautiful old town of Ljubljana and railway station.

In Ljubljana there is one historic hotel, Grand Hotel Union divided in two parts, executive and business part. The first is in restored art nouveau part of once the biggest hotel in Austro-Hungarian monarchy. It was built more than 100 years ago as very innovative hotel with lifts, English toilets, heating and beautiful technically perfective constructed hall meant as a ball room. In 2002 this hall was restored successfully and hotel the same. For restoration they used in total private capital in different percentage of stockholders of Grand Hotel Union. They raised a loan 2, 5 million €, around 250.000 € they got as a fund from Ministry of Economy which was put out as a stimulation of tourist infrastructure development, as a stimulation of a congress tourism development in Ljubljana. Ministry of Culture didn't give any fund.

2. ENVIRONMENTAL ANALYSIS

TAXATION IN SLOVENIA

Special tax abatements for buying, restoring, revitalization and maintenance of cultural heritage buildings Slovenia doesn't know, mostly because are in public hands.

20 % VAT is equal for working on buildings in general (unless meant for disabled persons – 8,5 % VAT) as for cultural heritage buildings. Restoration and maintenance costs for private cultural heritage buildings (work made by authorized Slovenian Restoration Institute) are deducted from income tax but only in 3 % of a tax base.

STATE FUNDS AND TAX ABATEMENTS

European governments are more or less conscious of positive economic effects for local and regional development with rehabilitation of cultural heritage. A lot of governments decided to participate in funding of a project for renovation everywhere exists a public interest and a special motivation of a private sector. Most effective stimulation of private sector lays in tax abatements, subventions for favorable credit interest rates, in guarantees. With special tax abatements for mecenate, sponsorship and donations for culture and cultural projects can a state provide interesting financial source for maintenance of cultural heritage. Several countries introduced special state lottery (Italy, UK,...) for funding. In the case of Tuscany and Umbria State also inside the field of local development enable to investors non returnable assets.

EU SOURCES FOR CULTURAL HERITAGE FUNDING²⁹

In structural funds (ERDF) appropriated for European Union regional policy are allocated till 2006 195 billions €. In a new financial perspective is planned an increase of those funds. Most of ERDF funds are for cultural and cultural heritage projects connected with tourism if projects are providing new jobs, new economic activities and are forcing a local or a regional development.

In Slovenia is possible with that kind of projects to get to 60 % of total projects values from EU funds. Other possibilities of funding: EU horizontal programs as Urban (town development), Interreg III (interregional and international cooperation and common projects), program LIFE (for financing projects of maintenance and safeguarding of environment and cultural landscapes) which provides also reachable funds for tourist development projects connected with cultural heritage. European Investment Bank and EU investment fund enable long term crediting of projects dealing with revitalization, restoration and maintenance of historical buildings or total historical destinations.

NATIONAL STATISTICS FOR REPUBLIC OF SLOVENIA³⁰

²⁹ http://www.ec.europa.eu/culture/eac/sources_info/studies/economy_en.htm

State outgoings from 2000 to 2005 mostly went for a social protection (health, invalidity, pensions, children, unemployment,...) – 17,7 % GDP. Only 1,9 % GDP were for recreation, culture and religion, for environment protection and for housing development scheme and spatial development (1,1 % of GDP for recreation, culture and religion). Culture what is obvious doesn't get a lot and with recently proposed municipalities financing act will be even worse especially on a local field. From a city budget which is 227 million € there was a cut of 57 million €. Effects on that are also no funds for culture, for students' organizations, for sport in summary for local development. A municipality will not invite applications for new fund project for cultural and local development. Mainly above mentioned fields will depend on EU funds.

SOCIOLOGICAL ANALYSIS³¹

According to the results of the Survey on Tourism Travels of Domestic Population in 2005, over 1,063 thousand or 62.0 % of Slovenian population aged 15 or over (hereinafter: the tourists) went on tourism trips, either only business trips or only longer private trips (at least four consecutive overnight stays) or both. About 263 thousand or 15.3 % of the population went on business trips, which is 24.7 % of the people who went on tourism trips. About 1,014 thousand or 59.1 % of the population went on longer private trips, which is 95.3 % of the people who went on tourism trips. As regards sex, the share of male tourists was 64.0 % and the share of female tourists 60.1 %. By age groups, the share of tourists aged 15-24 was the highest with 82.8 %. The lowest share was that of tourists aged 65 and over (only 32.1 %). As regards the level of education, predominantly persons with university education or more (88.0 %) went on at least one tourism trip. Shares are decreasing with lower levels of education, so that the share of tourists with elementary education or less is only 47.6 %. As regards the employment status, predominantly students or persons in education (85.4 %) went on tourism trip and the least retired persons (37.8 %). By the number of household members, the share of tourists from households with 3-4 members is the highest (71.1 %) and the share of tourists from single households is

³⁰ *State expenditures 2000-2005*, Statistical Office of the Republic of Slovenia, 28. 12. 2006

³¹ *Survey on tourism travels of domestics' population, 2005*, Statistical Office of the Republic of Slovenia, 2006

the lowest (34.3 %). Comparison by type of settlements where the respondents are coming from shows that the most suburban (69.3 %) and urban (69.0 %) population went on tourism trips, while the least the population who live in scattered houses (48.1 %). As regards business trips, 22.1 % of tourists traveled only in Slovenia, just over a half only abroad (54.5 %) and 23.4 % both in Slovenia and abroad.

As regards longer private trips, the shares are as follows: 20.4 % of tourists spent their holidays only in Slovenia, 60.5 % only went abroad and 19.1 % traveled both in Slovenia and abroad. About a half of tourists (50.2 %) went only on one longer private trip; about a quarter (25.1 %) of them went on two, 11.0 % on three and 13.8 % on four or more longer private trips. Comparison of data on participation of Slovenia's population in longer private trips by quarters in 2003, 2004 and 2005 shows an interesting although expected picture. Each year most people went on longer private trips in the 3rd quarter, which covers July, August and September. In all quarters except in the 2nd quarter of 2005 a higher percentage of people went on longer private trips than in the same period of 2003 and 2004. The share of the population who went on at least 1 longer private trip was in 2005 59.1 %, which is 2.6 percentage point higher than in 2004 and 2.4 percentage point higher than in the year 2003. The share in the 1st quarter of 2005 compared to the same quarter of 2004 increased the most, by 2.3 percentage points.

ARRIVALS	total	domestic	foreign
2001	2.085.722	867.001	1.218.721
2005	2.395.010	840.041	1.554.969

OVERNIGHT STAYS	total	domestic	foreign
2001	7.129.602	3.316.125	3.813.477
2005	7.572.584	3.173.338	4.399.246

3. TECHNICAL ANALYSIS

In a hotel trade innovations are more connected with promotion. In technical sense there will be presented in a reception hall a virtual guide through Regional Park Tivoli in which hotel stands and through heritage of Ljubljana. In a cyber room there will be putted some computers for guest with home page of a hotel including a historic presentation of a building with video and photo presentations, about former jazz orchestra and nowadays jazz groups playing here in evenings, photo presentation of hotels' renovation, location or how to reach it from an airport, railway, description of nearby bus stops (with a map of surrounding area) and special addition titled special offer for example how to organize a wedding at this location. Contacts must be added in the front page with phone numbers, e-mail and address with above mentioned map.

MARKET RESEARCH³²

Almost every hotel in Ljubljana is focused on business tourism. There is no offer which is connected with relaxing and discovering typical city and national specialties. Hotels don't try to invite others which aren't tourist insight with special offers (food, drink, activities). Only hotel Union is sometimes presenting different performances often connected with cabaret and theatre. There are some discounts if you are a hotel guest but an offer is as typical as everywhere else.

Hotel Bellevue as first and still the only one representative of history, tradition and local products try to develop this kind of an offer as examples in Spain, Portugal, Greece and other countries, cultural heritage buildings which are part of a famous hotel chain *Historical hotels*. In several cases there are much bigger buildings located in countryside (castles, mansions) with content suitable for our hotel. Abitare la Storia hotels from Italy, Chateaux & Hotels de France, Countryside hotels from Sweden, De historiske hotel from Norway, Estancias de Espana, Pousadas Portugal, Blue book line of country houses from Ireland, Pride of Britain hotels from Great Britain, hotels castles from Switzerland and Germany and Austrian Schloss hotels are part of the *Historical hotels* chain. There are also famous stop – over hotel of

³² Most of data were taken from a study about possibilities for offering high tourism in cultural heritage buildings made for Ministry of Culture of Republic of Slovenia.

Spain Paradores, Yades historical hotels from Greece and in Italy a trade mark called *Welcome Tuscany* which combine private castles and other historical buildings changed in hotels and lodgings.

Outside Europe, in India, according to the Indian Heritage Hotels Association (IHHA)³³, its membership has grown from just 51 hotels in 1991 to 154 in 2004. The actual number of heritage hotels is higher as some properties function independently, without being affiliated with the association. Hotels are expanding from budget to super luxury and there are many charming heritage properties. These mostly consist of old palaces, hilltop forts, hunting lodges and colonial bungalows – some dating back centuries – which not only showcase India's traditions and customs, but also bring alive the flavor, ambience and feel of her rich past. Staying in a heritage hotel can add to the guests experience of a place in many ways, whether is visiting a place of historical or religious significance, a wildlife sanctuary or an eco-tourism destination.

Typically, these hotels tend to be small and are run on a different, more personal scale as compared to the modern, metropolitan luxury hotels. In keeping with India's rich and varied traditions which go back deep in antiquity, they vary widely in their architecture, interiors and cultural offerings. The fort and palaces could range from purely functional to unabashedly ornamental. They can offer also modern conveniences (luxurious spas, wellness treatments, gyms, swimming pools).

Heritage hotels are made in different styles depending from numerous India's building periods, from 16th century to 19th and 20th century of a British rule.

Those which are included in above mentioned association are also included on a general map of Indian heritage hotels and published in a book with professional photographs of inside and outside of the each hotel.

For all projects mentioned above objectives weren't only protective, with restoration tried to provide a wide specter of tourist, economic and cultural activities.

In Spain those buildings aren't in private hands, government decided to establish a management company *Red de Paradores Slc.* which is in 100% in hands of the state (a limited liability company). Operating profit a company put in a state fund for

³³ <http://www.indianheritagehotels.com/>

heritage called *Patrimonio del Estado* which is direct owner of all heritage buildings of Spain including Paradores. A main function of this fund is restoration and maintenance architectural heritage of Spain. A company also collaborates with state secretariat for trade and tourism competent for development of Spain tourist policy and its promotion. *Red de Paradores* has great influence on development strategy of a country.

There is another private company, chain of historical hotels Estancias de España established in 1992 with intention of restoration historical buildings for tourist activities, for maintenance of art and tradition and its promotion in a total context of Spanish tourist industry. Historical buildings are transformed in historical hotels and restaurants and promoting highly qualified accommodations and topmost regional and traditional cuisine linking with art, customs and habits of place of their location. Company was also an initiator for establishment of similar historical hotels chain in Mexico – Haciendas y Estancias de Mexico and Estancias de Argentina.

Members of Estancias de España can be independent mainly private hotels and restaurants. Objects have to have historical or architectural heritage character or they have to present regional traditions of their location. Have to provide also highly qualified standards such as personal treatment of guests, elegant and artistic furniture, and topmost regional cuisine. Owners have to achieve a great success in a market and have to be part of daily management process with direct and personal contact with guests. They are typical representatives of small tourist or family business.

The same is for Portugal Pousadas hotels which are classified in 2 main categories: Historical Pousadas (located in castles, fortifications and monasteries) and Regional Pousadas (located in natural and regional parks). They are as alive museums as witnesses of Portugal history, tradition and regional customs and habits. Hotels are also subdivided in Historical Design Pousadas, Natural (Eco) Pousadas and Charm Pousadas for an easier distinction in offer. They promote Portugal wine, cheese and fruit as well as other regional products and craft.

Yades historical hotels of Greece are a prestige chain and association of private highly qualified hotels for maintenance of Greek culture, heritage and regional specialties. Located in old feudal castles, mansions, villas and other buildings of

historical meaning and changed by owners with a help of the state in tourist hotels. Yades hotels are members of European Association of Historical Hotels.

Abitare la storia is an association of private topmost accommodations in heritage buildings in Italy. It was established in 1995. Historical hotels are located in cities and in countryside arranged all around Italy. Buildings can be only restaurants or historical residences or congress centers. All have in common the location in exceptional architecture. They promote same things written above.

Chateaux & Hotels de France is a chain of historical buildings restored for tourist activities and in private hands. With tourism inside owners managed to restore and to maintain architecture.

An international hotel chain Relais & Chateaux has its origin in France, now in 50 countries around the world. It's a chain of topmost hotels and restaurants located in heritage buildings. It is based upon so called 5C (Character, Calm, Charm, Cuisine, Courtesy), mainly in private hands. Public buildings can also be members but in that case are given with chartered contract to private contractor or hotelier in long term management. This form of public – private partnership must be optimally chosen. Only one building in Slovenia is a member of this prestigious chain, Kenda mansion in Idrija.

- Intern

SWOT ANALYSIS

Strengths:

- Location with a view to the city, forest
- Cultural heritage of a local importance
- Offer (music & catering – Slovenian cuisine)
- Free and big parking place
- The only hotel which offer a view on typical Slovenian habits and customs
- Special offer: weddings

Weakness:

- Adjustment of different interest of several partners and collaborators

- Strict demands for hotel workers – difficult educational process
- High costs with long term non – profit

Opportunities:

- Local development based on tourism
- EU funding
- Additional knowledge for hotel trade (history, art history, literature)
- Inclusion to the famous chain of European historical hotels
- City as competitor for European cultural capital 2012
- Enrichment of tourist offer in a city
- Income as resource for heritage maintenance – initiative for additional alterations in cultural heritage protection act
- New jobs

Threats:

- Strong competition for getting a fund
- Rigid legislation (almost no state stimulations)
- Lack of highly educated manpower

SETTING OBJECTIVES

- Content objectives

Within 10 years become successful representative of highly qualified offer based on integral tourist products and an initiator for new similar examples in architectural heritage. With its incomes assure maintenance of a building. To provide new and highly educated manpower especially among waiters. They need to attend a course organized inside a hotel (lectures about history, art history, literature, ethnology, knowledge of at least two foreign languages). Each group of workers has to cover its own theme which is changing weekly (different stories, cuisine, crafts). Owner or manager of a hotel has to be personally connected with guests.

- Marketing objectives

An income has to provide good wages and especially maintenance of a hotel (insight and oversight). Within 10 years make a visible improvement of tourist offer in Slovenia and to create an ambitious working group. For getting an easier result they have to connect with hotels located in heritage buildings and make each offer more heterogeneous.

STRATEGIES FOR SPECIFIC MARKET SEGMENTS

- Segmentation

Guests who come to visit Slovenia are searching for authenticity. Slovenia is presented in tourist market as peaceful, small country with rich culture. Especially guests with high demands expect to get in a short time much as possible. They are ready to pay more for assured quality and for special appearance of a product and they are representatives of so called “grey” market³⁴. Consumers in this increasingly mainstream market for suppliers everywhere are growing in number, have the highest level of disposable income and, more often than not, the leisure time in which to spend it. They’re therefore a prime target for almost all things heritage and, in terms of psychographics, they are the group most likely to respond emotionally (specifically, nostalgically) and in other psychological ways to anything that has a connection with a past. It’s a fact that Europe’s population is aging. Often we see that advertising of different product is not aimed for population over 50. Companies, because of long – term benefits within investment are targeting younger population because they easily get a “loyalty” to a brand. But older people live longer and the same loyalty penetration can be achieved. The key element is to keep the message direct, over-50’s are experienced consumers, they don’t want to read flowery language, to give them a lot of information, seniors have a lot of time, you must be prepared for answering many more detailed questions than you would for 20-year-old.³⁵

³⁴ Misiura S.: *Heritage Marketing*, Elsevier, 2005, pp. 187 – 188.

³⁵ Ibid., p. 188.

- Targeting

To define a target group within a wide market orientation I have to eliminate two things, demography and nationality. To separate high class and high middle class who occasionally can afford that kind of vacation (both culturally educated and with high demands). With nationality I mean to make a distinction between foreign guests and domestic guests who put a lot on topmost Slovenian products. Target group: foreign guests with high demands from high or high middle class who expecting peaceful atmosphere and high qualified offer. Domestic guests from Ljubljana or other cities who can afford sometimes more for special quality, who like to enjoy peaceful evening with jazz music or like to organize special events for small groups.

- Positioning

Highly qualified and an integrated offer on a base of Slovenian cultural heritage

OPERATIVE MARKETING INSTRUMENTS (marketing mix)

- Product

It has an integrated character. High qualified accommodation with additional products: music, recreation, thematic events (stories connected with history of hotel and city itself).

- Price

5 star hotel in Ljubljana costs more than 160€, prices with similar products in Europe are more than 200€. Price of overnight stay with breakfast should be between these 2 items. Prices of additional products should be fixed after a consultation with distributors and co-workers and subcontractors. Formation of prices depends on buying price set by partners and on maximum willingness to pay.

It is important that strategy allows higher selling price.

- Place (distribution)

First and most important thing is to make connection with Tourist Informational Center of Ljubljana (TIC) and with Slovenian Tourist Agency (STA); that hotel is as quick as possible included on promotion list. In a main TIC office in the center of Ljubljana a manager should organize a kind of display rack designed in a style presented in hotel. It has to be also informative with general information about a

project and with main stress on expert knowledge, quality and cultural heritage. It has to be exposed with presentation of special hotel products.

There are Slovenian Cultural Information Centres in Berlin, London, Paris, Rome and Vienna³⁶ and with a help of STA do the same thing as written above.

To make also connections with nearby sport centers to get co-workers for additional offer of actively spend time in a hotel.

- Promotion (communication)

Through an internet page; advertising in daily media (newspaper, TV) especially for domestic guest, for foreigners advertising through brochures in Cultural Information Centers and mainly through internet.

An additional product (lessons for hotel workers) should be in cooperation presented in school for tourism and hotel management.

EVALUATION

Tourist offer in cultural heritage buildings should be extend to the whole Slovenia. To make connections with restored castles, mansions and other historical hotels and to form together in an alliance which will make Slovenian tourist offer more competitive with European market. Offer and its quality should be increased with additional products.

Accomplishment of objectives shouldn't depend only on a number of co-workers and distributors but mostly from their suitability for support by an offer and promotion.

Above mentioned evaluation serve as an examination for success of this strategy if there will not be any achieved result the strategy will be characterizes as unsuccessful.

ALTERNATIVE STRATEGY

To be discussed in next chapter about additional offer within eco tourism.

³⁶ *Study of cultural cooperation in Europe*, Interarts and EFAH, June 2003

4.3. CULTURAL TOURISM

A worldwide trend of tourism growing leads us to think about additional, more complex offer as a combination of leisure time and culture. If I return to my former question, for *whom* we preserve a heritage there could be an answer. This chapter is a continuation of previous one; or what kind of tourist market could this hotel implement.

To argue what a cultural tourism³⁷ is, frames of thesis will be broken and at this point I will put forward in 1999 from the International Council of Monuments and Sites (ICOMOS) and the World Tourism Organization (WTO) published excellent policy documents on cultural tourism and the need for controls. These are set out in two key documents: the WTO *Global Code of Ethics for Tourism* and the Principles of the *International Cultural Tourism Charter* established by ICOMOS.

Of the two documents, ICOMOS covers the issue of cultural tourism, and how to deal with it from a heritage perspective, most comprehensively. The WTO *Code of Ethics for Tourism* devotes a specific Article (Article 4 - 'Tourism, a user of the cultural heritage of mankind and a contributor to its enhancement') to cultural tourism, while ranging far more widely in nine other Articles into all other aspects of tourism, its benefits and effects.

There have also been several most commendable documents by the EU Institutions and the Council of Europe referring to sustainable tourism development.

³⁷*Cultural Tourism in Europe*, ed. Richards G., CABI, Wallingford, 1996: re – issued in 2005 in electronic format by the Association for Tourism and Leisure Education (ATLAS), www.atlas-euro.org

4.4. SUSTAINABILITY IN TOURISM

Modern European tourism tends towards the concept of sustainable development³⁸. Sustainable development requires the safeguarding the earth's capacity to support life in all its diversity. It embraces concerns for environmental protection, social equity and the quality of life, cultural diversity and a dynamic, viable economy delivering jobs and prosperity for all and is an overarching objective of the European Union.³⁹

Tourism is an activity that can have a truly major impact on sustainable development. Can be a tool to aid or drive regeneration and economic development as well as enhancing the quality of life of visitors and host communities.

An average annual growth of tourist incoming 6%, an average annual growth of overnight stays is 4% and an influx of foreign currency into the country is 8%.⁴⁰

Prevailing foreigners from Italy, Germany, Austria and lately due to the cheap flights from UK also those nations.

The number of overnight stays in Ljubljana is also growing. Already said in chapter about hotel marketing, targeting will be putted in a "grey" market, from Austria, Germany and Italy. With addition of culture and symbols and with establishment of a brand, these added values could attract demanding consumer or improve a higher class accommodation in a city.

The key to success in the development of heritage products (also in heritage tourism sector) depends on the ability to match the product or service being offered (which is based on an understanding of consumer wants or aspirations) with the benefits sought by the consumer (both tangible and intangible).⁴¹

A product is: physical (tangible), functional (capable of doing something), symbolic (representative of something).

³⁸ The concept of sustainable development has been widely accepted as the basis for planning and managing the way we live now and in the future. In 1992 the Rio Declaration on Environment and Development set out Agenda 21, a comprehensive plan of action adopted by 178 governments. This was broadened at the World Summit on Sustainable Development in Johannesburg in 2002, which resulted in a plan of implementation with a focus on public-private partnership.

³⁹ *Action for more sustainable European tourism*, Report of the Tourism Sustainability Group, February 2007, p. 2

⁴⁰ Data were taken from, RNUST, p.163.

⁴¹ Misiura S.: *Heritage Marketing*, 2006, p. 130.

Products operate at three levels: the core (heart of the product), the actual (features and capabilities offered), the augmented (different “added – value” variables such as brand name).

With establishment of a brand name, starting with Bellevue and spreading it across Slovene historic hotels (see a map in annex), special benefits can create special image in the mind of consumers. Chosen name – “Historic Hotels” can provoke quite a specific imagination to each consumer who wants to travel and be settled in heritage. Within this brand there are several restrictions based on quality and uniqueness hidden.

1. to be under protection as a cultural monument of local/state meaning
2. preserved authenticity
3. an outstanding landscape
4. restored equipment with added comfort
5. qualitative staff
6. uniqueness
7. Slovene wine and food offer

To establish a brand there must be considered at least six above mentioned points.

A brand could be improved with additional ecolabells with which we can approach more to the concept of sustainability. That eco - labeling and certification schemes in tourism have been operationalized to ensure more sustainable management or consumption in tourism practices.⁴² Ecolabel is necessary in our study case – hotel Bellevue – due to its position in Regional Park and due to increasing interest of our target group for alternative concepts in spending their leisure time and traveling. Ecolabelling schemes need to accept certain indicators that guarantee sustainability and could be adapted to coincide with different types of sustainability:

1. *Very weak*: ecolabelling schemes that aim to preserve the current practices of the tourism products and services;
2. *Weak*: ecolabelling schemes that aim to preserve only the new forms of development in the destination or surrounding areas;

⁴² Diamantis D., Westlake J.,: Ecolabelling in the Context of Sustainable Tourism and Ecotourism, in *Tourism Ecolabelling, certification and promotion of sustainable management*, ed. X. Font, R.C. Buckley, CAB International 2001, p. 27.

3. *Strong*: ecolabelling schemes that aim to apply an environmental management system in the destination and services;
4. *Very strong*: ecolabelling schemes that aim for the absolute preservation of tourism products and services.⁴³

In our case of rehabilitation of hotel Bellevue and surrounded area of Regional Park, type of sustainability is *weak* with product – led tourism scenario, as discussed by Westlake and Diamantis⁴⁴:

- Status: Tourism is developed
- Criteria: Sustain tourism activities and develop new products
- Benefits: Improvement of the local economy and employment, assist preservation practices of surrounding destinations, expansion and diversification of tourism planning
- Costs: conserve only existing infrastructure and products

The foundation of the ecolabelling scheme represents the life cycle assessment (LCA) methodology⁴⁵ and could be used for measurements of different impacts:

1. *Inventory* of different products at the destination and the gathering of data relating to the material and energy inputs of the different products.
2. *Impact analysis*: establishment of the environmental, economic, social and cultural impacts of each of the different products examined in the inventory assessment.
3. *Impact assessment*: the classification, characterization and valuation of different impacts.
4. *Improvement*: a formal and systematic appraisal of the product's impact over a period of time.

Ecolabelling schemes need to be accompanied by the use of certain indicators as well as need to be under support of different stakeholders and local communities.

⁴³ Ibid., p. 29.

⁴⁴ Westlake J., Diamantis D., The application of environmental auditing to the management of sustainability within tourism, *Tourism recreation Research* 23(2), pp. 69 – 71.

⁴⁵ Diamantis D., Westlake J., Ecolabelling in the Context of Sustainable Tourism and Ecotourism, in *Tourism Ecolabelling, certification and promotion of sustainable management*, ed. X. Font, R.C. Buckley, CAB International 2001, p. 30.

Sustainability and ecotourism indicators are the instrumental tools to measure environmental performance.

To establish and ecolabelling scheme in our case of Bellevue and further on other historic hotels around Slovenia, well planned process⁴⁶ should be considered.

The first phase encompasses the positioning and planning of the ecolabel, consideration of the role the ecolabel will have, the organizations already involved in similar initiatives, the target market of potential awardees and the impact on tourism consumption.

The second phase will include the development of the criteria for this ecolabel, by evaluating the key environmental impacts in the sector, taking criteria from a broader system and adapting them to the sector, identifying the key criteria for companies to meet, preparing manuals and examples for them to follow. This information should go through the process of consultation and piloting to ensure that the critical mass can meet the criteria.

The final phase will involve the management and marketing of the ecolabel proposal, by budgeting the costs of managing the ecolabel, negotiating with potential awarding bodies and negotiating for funding. Once the proposal is written, this can be marketed to potential consumers in order to assess the degree of interest before handing over the proposals of the ecolabel to the commissioning organizations.

And what benefits⁴⁷ may arise from ecolabels? They help to sell tourism product (marketing tool), they also decrease the use of resources such as energy and water, reducing costs for the operator. They provide consumers with easily accessible and recognizable information on best environmental practice within a product group and among other raise environmental awareness among all stakeholders and advance good environmental practice in the tourist sector.

⁴⁶ Font X., Tribe J.: The Process of Developing an Ecolabel, in *Tourism Ecolabelling, certification and promotion of sustainable management*, ed. X. Font, R.C. Buckley, CAB International 2001, pp. 87 - 89.

⁴⁷ Hamele H.: Ecolabels for Tourism in Europe: the European Ecolabel for Tourism?, in *Tourism Ecolabelling, certification and promotion of sustainable management*, ed. X. Font, R.C. Buckley, CAB International 2001, p. 177.

Cultural heritage which is in use for tourism can more successfully candidate to get European funds if as a content of rehabilitation presents linkage with sustainability and its eco offer.

In a case of hotel Bellevue we can achieve with redefinition of a product and with a connection with new strong trend of the tourist market based on eco development positive decision among authorities to stimulate rehabilitation by the owner of a hotel.

5. CONCLUSION

Tradition and heritage are factors that enhance the quality of life of particular place and make them attractive locations for investment. An emphasis on tradition is important in the development of tourism as a major industry. Heritage has played a key role in attracting consumers to a region, country or locality.

Heritage is created by establishing a number of principles, processes and practices; different academics and experts in vastly contrasting (or complementary) fields will produce values that accrue around the concept of heritage. The overall value created will be of significance in marketing the heritage product or service.

Carefully planned steps and overall process must be also linked with principles of sustainable development to create highest values for different communities. And then the heritage could be a generator of qualitative contributions not only within policy decisions but in everyday life of consumers.

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ANNEX 1



Historic hotels in Slovenia

ANNEX 2

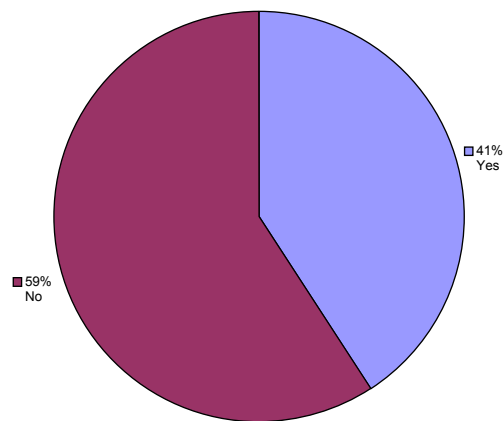
Questions:

1. Are you willing to accept an additional tax to finance the renovation of the monument?

a.) Yes

b.) No

Are you willing to accept an additional tax to finance the renovation of the monument?



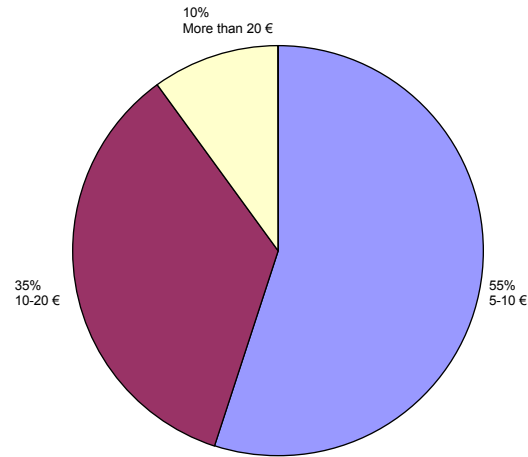
2. If you decided for Yes, how much?

a.) 5 – 10 eur

b.) 10 – 20 eur

c.) more than 20 eur

If you decided for Yes, how much?

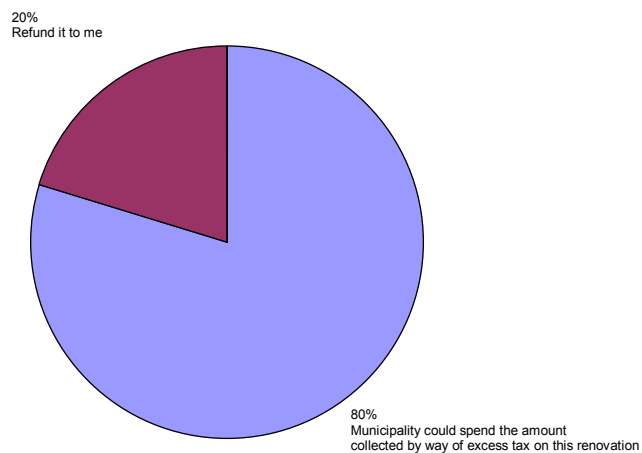


2. Are you willing to accept that municipality spend the amount collected by way of excess tax on this renovation project or refund it to you?

a.) municipality could spend the amount collected by way of excess tax on this renovation

b.)refund it to me

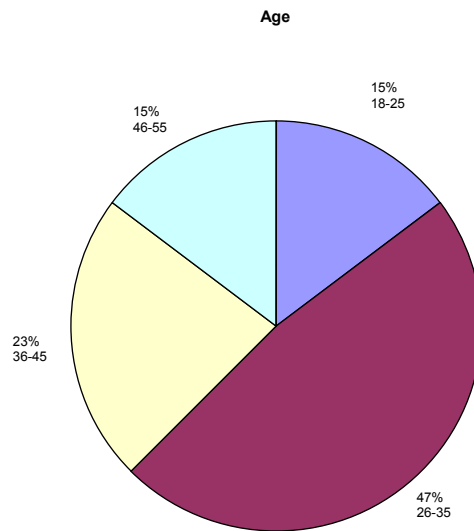
Are you willing to accept that municipality spend the amount collected by way of excess tax on this renovation project or refund it to you?



3. What do you think will municipality get with renovated hotel?

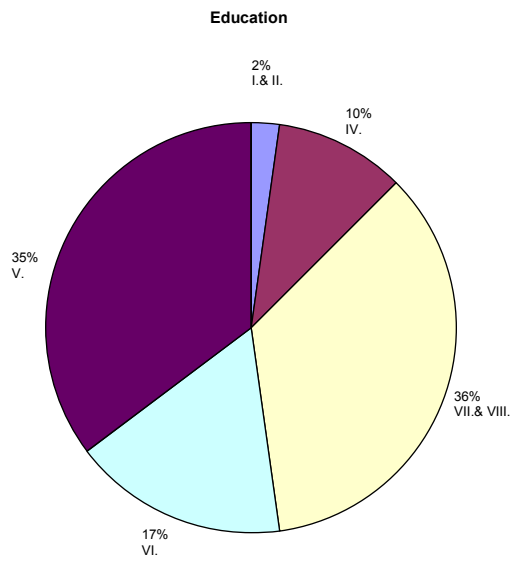
4. Age

- a.) 18-25
- b.) 26-35
- c.) 36-45
- d.) 46-55
- e.) more than 56



5. Education

- a.) I. & II.
- b.) III
- c.) IV
- d.) V
- e.) VI
- f.) VII&VIII



6. Where do you live?

- a.) in town quarter Spodnja Šiška
- b.) in an area of municipality of Ljubljana
- c.) I am not an inhabitant of Ljubljana

