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TEMA BROJA
**PODSTICAJNA
PUTOVANJA**

COVER STORY
**INCENTIVE
TRAVEL**

GERI GRIMER:

**POTRAŽNJA POSTOJI, SAV USPEH
ĆE ZAVISITI OD KREATIVNIH PAKETA
I EFIKASNE PRODAJE**

ROB DAVIDSON:

**SOCIJALNO NASLEĐE
PODSTICAJNIH PUTOVANJA**

ISTRAŽIVANJE:

**KOLIKO JE "INCENTIVE"
PODSTICAJAN
ZA REGION?**

GARY GRIMMER:

**THE DEMAND IS THERE, SUCCESS
WILL BE ALL ABOUT CREATIVE
PACKAGING AND EFFECTIVE SALES**

ROB DAVIDSON:

**THE SOCIAL LEGACY OF
INCENTIVE TRAVEL**

RESEARCH:

**HOW MUCH
"INCENTIVE TRAVEL"
IS INCENTIVE TO THE REGION?**



hotel • kongres • wellness

riba, vino, palačinke

bluesun hotel elaphusa, Bol, otok Brač

- 300 soba i 6 apartmana
- 5 konferencijskih dvorana (ukupan kapacitet do 800 mjesta)
- Thalasso wellness (4000 m²)
- Taverna Vallum
- Night club Elaphusa
- Indoor golf, disco bowling, fitness

Aerodrom Brač - 14 km od hotela

bluesun hotel kaj, Marija Bistrica

- 66 soba
- 3 konferencijske dvorane (ukupan kapacitet do 150 mjesta)
- Wellness & Spa (400 m²)
- Restoran Academia
- Vinoteka

BOL bluesun hotel elaphusa, bluesun hotel bonaca, bluesun hotel borak
BRELA bluesun hotel berulia, bluesun hotel maestral, bluesun hotel marina, bluesun hotel soline
STARIGRAD PAKLENICA bluesun hotel alan
TUČEPI bluesun hotel afrodita, bluesun hotel alga, bluesun hotel kaštelet, bluesun hotel neptun
MARIJA BISTRICA bluesun hotel kaj



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Uvremenima kada je konkurencija u svim oblastima poslovanja sve veća i oštija, ljudski resursi postaju jedni od najvažnijih i najtraženijih resursa. Samo kompanije koje imaju zadovoljne i požrtvovane zaposlene mogu da prave dugoročne planove i da napreduju.

Iz navedenih razloga pitanje motivacije je jedno od najvažnijih i najproučavanijih tema u nauci o organizacionom ponašanju i u upravljanju ljudskim resursima.

Danas, da bi organizacija harmonično funkcionisala – svi moraju biti oduševljeni zbog toga što ujutro dolaze na posao.

Kako podstaći, usmeriti i održati ponašanje zaposlenih prema nekom cilju?

Kako postići identifikaciju ličnih vrednosti zaposlenih sa vrednostima i socijalnom kulturom kompanije?

Jedan od načina za postizanje motivisanosti zaposlenih a potom i vrhunskih rezultata, u kongresnoj industriji, su svakako tzv. incentive odnosno motivacijska putovanja.

To su ona nezaboravna, neponovljiva putovanja na koja nas šalju kompanije kada postignemo neke nadprosečne rezultate na poslu, u prodaji, ili na razvoju nekog projekta. Uglavnom slika koju zamišljamo tom prilikom jeste upravo kako ležimo na ležaljci na pustoj predivnoj peščanoj plaži sa belim peskom, ispod palme, sa koktelom, ukrašenim egzotičnim voćem, u ruci, pogleda uprtog u drečavo plavo more i naravno osmehom koji ne možemo da skinemo sa lica.

Međutim, incentive je danas mnogo više od toga. Više nije presudno i nije sama destinacija ta koja prodaje incentive. Cena koštanja, kreativnost u ponudi i prodaji incentive programa danas igra glavnu ulogu, tako da naš region koji u startu ne može da se takmiči sa egzotičnim tropskim destinacijama koje obično povezujemo sa ovom vrstom turizma, ima šanse da zauzme svoje mesto među destinacijama za incentive.

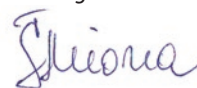
Incentive putovanje treba nagrađenima da pruži nezaboravan doživljaj, nešto što ranije nisu imali prilike da iskuse, vide, oseće, čuju, pomirišu, nešto jedinstveno, što će dugo pamtiti sa sjajem u očima. Zato je kreativnost pogonsko gorivo za realizaciju incentive putovanja.

Obzirom na značaj motivacijskih putovanja, sa jedne strane, kao menadžerskog alata, a sa druge, kao veoma važnog vida kongresnog i poslovnog turizma, ovaj broj SEEbtm magazina ćemo posvetiti upravo poslovnim putovanjima u motivacijske svrhe, predložimo incentive programa i njihovoj primeni u praksi.

Danas, potencijal incentive turizma se meri u milijardama dolara. Međutim, bez obzira na prihvaćenost ove vrste turizma kao menadžerskog alata, svake godine biće sve teže. Očekivanja učesnika su sve veća, a konkurencija sve oštija. Ono što je nekada bilo dobro, više nije dovoljno. Dok su se prethodne godine oslanjale na sposobnost dobre prodaje, buduće zahtevaju maštu i smelost, pri kreiranju i isporuci izuzetnih incentive programa.

Kreativnost je ključ.

Miona Šljivančanin,
glavni i odgovorni urednik






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In these times when competition in all fields of business is getting stiffer and fiercer, human resources have become one of the most important and most needed resources. Only companies with satisfied and devoted employees may make long-term plans and advance.

Therefore, motivation issue is one of the most significant and most studied topics in the science of organisational behaviour and human resource management.

Today, in order for an organisation to function smoothly, everybody must be thrilled for going to work in the morning..

How can we stimulate, focus and keep employee activities towards a goal?

How can we achieve the identification of personal values of employees with the values and social culture of the company?

One way to gain employee motivation and then supreme results, in the meetings industry, is undoubtedly so-called incentive or motivational travel.

These are the unforgettable, unique trips awarded to us by our companies for reaching excellent results at work, in sale or development of a project. By those, we generally imply us lying on a beach chair, at an empty, beautiful beach with white sand, under a palm, with a cocktail decorated with exotic fruit in our hand, watching the bright blue sea and, of course, with a smile we can not get off of our face.

However, the incentive travel today implies much more than that. Destination is not a key factor selling the incentive travel in itself any more. Price and creativity in offering and selling incentive programmes take the key role nowadays, so that our region, which can not even begin to compete with exotic tropical destinations which are usually associated with this type of tourism, has got a chance to position itself among incentive destinations.

Incentive travel should give an unforgettable experience to the rewarded, something they have never experienced, seen, felt, heard or smelled, something unique which they will remember for a long time with sparkling eyes. Therefore, creativity is the main driver for realising incentive travel.


Bearing in mind the importance of motivational programmes as a managerial tool on one side and on the other side, a very important form of congress and business tourism, this issue of SEEbtm Magazine will be dedicated to business travel with motivational purpose, proposals for incentive programmes and their practical realisation.

Nowadays, the potential of incentive tourism is worth billions of dollars. However, regardless of the fact that this form of tourism is widely accepted as a managerial tool, every year will be more difficult. Expectations of participants are getting bigger and competition is getting fiercer. What was once good is not enough any more. Past years relied on good selling skills, whereas future years require imagination and courage in creating and delivering incentive programmes which would be excellent.

Creativity is the key.

Miona Šljivancanin,
Editor-in-Chief



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ROB DEVIDSON U ZAGREBU

Jednodnevni edukacijski seminar za hotelijere „Kako uspešno prodati konferencijske sale u svom hotelu?“ održan je 26. januara 2010. godine u hotelu Antunović u Zagrebu. Rob Dejvidson – predavač na ovom seminaru – je viši predavač na Univerzitetu Vestminster u Londonu gde vodi katedru za upravljanje konferencijama i događajima. Rob je značajan međunarodni stručnjak za upravljanje poslovnim procesima, a za svoj rad dobio je veliki broj međunarodnih priznanja. Seminar je organizovala agencija Concept d.o.o. iz Dubrovnika u saradnji sa agencijom Eures-tim iz Zagreba.



SEMINAR „STAV OD 5 ZVEZDICA“, PREDAVAČ LINDA PEREIRA

Edukacijski seminar koji se održao 23. i 24.02.2010. godine pod nazivom Five Star Course Attitude. Predavačica je sjajna Linda Pereira a seminar je namenjen hotelijerima kao i putničkim agencijama. Na seminaru se mogao čuti stav da je usluga od pet zvezdica mnogo više od našeg ličnog užitka i prevazilazi sve hotelske kategorije, pa čak i samu destinaciju. Ovaj seminar uči o tome kako



«stav vredan 5 zvezdica» učiniti sastavnim delom predanosti usluzi. Lekcije su osmišljene kako bi podstakle svesnost i nove veštine koje produbljuju stručnost u pružanju usluga.

WELLNESS KAO IZAZOV



U hotelu M održana je Međunarodna Konferencija o wellness i zdravstvenom turizmu koju su organizovali Centar za promociju Wellness & Spa (CPSW), Privredna komora Beograda i Klub privrednih novinara. U redu Konferencije dominirale su teme koje bi se mogle svrstati pod zajednički naslov „Trendovi i izazovi u wellness i zdravstvenom turizmu“, poput „Razvoja zdravstvenog turizma u Srbiji“, „Marketing strategije i menadžmenta u wellness i zdravstvenom turizmu“, „Standarda kvaliteta i koncepta u wellness hotelima“ i drugih. Pored stručnjaka iz Srbije učestvovali su i gosti iz Mađarske, Slovenije i Hrvatske. Na Konferenciji su uručene i nagrade:

- Priznanje „Prva turistička zvezda“ pripalo je hotelu Orašac u Beogradu, Turističkoj organizaciji Beograda za publikaciju „Stranci u Beogradu“ i redakciji časopisa „Turistički svet“ za monografiju „Kraljevske banje Srbije“.

- Priznanje „Wellness award 2009“ dobili su: „Alex Company“, Thera-Band Akademija, Spa centar „Five Elements“ hotela „Life Design“ u Beogradu, Jugohemija-Farmacija d.o.o, „Solutio“ d.o.o, Kompanija „Simpo“ A.D, emisija „U trendu“, DZ Stari Grad, Jelena Tričković i voda „Rosa“.

Turistički novinar godine je Jovan Vučković, novinar Radio Beograda 2, a Jelena Tomašević je Wellness lice godine.

NAGRADA STIGLA NA PRAVO MESTO

U Best Western hotelu Šumadija (4*) u Beogradu, organizovana je proslava povodom prestižne nagrade za kvalitet koju dodeljuje „Best Western Quality Award 2009“.

U konkurenciji sa još 80 hotela koji pripadaju Best Western ce-



ntrol Europe, hotel Šumadija, idealan za poslovne goste, udaljen je samo 2 km od Beogradskog sajma i 5 km od centra grada, u neposrednoj blizini izletišta Košutnjak i Ada Ciganlija. Ocenjen je sa najvećim brojem bodova za kvalitet.

Na samoj proslavi, Barbara Operschall, glavni izvršni referent kompanije Best Western za Centralnu Evropu, najavila je u skorij budućnosti ulazak još tri hotela sa područja Srbije u ovaj prestižni hotelski lanac koji obuhvata oko 4.200 hotela širom sveta.

WIZZAIR ŽELI DA OSNUJE MINI AVIO KOMPANIJU U BEOGRADU



Mađarska niskobudžetna kompanija „Vizer“, izrazila je želju da uspostavi letove između Beograda i drugih evropskih gradova. Državni sekretar za turizam Goran Petković objasnio je da ta kompanija želi da u Beogradu osnuje mini kompaniju kao svoju bazu, sa jednim avionom, koji će opsluživati naše stjuardese i tehničari. On je dodao da „Vizer“ obavlja više od 80 odsto letova iz Budimpešte, a očekuje se da bi u Beograd mogao da dovede 10.000 inostranih turista, a to će istovremeno biti prilika i našim ljudima da

putuju po povoljnijim cenama. Direktorka Turističke organizacije Srbije Gordana Plamenac je rekla da uspostavljanje letova loupkost kompanija sa Beogradom, nameće obavezu većeg promovisanja turističke ponude Srbije u zemljama iz kojih te kompanije dolaze.

KONAČNO - GOOGLE TELEFON!



“Supertelefon”, kako tvrde u ovoj kompaniji, predstavlja najnoviji pokušaj ovog giganta na polju pretraživača da ugrabi deo tržišta smart telefona koje je u ekspanziji, a za čiju popularizaciju je zaslužan Apple iPhone.

Da bi zaštitio svoje online reklamiranje, ovaj telefon predstavlja izazov za slične proizvode kompanija Apple, Blackberry i Nokia. Telefon Nexus One je dugačak

119 mm, širok 59,8 mm, njegova debljina je 11,5 mm, a težak je 130 grama. Sa ekranom AMOLED od 3,7 inča (9,4 cm) osetljivim na dodir, telefon je dizajniran u saradnji sa tajvanskom kompanijom HTC Corp. HTC je takođe napravila prvi telefon sa Android operativnim sistemom.

Prilikom predstavljanja telefona, inženjer Google-a Erik Tseng rekao je da aparat Nexus One nije deblji od olovke i nije teži od džepnog noža. Telefon ima track ball na dnu koji menja boje kada korisnik dobije email ili tekstualnu poruku.

Što se tiče memorije, u Nexus One je upakovano 512 MB flash memorije, 512 MB RAM i 4 GB Micro SD kartica koja može biti proširena na 32 GB. Od konekcija, telefon nudi HSDPA 7,2 Mbps protokol, Wi-Fi i Bluetooth povezivanje, AGPS i merač ubrzanja. Aparat poseduje i tastaturu osetljivu na glas koja korisnicima omogućava da diktiraju email poruke, tekstualne poruke ili upite za pretraživanje interneta.

Telefon takođe sadrži i 3D foto galeriju, Live Wallpapers, i podršku za Google aplikacije kao što su Gmail, Google Voice i Google Maps Navigation. Uređaji Nexus One omogućavaju govorne instrukcije za navigaciju korak po korak iz Google Mapping programa. Telefon poseduje i kompas, GPS i svetlosni senzor. Svetlosni senzor štedi energiju tako što se podešava na osvetljenje u zatvorenom i otvorenom prostoru.

Telefon će funkcionisati na Android Mobile Technology Platform 2.1 softveru, najnovijoj verziji mobilnih platformi iz ponude Google-a.

U Google online prodaji (google.com/phone), telefon je u ovom trenutku dostupan samo u Americi. Zaključana verzija Nexus One se prodaje po ceni od 179 dolara, što uključuje i ugovor na dve godine sa T-Mobile USA. Otključani model telefona će koštati 529 dolara.



TOP 10 SVETSKIH DOŽIVLJAJA, PREMA ISTRAŽIVANJU C&IT MAGAZINA

U toku trajanja sajma kongresnog turizma EIBTM u Barceloni, održan je i seminar „10 najboljih doživljaja i iskustava sveta“. Prisutni su imali prilike da slušaju urednicu magazina C&IT, Yasmin Arrigo, koja je predstavljala istraživanje sprovedeno od strane ovog magazina, EIBTM-

a i Kongresnog Biroa Hjustona (Greater Houston Convention & Visitors Bureau), o najbolje ocenjenim iskustvima tokom 2009. godine. Na osnovu glasanja vodećih evropskih lidera u poslovnom turizmu (Europe's leading meetings, incentives and event buyers) na predavanju se diskutovalo o najinteresantnijim doživljajima, a publika je imala prilike da komentariše ili predloži još neki jedinstven program. U proglašenih top deset iskustava ušli su:

dresiranje konja, letenje balonom iznad Arizone, pecanje ribe marlin duž obala Meksika, šou Beetlejuice u studijima Universal, banket u palati Suri na Baliju, jama Postojna u Sloveniji, vožnja sankama koje vuku psi u Kvebeku, karneval u Salvadoru, Brazil, večera u palati Nizam i DJ nastup u Ministry of Sound. Tokom diskusije, pomenuli smo neverovatan doživljaj ispiranja zlata u Istočnoj Srbiji, što je izazvalo zainteresovanost i vrlo dobre reakcije među publikom. Više o ovom doživljaju i mogućnosti da ovo doživite sa vodičem planinarskog društva, Gordanom, možete pročitati na stranici 45.



MEĐUNARODNI KONGRES HOTELIJERA U BEOGRADU



U Beogradu u periodu od 18 – 21. januara 2010. godine održan je 47. Svetski kongres Međunarodne asocijacije hotelijera i restoratera (International Hotel & Restaurant Association – IH & RA). Pokrovitelj ovog međunarodnog kongresa je bila Vlada Republike Srbije. Organizator kongresa je Međunarodna asocijacija hotela i restoratera IH & RA, u čijem se sastavu nalazi preko 100 nacionalnih asocijacija, 300 hiljada hotela i preko 8 miliona restorana. Ukupan broj zaposlenih u hotelima i restoranima članicama IH&RA je 60 miliona, a članice IH&RA ostvaruju ukupan međunarodni devizni priliv od 950 milijardi USA dolara. Na kongresu je bilo prisutno oko 250 delegata, predstavnika hotelsko - ugostiteljske privrede, generalni menadžeri i direktori hotelskih i ugostiteljskih sektora, što ovom kongresu daje izuzetan značaj sa aspekta razvoja i pozicioniranja hotelske i kongresne industrije Srbije. Generalna tema kongresa bila je: Balkan kao novo turističko tržište Evrope i Novi trendovi u hotelijerstvu.

Na kongresu je bilo prisutno oko 250 delegata, predstavnika hotelsko - ugostiteljske privrede, generalni menadžeri i direktori hotelskih i ugostiteljskih sektora, što ovom kongresu daje izuzetan značaj sa aspekta razvoja i pozicioniranja hotelske i kongresne industrije Srbije. Generalna tema kongresa bila je: Balkan kao novo turističko tržište Evrope i Novi trendovi u hotelijerstvu.



MEĐUNARODNI SAJAM TURIZMA U BEOGRADU, 24 – 28.02.2010.



Sajam turizma Beograd je 2003. godine primljen u članstvo Evropske asocijacije turističkih poslovnih sajmova (ETTFA) u kojoj je članstvo omogućeno po kriterijumima kvaliteta. Na osnovu visokih standarda kojih se ovaj Sajam pridržava, članstvo je potvrđeno i u Svetskoj asocijaciji turističkih poslovnih sajmova (ITTFA), u

koju je ETTFA prerasla. Trud da se pravovremenim planiranjem i dobrom organizacijom nastavi razvoj ove veoma značajne turističke manifestacije rezultira sve većim brojem izlagača iz zemlje i inostranstva, kao i sve većom zainteresovanošću za posetu Sajmu, bilo da je reč o poslovnim posetiocima ili posetama javnosti. Prošlogodišnji 31. Međunarodni sajam turizma u Beogradu održan je u periodu od 26. februara do 1. marta 2009. godine. Najkompletniju ponudu domaćih i inostranih destinacija, na cca 28.000 m² bruto izlagačkog prostora, predstavilo je 830 izlagača iz 38 zemalja. Popusti koji su dostizali i 20% od cene aranžmana, first minute ponude, najbolja ponuda opreme za hotelsko i ugostiteljsko poslovanje, predstavljanje i edukacija o hotelskim rezervacionim sistemima, prezentacija nacionalnih kuhinja, degustacija specijaliteta sa menija najcenjenijih nacionalnih kuća, muzika, karneval i modne revije su samo deo onoga što je animiralo 52.516 posetilaca koji su nam ukazali svoje poverenje.

Ove godine, nakon otvaranja Međunarodnog Sajma turizma, 24.02.2010. u Beogradu, planira se prva žurka (okupljanje) kongresne industrije regiona, u organizaciji kompanije The Best Solutions iz Beograda, vlasnika regionalnog internet portala www.kongresniturizam.com.

CROTOUR, SAJAM TURIZMA U ZAGREBU, 14-17.04.2010.



Crotour 2010 će biti ponovo održan pod pokroviteljstvom Ministarstva turizma Republike Hrvatske, a uz potporu Hrvatske turističke zajednice i Svetske turističke zajednice (WTO).

Crotour će biti mesto susreta turističke potražnje i ponude s područja Jugoistočne Europe, kao i "last minute booking 2010" i ugovaranja za 2011. godinu. Uz Crotour turističku berzu održava se i "Buy Croatia" - turistička berza Hrvatske turističke zajednice. Crotour 2009. godine na 9000 m² izložbenog prostora, okupio je 282 izlagača iz 25 zemalja, 68 predstavnika tour-operatora iz 20 zemalja, sa više od 15.000 posetilaca.

IMEX UVODI NOVI AMERIČKI SAJAM – IMEX AMERICA

Potpuno novi sajam američke kongresne industrije najavio je u Las Vegasu krajem oktobra 2009. godine Rej Blum, predsednik IMEX Group. Pored Bluma, prisutni su bili i Brus Makmilan, izvršni direktor Međunarodne organizacije zaposlenih u kongresnoj industriji (Meeting Professionals International – MPI), strateškog partnera IMEX America, i Kris Majer, potpredsednik za prodaju Agencije za promociju kongresnog turizma i poseta Las Vegasu (Las Vegas Convention and Visitors Authority – LVCVA), da najave uđenje IMEX America – američkog međunarodnog sajma incentive putovanja, kongresne industrije i događaja. Ovaj novi sajam održaće se u centru Sands Expo Convention Center u hotelima Venetian i Palazzo u periodu 11 – 13. oktobra 2011. godine, uz podršku strateškog partnerstva sa MPI, kao i velikog broja partnera iz ove oblasti. Sajam će funkcionisati kao deo sajmova IMEX Group i, kao takav, imaće jasno usmerenje na poslovanje, međunarodne programe ponude kupcima (hosted buyer programs) i saradnju u okviru ove industrije. www.imexamerica.com



TREĆI MEĐUNARODNI SAJAM HOTELSKO-UGOSTITELJSKE OPREME I CATERINGA, 24-28.02.2010.

3. HOTEL & GASTROTEH – biennialni međunarodni sajam hotelsko-ugostiteljske opreme i cateringa programski je još više usmeren prema izlagačima sa hotelskom i ugostiteljskom opremom i gastro-programom prehrambenih proizvoda i poslovnoj publici: hotelijerima, restoraterima, investitorima u turistički sektor, svim preduzetnicima i učesnicima u ugostiteljsko-turističkom sektoru.

Prema projekcijama nacionalne Udruge malih i obiteljskih hotela u narednom periodu bi hrvatska turistička ponuda trebalo postati bogatija za tristotinjak malih i porodičnih hotela. U njihovu izgradnju će se uložiti oko milijardu eura. Većina objekata ima će kategoriju četiri zvezdice.

Prema dugoročnom planu Hrvatska bi trebala imati najmanje hiljadu takvih objekata. Zagreb, centar privredne aktivnosti Republike Hrvatske, i najznačajnije prometno čvorište u Regiji, očekuje Vas na 3. HOTEL & GASTROTEH-u.

Prethodni 2. HOTEL & GASTROTEH održan 2007. godine okupio je 143 izlagača na 6.384 m² izložbene površine. 20% od cene aranžmana, first minute ponude, najbolja ponuda opreme za hotelsko i ugostiteljsko poslovanje, predstavljanje i edukacija o hotelskim rezervacionim sistemima, prezentacija nacionalnih kuhinja, degustacija specijaliteta sa menija najcenjenijih nacionalnih kuća, muzika, karneval i modne revije su samo deo onoga što je animiralo 52.516 posetilaca koji su nam ukazali svoje poverenje.

ADRIA AIRWAYS PONOVO U BEOGRADU

Slovenačka nacionalna avio kompanija "Adria Airways", posle skoro dvadesetogodišnje pauze, od 1. marta 2010. godine ponovo će leteti do Beograda, saopšteno



je iz ove avio kompanije. Direktor civilnog vazduhoplovstva Srbije izdao je u petak dozvolu slovenačkoj avio kompaniji za uspostavljanje saobraćaja na bazi svakodnevnih letova između Ljubljane i Beograda. Početkom 2010. godine, menadžment "Adria Airways" posetiće srpsku nacionalnu avio kompaniju "Jat Airways", sa čijim zvaničnicima će razmotriti eventualne mogućnosti komercijalne saradnje dva avio prevoznika, saopštio je generalni direktor "Adria Airways" za Srbiju, Orhan Hodžić.

MITT – 17. MOSKOVSKI MEĐUNARODNI SAJAM PUTOVANJA I TURIZMA, 17-20. MART 2010 - RUSIJA



MITT je najznačajniji sajam putovanja u Rusiji. Sa preko 3.000 kompanija-učesnica i 157 destina-

cija, on predstavlja najznačajnije mesto susreta za ovu industriju i priliku za održavanje kontakta sa kolegama i klijentima. Štaviše, ovaj sajam omogućava učesnicima da imaju bolju predstavu o svojoj destinaciji, dobiju pravu sliku o ruskom tržištu putovanja i procene potražnju za svojim uslugama. MITT je namenjen kako posetiocima iz ovog posla, tako i potrošačima, sa posebnim danima namenjenim isključivo sklapanju poslova. U 2009. godini, ovaj događaj je posetilo 85.741 ljudi, od kojih 74% iz industrije putovanja. Kao rezultat rasta potražnje za turističkim uslugama u Rusiji i širenja svesti o potrošačkoj moći ruskih turista, popularnost ovog događaja sve više raste. U 2010. godini, Grčka će biti zemlja-partner ovog događaja.

UITT – 16. UKRAJINSKI MEĐUNARODNI SAJAM PUTOVANJA I TURIZMA, 24 – 26. MART 2010 – UKRAJINA

Ukrajinski međunarodni sajam putovanja i turizma (UITT) je najveći i najznačajniji događaj u industriji putovanja u Ukrajini, sa 761 izlagača sa 71 destinacije, koji privlači 15.000 posetilaca.



Ovaj sajam privlači ključne igrače međunarodne industrije putovanja koji žele da promovišu svoje usluge i povećaju prisustvo na ukrajinskom tržištu. Skorašnji ukrajinski ekonomski rast doprineo je procvatu turizma van granica ove zemlje. Kao rezultat toga, sve više ukrajinskih turista otkriva nove destinacije. U 2009. godini, više od 15 miliona Ukrajinaca putovalo je u inostranstvo.

EMITT – 14. ISTOČNO-MEDITERANSKI MEĐUNARODNI SAJAM PUTOVANJA I TURIZMA, 11 – 14. FEBRUAR 2010 – TURSKA

Najveće mesto susreta organizatora putovanja na istočnom Mediteranu i u Evroaziji! Ovaj najveći skup istočnog Mediterana i Evroazije održan je po četrnaesti put od 11. do 14. februara 2010. godine u centru TUYAP Beylikdüzü Exhibition Center u



Istanbulu. EMITT okuplja 3.000 izlagača sa 46 destinacija i privlači skoro 100.000 posetilaca iz svih oblasti ove industrije. Ovaj sveobuhvatni i raznovrsni sajam daje neprocenjivu mogućnost za susrete sa zaposlenima u ovoj industriji i pogled na tržište putovanja i turizma iz izvanredne perspektive. Mnoge kompanije smatraju da je to od ključne važnosti za uspostavljanje prepoznatljivosti njihovog brenda, procenu potražnje i izgradnju dugoročnih odnosa sa lokalnim agentima. EMITT podržavaju Ministarstvo kulture i turizma, Unija komora i robnih berzi Turske (TOBB), 6 komora i 36 regionalnih asocijacija i udruženja.

TOURSIB – 20. SIBIRSKI MEĐUNARODNI SAJAM PUTOVANJA I TURIZMA, 15 – 17. APRIL 2010 – RUSIJA

TourSib je sajam sa dugom tradicijom koji opslužuje sibirsko tržište putovanja. Sibir je najveća regija Rusije, a putevi koji vode ka njoj značajno se popravljaju u poslednjih nekoliko godina. TourSib nudi kompanijama sa vizijom mogućnost da ostave svoj pečat na industriju turizma ovog regiona i obezbede da njihova destinacija privuče pažnju sibirskih turista. TourSib 2009, činjenice i cifre: broj izlagača: 240, predstavljenih zemalja: 15, broj posetilaca: 3.700, destinacije: Ruska federacija, Grčka, Egipat, Vijetnam, Italija, Mongolija, Tunis, Tajland, Turska, Kazahstan, Kina, Kirgizija, Hrvatska, Republika Češka, Švajcarska. Novosibirsk je administrativni centar sirske regije i glavni grad Zapadnog Sibira. Ova regija predstavlja najznačajniji saobraćajni čvor i najveći industrijski, kulturni i naučni centar istočne Rusije.



ROB DAVIDSON IN ZAGREB



One day educational course for hoteliers "How to successfully sell meeting rooms in your hotel?" was held on 26th of January 2010 at hotel Antunovic in Zagreb. Rob Davidson - the lecturer of the course - is Senior lecturer in

Westminster University in London where he runs an MA in Conference & Events Management. Rob is a big international expert in Business Management and for his work he got many international acknowledgments. Course was organized by agency Concept d.o.o. from Dubrovnik together with co - organizer Eures - tim agency from Zagreb.

WELLNESS AS A CHALLENGE

Hotel M was the host of the International Conference on Wellness and Medical Tourism organised by the Centre for Promotion of Wellness & Spa (CPSW), Belgrade Chamber of Commerce and the Club of Economic Journalists. The conference was dominated by topics which could be collectively titled "Trends and challenges of the wellness and medical tourism", such as "Development of the medical tourism in Serbia", "Marketing strategies and management in the wellness and medical tourism", "Quality standards and concept of wellness hotels", etc. In addition to experts from Serbia, there were guests from Hungary, Slovenia and Croatia. The conference entailed prize awarding as well:



- the award "First Tourist Star" went to hotel Orašac in Belgrade, Tourist Organization of Belgrade for the book "Foreigners in Belgrade" and the editorial staff of the magazine Tourist World for the monograph "The Royal Spas of Serbia".

- the award "Wellness Award 2009" went to Alex Company, Thera-Band Academy, Spa Centre Five Elements, hotel Life Design in Belgrade, Jugohemija-Farmacija d.o.o., Solution d.o.o, Simpo A.D, TV programme *U trendu*, health centre Stari Grad,



Jelena Tričković and water "Rosa". The tourist journalist of the year is Jovan Vučković from Radio Beograd 2 and Jelena Tomašević is the Wellness Person of the year.

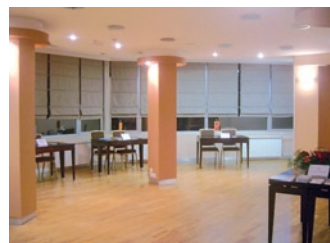
"FIVE STAR ATTITUDE COURSE", LECTURER LINDA PEREIRA

The educational course held on 23rd and 24th February 2010 was titled Five Star Attitude Course. The lecturer was excellent Linda Pereira and the course was intended for hoteliers and travel agencies.

One of the messages of the course was that the five star service entails much more than our personal pleasure, exceeding all hotel categories and even the destination itself. This course lectured on how to incorporate the 'five star attitude' in the devoted service offer. The lectures were aimed at inciting awareness and new skills improving the expertise in service rendering.

AWARD GIVEN TO THE DESERVING

Best Western Hotel Šumadija (4*) in Belgrade hosted the celebration of the prestigious quality award given by the Best Western Quality Award 2009. Competing with 80 hotels from the Best Western Central Europe group, hotel Šumadija, ideal for business tourists, only 2 km far from the Belgrade Fair and 5 km far from the city centre, neighbouring out- ing areas Košutnjak and Ada Ciganlija, won the highest score for quality. At the celebration, Barbara Operschall, Best Western CEO for Central Europe, announced that this prestigious hotel chain, having around 4,200 hotels worldwide, would be joined by three more hotels from Serbia in the near future.



WIZZ AIR WANTS TO ESTABLISH A MINI AIRLINE IN BELGRADE

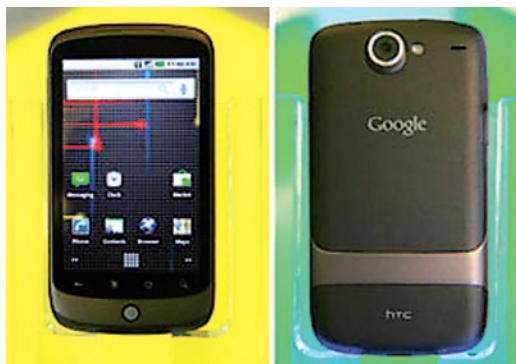
The Hungarian low-cost airline Wizz Air has expressed their wish to establish traffic between Belgrade and other European cities. The State Tourism Secretary Goran Petković explained that the company intends to set up a mini-company in Belgrade as its base, with one plane which will be served by our flight attendants and technicians. He also said that Wizz Air operates over 80% flights from Budapest and that he expects it could bring 10,000 foreign tourists in Belgrade, giving the opportunity to our people to travel at cheap prices at the same time. The Director of the Tourist Organisation of Serbia Gordana Plamenac said



that the introduction of flights of low-cost airlines in Belgrade imposes the intensified promotion of the tourist offer of Serbia in countries where these companies come from.

FINALLY - GOOGLE PHONE

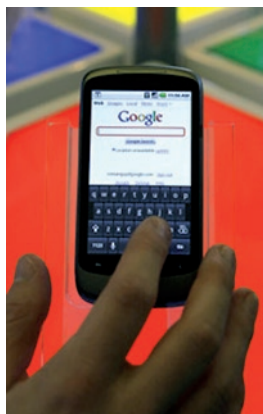
Claimed to be “superphone” by the company, it is the search giant’s latest attempt to grab a share of the booming smartphone market popularised by Apple iPhone. Aimed at protecting its on-line advertising, the phone challenges the likes of Apple, Blackberry and Nokia. Nexus One measures 119 mm (H) x 59.8mm (W) x 11.5 mm (D), and weighs 130 grams. Featuring a 3.7-inch (9.4 centimeter) AMOLED touchscreen display, the phone has been designed in partnership with Taiwan’s HTC Corp. HTC also made the first Android-powered phone.



While unveiling the phone, Google engineer Erick Tseng said that Nexus One handset is no thicker than pencil and no heavier than keychain Swiss Army knife. The phone sports a track ball at the bottom which changes colours when a user receives an email or a new text message.

As for memory, Nexus One packs 512 MB Flash, 512 MB RAM and 4 GB Micro SD Card which can be expanded to 32 GB. On connectivity front, the phone offers HSDPA 7.2 Mbps network performance, Wi-Fi and Bluetooth connectivity, AGPS, and onboard accelerometer technology. The handsets feature a voice-enabled keyboard that allows users to speak emails, text messages or Internet search queries. The phone also packs a 3D photo gallery, Live Wallpapers, and support for Google applications like Gmail, Google Voice and Google Maps Navigation. Nexus One devices can provide turn-by-turn spoken driving directions from a Google mapping programme. The phone also has a compass, GPS and a light sensor. The light sensor helps save power by adjusting to indoor and outdoor light.

The phone will run on Android Mobile Technology Platform 2.1 software, the most recent version of the mobile platform offered by Google. On sale through Google’s online store (google.com/phone), the phone is currently available only in the United States. The locked version of Nexus One comes at a price tag of \$179, which includes a two-year service contract with T-Mobile USA. The unlocked model of the phone will cost \$529.



WORLD’S TOP 10 EXPERIENCES, ACCORDING TO THE SURVEY OF THE C&T MAGAZINE

The seminar “World’s Top 10 Experiences” took place during the meetings industry exhibition EIBTM in Barcelona.

The attendees were addressed by the editor of the magazine C&T Yasmin Arrigo, who presented a survey of the best rated experiences in 2009 conducted by this magazine, EIBTM and the Greater Houston Convention & Visitors Bureau.

Based on the votes of Europe’s leading meetings, incentives and events buyers, the most interesting experiences were discussed at the seminar and the attendees had the opportunity

to present or propose other unique programmes.

The top ten experiences include: Horse-whispering, Hot-air ballooning over Arizona, Marlin-fishing off the coast of Mexico, The Beetlejuice show experience at Universal Studios, The Suri Palace banquet in Bali, Postojna caving in Slovenia, Dog-sledding in Quebec, Joining the carnival in Salvador, Brazil, Dinner in the Palace of Nizam and DJ experience at The Ministry of Sound.



During the discussion, we mentioned the amazing experience of gold panning in Eastern Serbia, arousing interest and very good reactions from the audience. For further information on this experience and the possibility to have it with a guide of a mountaineer association, Gordana, please refer to page 48.

INTERNATIONAL HOTELIERS CONGRESS IN BELGRADE

The 47th Annual Congress of the International Hotel & Restaurant Association – IH & RA took place in Belgrade, from 18th to 21st January 2010.

This international congress was held under the auspices of the Government of the Republic of Serbia. The organiser was the International Hotel & Restaurant Association – IH & RA whose members are over 100 national associations, 300,000 hotels and over 8 million restaurants.

The total number of employees in hotels and restaurants – members of the IH&RA amounts to 60 million, and the IH&RA members generate the total international foreign currency income of 950 billion USD.

The congress hosted around 250 delegates, representatives of the hotel and restaurant industry, general managers and directors of hotels and restaurants, making it exceptionally important for the development and positioning of the hotel and meetings industry of Serbia. The general topics of the congress were the Balkans as a new tourist market of Europe and New trends in the hotel industry.

INTERNATIONAL TOURISM FAIR IN BELGRADE, 24th – 28th FEBRUARY 2010

The Belgrade Tourism Fair became a member of the European Tourism Trade Fairs Association (ETTFA) in 2003. The membership in this Association was enabled solely by the criteria of business quality. Based upon the high standards followed by the Fair, the membership was confirmed also at the International Tourism Trade Fairs Association (ITTFA) the ETTFA developed into. The efforts to continue developing this important tourist event by timely planning and adequate organisation have resulted in



the growing number of domestic and international exhibitors and the interest in visiting the Fair both from business people and the general public.

Last year's 31st International Tourism Fair in Belgrade was held from 26th February to 1st March 2009. The most complete offer of local and international destinations was presented at approximately 28,000 sq m gross exhibiting space by 830 exhibitors from 38 countries. Discounts reaching even 20% of the package price, first minute offers, the best offer of hotel and restaurant equipment, presentation and education on hotel booking systems, presentational of national cuisines, delicacies-tasting from menus of the most distinguished national companies, music, carnival and fashion shows were just a part of what attracted 52,516 visitors who came to the fair.

This year, after the opening of the International Tourism Fair on 24th February 2010 in Belgrade, the first party (gathering) of the regional meetings industry will be organised by the company The Best Solutions from Belgrade, the owner of the regional web portal www.kongresniturizam.com.

THIRD INTERNATIONAL HOTEL AND RESTAURANT EQUIPMENT AND CATERING FAIR, 24th – 28th FEBRUARY 2010

3rd HOTEL & GASTROTEH – the programme of the biannual international fair of hotel and restaurant equipment and catering is dedicated even more to exhibitors displaying hotel and catering equipment and the gastronomy programme of foodstuffs, as well as to the corporate public: hotel and restaurant managers, investors in the field of tourist trade, all entrepreneurs and people employed in the catering and tourism. According to projections of the national Association of small and family-run hotels, in the following period, the Croatian tourist offer should be enlarged by some 300 small and family-run hotels, the construction of which will be supported by around 1 billion EUR. Most of them will be four-star hotels. In accordance with the long-term plan, Croatia should have at least a thousand of such facilities. Zagreb, the centre of economic activities in the Republic of Croatia and the most important traffic crossroads in the region, expects you at the 3rd HOTEL & GASTROTEH. The previous 2nd HOTEL & GASTROTEH held in 2007 gathered 143 exhibitors at 6,384 sq m of exhibiting space.



međunarodni sajam turizma



CROTOUR, TOURISM FAIR IN ZAGREB, 14th – 17th APRIL 2010

Crotour 2010 will be again held under the auspices of the Ministry of Tourism of the Republic of Croatia and with the support of the Croatian National Tourist Board and the World Tourism Organization (WTO). Crotour

will be the meeting point of the tourist supply and demand from the SEE region, as well as the "last minute booking 2010" and negotiations for 2011. In parallel with Crotour tourism exchange, "Buy Croatia" – the tourism exchange of the Croatian National Tourist Board will take place. Crotour 2009, at 9,000 sq m of exhibiting space gathered 282 exhibitors from 25 countries, 68 representatives of tour-operators from 20 countries and over 15,000 visitors.

IMEX LAUNCHED NEW US SHOW – IMEX AMERICA



Las Vegas ★ October 11-13, 2011

A brand new trade show for the US meetings industry was announced in Las Vegas at the end of the October 2009 by Ray Bloom, Chairman of the IMEX Group. Bloom was joined by Bruce MacMillan, CEO of Meeting Professionals International (MPI), IMEXAmerica's strategic partner and Chris Meyer, Vice President of Sales for the Las Vegas Convention and Visitors Authority (LVCVA) in announcing the launch of IMEX America - America's worldwide exhibition for incentive travel, meetings and events. The new show will take place at the Sands Expo Convention Center at the Venetian/Palazzo from 11 – 13 October 2011 and will benefit from a Strategic Partnership with MPI, as well as a broad coalition of industry support. It will be run as part of the IMEX Group of exhibitions and, as such, will be characterized by an uncompromising focus on business, international hosted buyer programs and industry-wide collaboration. www.imexamerica.com

ADRIA AIRWAYS IN BELGRADE AGAIN

The Slovenian national airline Adria Airways, after nearly twenty years, will start flying to Belgrade from 1st March 2010, the airline stated. On Friday, the Serbian Civil Air Traffic Directorate issued a license to the Slovenian airline to set up daily traffic between Ljubljana and Belgrade. At the beginning of 2010, Adria Airways management will visit the Serbian national airline Jat Airways, with whose officials it will consider potential commercial cooperation, stated Adria Airways Director for Serbia Orhan Hodžić.



MITT – 17th MOSCOW INTERNATIONAL TRAVEL & TOURISM EXHIBITION, 17-20 MARCH 2010 - RUSSIA



MITT is Russia's Number 1 travel exhibition. With over 3,000 participating companies and 157 destinations, it is a key meeting place for the industry and an opportunity to catch up with colleagues and clients. More than this, it enables participants to increase awareness of their destination, gain a real feel for the Russian travel market and gauge demand for their services. MITT welcomes both trade and consumer visitors, with specific 'trade only' days. In 2009, the event recorded an attendance of 85,741 - 74% of whom were travel trade professionals. As the demand for travel services in Russia grows and the spending power of Russian travellers becomes more well known, the popularity of the event has continued to grow. In 2010, Greece will be the event's partner country.

UITT – 16th UKRAINE INTERNATIONAL TRAVEL & TOURISM EXHIBITION, 24-26 MARCH 2010 - UKRAINE

The Ukraine International Travel & Tourism exhibition (UITT) is the largest and most important travel industry event in Ukraine with 761 exhibitors from 71 destinations, attracting 15,000 visitors. It attracts key international travel industry players looking to promote their services and increase their presence in the Ukrainian market. Outbound tourism in Ukraine has been



boosted by recent growth in the economy. As a result, more and more Ukrainian travellers are discovering new destinations. In 2009, more than 15 million Ukrainians travelled abroad.

EMITT – 14th EAST MEDITERRANEAN INTERNATIONAL TRAVEL & TOURISM EXHIBITION, 11-14 FEBRUARY 2010 - TURKEY



The largest meeting point for Travel professionals in the East Mediterranean and Eurasia! The 14th edition of the biggest summit of East Mediterranean and Eurasia took place on 11 - 14 February 2010, in Istanbul's TUYAP Beylikdüzü Exhibition Center. EMITT brings together 3,000 exhibitors from 46 destinations, attracting nearly 100,000 visitors from all areas of the industry. This comprehensive and wide-ranging exhibition provides an invaluable opportunity to meet with industry professionals and view the travel & tourism market from an exceptional standpoint. Many companies find that it is vital for building brand recognition, gauging demand and building long-term relationships with local agents. EMITT is supported by the Ministry of Culture & Tourism, TOBB, 6 Chambers and 36 regional associations and foundations.

TOURSIB – 20th SIBERIAN INTERNATIONAL TRAVEL & TOURISM EXHIBITION, 15-17 APRIL 2010 – RUSSIA

TourSib is a long-running exhibition that caters for the Siberian travel market. Siberia is Russia's largest region and travel routes to and from the region has been improving significantly over the last few years. TourSib offers forward-looking companies the opportunity to make their mark on the region's tourism industry and ensure their destination attracts the attention of Siberia's traveling population. TourSib 2009 Facts & Figures: Number of Exhibitors: 240, Represented countries: 15, Number of visitors: 3700, Destinations: Russian Federation, Greece, Egypt, Vietnam, Italy, Mongolia, Tunisia, Thailand, Turkey, Kazakhstan, China, Kirghizia, Croatia, Czech Republic, Switzerland. Novosibirsk is the administrative centre of the Siberian region and the capital of Western Siberia. The region serves as a major transport hub and the biggest industrial, cultural and scientific centre in Eastern Russia.



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Prvi rotirajući hotel na svetu gradiće se u Hrvatskoj

U Hrvatskoj će se graditi prvi rotirajući hotel na svetu. Ovaj ekskluzivni i za sada jedinstveni projekat nalaziće se na Šolti, a svoj pečat celoj priči dala je jedna od najpoznatijih britanskih arhitektonskih kompanija Studio RHE, na čelu sa svojim dizajnerom Ričardom Hywel Evansom, koji je upravo i dizajnirao jedan ovakav hotel. Hotel će biti trospratni, prečnika 61 metar, a svih 50 soba, koliki će biti smeštajni kapacitet hotela, imaće omogućen pogled na more, budući da će se nalaziti na ogromnoj čeličnoj pokretnoj platformi koja će se polako okretati i to 1,3 puta u toku jednog dana.

Jedini deo zgrade koji će biti statičan je samo središte hotela u kome će se nalaziti recepcija i lift. Investitor ovakvog "pionirskog" projekta je Profectus grupa, a koji bi trebalo da bude završen do 2012. godine i u koji će se uložiti oko 80 miliona evra! U sklopu ovog turističkog naselja, u planu je i izgradnja marine, jahting kluba, manjih vila i luksuznih bungalova.

Turistički info centar Beograda na 230 kvadratnih metara

Turistička organizacija Beograda (TOB) je otvaranjem novog, prvog pravog, Turističko-informativnog centra u Knez Mihajlovoj 6, kao i izložbom „...Ma gde krenula“ Željke Mićanović, na svečan način obeležila dan kada je 23. decembra 1936. godine uredbom Kraljevine Jugoslavije Beograd proglašen za turističko mesto.

TOB sada raspolaže sa 230 kvadratnih metara prostora umesto dosadašnja četiri, koliki je bio prostor u Makedonskoj 5. Ulaz u Turističko-informativni centar je iz „Beoizloga“ u Kulturnom centru Beograda.



Renovirana kongresna sala u hotelu Plana

Hotel Plana se nalazi 90 km od Beograda, na auto putu Beograd-Niš, a 5 km od petlje na auto putu u Velikoj Plani. Hotel je okružen manastirskom šumom Manastira Pokajnica – sagrađenog 1818. godine. Hotel ima 270 ležaja, od toga 2 apartmana, 10 jednokrevetnih soba a ostalo su dvokrevetne i trokrevetne sobe. Hotel se prevoshodno bavi Kongresnim turizmom, jer se u sklopu hotela nalazi velika KONGRESNA SALA sa 250 sedišta. Ova sala je pred kraj 2009. godine renovirana i sada sa novim enterijerom, bežičnim internetom i ozvučenjem omogućava organizovanje većih kongresa i seminara.

Rad ovakvih skupova može da se organizuje i u manje grupe, pošto hotel pored velike sale poseduje i manje poslovne salone 40+40 mesta i salu od 50 sedišta. Od opreme hotel ima video projektore, platna, flip chart... bežični internet, a sve ove sale i opremu, ukoliko su gosti na pansionu, hotel na korišćenje daje GRATIS.



Renoviranje Continentala počinje za godinu dana

Renoviranje hotela Continental koji bi trebalo da postane Crown Plaza počće za 12 do 15 meseci, dok će gradnja Intercontinentala početi od 2012. godine rekao je Živorad Vasić direktor Continentala, hotela u vlasništvu Delta grupe.

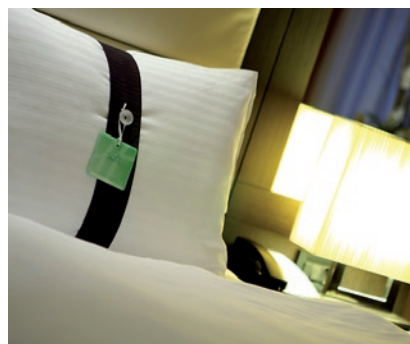
On je, na konferenciji „Ekonomske potencijali industrije turizma u Srbiji“, rekao da je u tom hotelu prosečna popunjenost kapaciteta 50 odsto odnosno od šest do osam hiljada noćenja, što je rezultat smanjenja cena. „Na domaćem tržištu nema internacionalnih hotelskih lanaca, a to ostavlja prostor za monopolske cene“, rekao je Vasić. Vasić je istakao da Beograd ima najmanji broj soba po glavi stanovnika, odnosno 2,39 soba po čoveku, dok Zagreb ima 4,49.

Holiday Inn Beograd u novom ruhu!

U koraku sa globalnim procesom kreiranja novog identiteta brenda, Holiday Inn Beograd je u novembru 2009. godine dobio novo lice i snagu kroz savremeni dizajn, još kvalitetniju uslugu i osvežen imidž. Recepcija i lobby bar dobili su novi izgled.

Redizajnirani logo, novi ulaz, kog obasjavaju reflektori zelene boje, izdaleka uočljiv totem, pred samim vratima postavljene velike saksije i klupa samo su deo koncepta za "osveživanje" hotela Holiday Inn u Svetu.

Posebna pažnja posvećena je muzici, pa je potpisan ugovor sa američkom kompanijom sa čijeg portala se preuzimaju odabrane pesme. U svih 140 soba osvežen je enterijer što je doprinelo lepšem izgledu prostorija. Do izražaja su došli novi ukrasni prekrivači u kompletu sa ukrasnim trakama na jastucima, sa oznakom tipa jastuka uz tzv. "Pillow menu", tako da svaki gost može da odabere odmor na tvrđem ili mekšem jastuku, antialergijskom, ili jastuku sa gušćim perjem. Nastavljamo u novom ruhu!





Završena kompletna obnova soba u beogradskom hotelu "Excelsior"

Renoviranje soba u beogradskom hotelu "Excelsior" u Ulici kneza Miloša je završeno, a prema rečima Kristofa Bruknera, direktora hotela, do kraja 2009. godine završiće se predvorje i revitalizacija fasade. Ukupna vrednost investicije je 2 miliona EUR.

– Beogradu i Srbiji potrebni su investitori koji veruju da smo lideri jugoistočne Evrope. Naš grad treba da bude poslovno središte ovog dela Evrope, a turizam je jedan od potencijala koji možemo u tom smislu da iskoristimo. U prilog tome govori i činjenica da Beograd u prvih deset meseci beleži porast stranih turista od 5% u odnosu na prošlu godinu. Nastojaćemo da do 2012. godine dovedemo najveće svetske lance hotela, ali nam je važno da se i ovakvi manji hoteli obnove i revitalizuju kako bismo postali centar kongresnog turizma. Mi smo grad velikih manifestacija i zato nam je važno da, u konceptu strategije razvoja Beograda i strategije turizma koje smo usvojili, to bude jedan od prioriteta – rekao je Željko Ožegović, član Gradskog veća, koji je obišao hotel. Izabrani su najbolji recepti iz francuske, nemačke i italijanske kuhinje", objasnila je menadžerka „Naturel“, Luliana Nedkova.

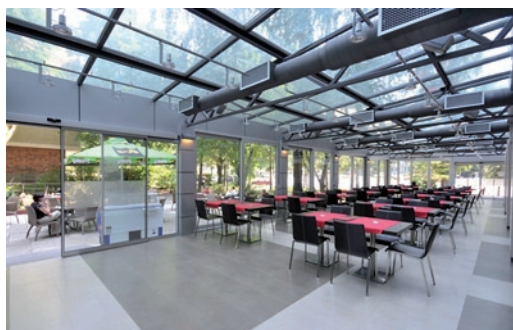
Restoran BG u hotelu Srbija

BG restoran Hotela Srbija otvoren je 2009. godine. Nalazi se u prizemlju hotela, a leti se spaja sa otvorenom baštom.

Enterijer restorana je elegantan, moderan i jednostavnih linija. Koncept je „a la Carte“ menija koji obuhvata nacionalne i internacionalne specijalitete pripremljene po originalnim receptima, kratke zakuske, poslastice, kao i raznovrsnu kartu pića.

Restoranska sala sa 180 mesta podesna je za organizaciju svih vrsta sastanaka, proslava i svečanih prijema (kokteli, banketi, hladno - topli bifei, poslovni ručkovi) u prostoru opremljenom u skladu sa potrebama i kompletnom uslugom po dogovoru.

Radno vreme restorana je od 8:00 do 01:00h.



Kempinski Hotel Adriatic - odličan početak!

Početak poslovanja hotelskog lanca Kempinski u Hrvatskoj i ovog leta otvorenog Kempinski Hotela Adriatic u istarskoj Savudriji iznad svakog je očekivanja, a optimistični su i za 2010. godinu u kojoj predviđaju prosečnu godišnju popunjenost od 50 posto, kaže generalni direktor tog hotela Gerd P. Ruge.

Optimistična očekivanja do kraja ove i za iduću godinu u Kempinski Hotel Adriaticu temelje na dobrim najavama te rezultatima i popunjenosti u prvim mesecima rada ove godine.

Za goste su otvoreni u osmom mesecu 2009. godine kao prvi hrvatski Golf&Spa Resort sa pet zvezdica i prvi hotel u Hrvatskoj kojim upravlja lanac Kempinski čiji je cilj celogodišnje poslovanje.

Uz hotel sa 186 soba, tu su tri restorana, Carolea Spa centar (na 3.000 metara kvadratnih), golf teren (prvo profesionalno igralište u Hrvatskoj s 18 rupa na površini od 6.290 metara kvadratnih) kao i drugi sadržaji.

Početak 2010. godine planiraju otvaranje posebnog kongresnog centra na samoj morskoj obali 50-ak metara udaljenog od hotela koji će uz kongresne kapacitete imati i restoran u istarskom stilu.

Renoviranje Svetske kulturne baštine – Grand Hotel Palazzo

Grand Hotel Palazzo, izgrađen 1910. godine simbol je turizma u Poreču i Istri.

Neodoljiv i jedinstven šarm Palazza podržan je njegovom lokacijom tik uz more i uz Stari Grad Poreč i samo nekoliko koraka od Eufrazijeve Bazilike, koju je UNESCO proglasio Svetskom kulturnom baštinom.

Hotel je renoviran 2009. godine, poštujući njegov originalni Bečki arhitektonski stil, u kombinaciji sa modernom arhitekturom.

Svojom lokacijom, sadržajima i gastronomskom ponudom, Palazzo će osvojiti svakog putnika u potrazi za novim mestima i užicima Istarskog poluostrva.





Croatia to house world's first rotating hotel

The first world's rotating hotel will be built in Croatia. This luxurious and currently unique project will be located on the island of Šolta and it is supported by one of the most reputable UK design and architecture firm Studio RHE led by the designer Richard Hywel Evans, who has designed a hotel like this.

The hotel will feature three storeys, measuring 61 m in diameter, and all 50 suites of the hotel accommodation capacity will have a view to the sea, since the hotel will be based on a huge steel turntable rotating slowly 1.3 times a day. The only static part of the building will be its centre, containing the reception and elevator area. The investor of this groundbreaking project is Profectus Group, it is due to be completed in 2012 and it will consume around 80 million EUR! The full development of the resort includes a marina, yacht club, smaller villas and luxurious bungalows.

Belgrade Tourist Information Centre spreads across 230 sq m

The Tourist Organisation of Belgrade (TOB) has celebrated 23rd December 1936, the day when Belgrade was declared a tourist destination by an ordinance of the Kingdom of Yugoslavia, by opening a new, the first real, tourist information centre in Knez Mihajlova Street no. 6 and displaying the exhibition "...wherever you go" by Željka Mićanović.

TOB now possesses 230 sq m of space, instead of only 4 sq m of the previous premises in Makedonska Street no. 5. The Tourist Information Centre is accessed from "Beoizlog" at the Belgrade Cultural Centre.



Conference hall of Plana hotel renovated

Hotel Plana is 90 km away from Belgrade, 5 km from the Velika Plana exit off the highway Belgrade-Niš. It is surrounded by the forest of the monastery of Pokajnica built in 1818. The hotel accommodation includes 270 beds in 2 suites, 10 single rooms and the remainder of double and triple rooms. The hotel is predominantly engaged in congress tourism, having a spacious CONFERENCE HALL with 250 seats. At 2009 end, the conference hall was renovated to include new interior, wireless internet connection and sound system, allowing for the organisation of big conferences and seminars. Such meetings may also be divided in smaller groups, since in addition to the large conference hall, the hotel offers small business showrooms with 40+40 seats and a conference room of 50 seats. The hotel equipment comprises of overhead projectors, canvases, flip charts, wireless internet connection, etc. Moreover, if guests are accommodated in the hotel, all the conference rooms and the equipment are provided FREE OF CHARGE.



Continental renovation starts in a year

The renovation of the hotel Continental, to be flagged Crown Plaza, will start in 12 to 15 months and the construction of InterContinental will start in 2012, according to Živorad Vasić, director of Continental Hotel owned by the Delta Group.

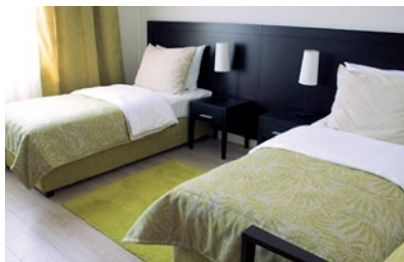
He said, at the conference "Economic potential of the Serbian tourism industry", that the hotel occupancy rate is on average 50 percent or six to eight thousand stays, as a result of lowering the prices. "There are no international hotel chains in the local market, leaving space for monopolistic prices", said Vasić. Vasić also presented the fact that Belgrade takes the last place in the ratio of rooms per capita – 2.39, whereas the ratio in Zagreb is 4.49.

Holiday Inn Belgrade redesigned!

Keeping step with the global process of creating new brand identity, in November 2009, Holiday Inn Belgrade gained a new face and strength through modern design, improved service quality and refreshed image. The reception area and lobby bar were given new appearance. Redesigned logo, new entrance lit by green spotlights, totem visible from far, large pots and a bench beside the door make only a part of the 'refreshment' concept of Holiday Inn hotels worldwide.

Putting special focus on music, an American company was contracted for downloading selected music from its website. The interior of all 140 rooms was also refreshed, adding to their more appealing appearance. Noteworthy are new decorative bedcovers coupled with pillow ribbons containing pillow type – the so-called 'pillow menu', so that every guest may choose to rest on a firm or a soft pillow, a hypoallergenic or a goose-feather pillow. We carry on redesigned!





Complete room renovation at Belgrade hotel Excelsior finished

The renovation of rooms of the Belgrade Hotel Excelsior in Kneza Miloša Street is finished and as Christoph Brueckner, director of the hotel, said, the lobby and façade renovation would be also finished by 2009 end.

The investment is 2 million EUR worth. "Belgrade and Serbia need investors who believe we are the leaders of South-East Europe. Our city should be the business centre of this part of Europe, and tourism is one of potentials we may use to that purpose.

This is supported by the fact that for the first ten months, Belgrade recorded an increase of foreign tourists of 5% compared to last year.

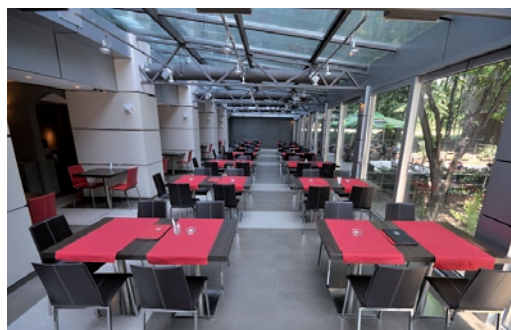
We will endeavour to bring world largest hotel chains to Belgrade until 2012, but we also deem important that such smaller hotels are renovated and revitalised, so that we could become the meetings industry centre. Our city is dedicated to large-scale events. Consequently, it is important to make it a priority in the concepts of the Belgrade development strategy and the tourism strategy we have adopted", said Željko Ožegović, City Council member, who visited the hotel.

BG restaurant in Srbija hotel

Hotel Srbija's "BG restaurant" was opened in 2009. It is located on the ground floor of the hotel, and during summer season it is attached to the outdoor garden surrounded by peaceful ambience. The interior of the restaurant is elegant, stylish, with simple lines. The concept of service is a la carte menu which includes national and international specialties prepared according to original recipes, snacks, desserts and great variety of drinks.

The restaurant disposes with 180 seats and it is suitable for all kinds of meetings, celebrations and receptions (cocktails, banquets, cold and hot buffet, business lunches), in the space equipped in accordance with client's needs accompanied by a complete service upon request.

Working time is from 8:00 to 01:00 h.



Kempinski Hotel Adriatic – great start!

The initial business results of the hotel chain Kempinski in Croatia and Kempinski Hotel Adriatic opened this summer in Istrian Savudrija are absolutely above expectations, and optimism is shown for the year 2010 as well, with the forecasted average annual occupancy rate of 50 percent, according to the director general of the hotel Gerd P. Ruge.

These optimistic expectations of Kempinski Hotel Adriatic for this year-end and next year are based on favourable announcements, as well as the results and occupancy rate in the first months of operation in this year.

The hotel was opened for guests in August 2009 as the first Croatian five-star Golf & Spa Resort and the first hotel in Croatia run by the Kempinski chain aimed at all-year operation. In addition to the hotel featuring 186 rooms, there are three restaurants, Carolea Spa centre (at 3.000 sq m), a golf course (first professional golf course in Croatia with 18 holes at the area of 6.290 sq m) and other facilities.

For 2010 beginning, scheduled is opening of a special congress centre beside the beach and around 50 m away from the hotel, offering, in addition to congress facilities, an Istrian-style restaurant.

Renovation of World Heritage – Grand Hotel Palazzo

Grand Hotel Palazzo, built in 1910, is a symbol of the tourism of Poreč and Istria.

The overwhelming and unique appeal of Palazzo is supported by its immediate proximity to the sea, at the edge of the Old Town Poreč and just few steps away from the Euphrasian Basilica, included in the UNESCO World Heritage.

The hotel was reconstructed in 2009, respecting its original Vienna architectural style and combining it with modern architectural solutions. With its location, facilities and gastronomic offer, Palazzo will charm every traveller in search of new places and pleasures of the Istrian peninsula.



Geri Grimer

POTRAŽNJA POSTOJI, SAV USPEH ĆE ZAVISITI OD KREATIVNIH PAKETA I EFIKASNE PRODAJE

Geri Grimer – redovni moderator godišnjeg ICCA Stručnog Seminara Udruženja IMEX-a u Frankfurtu, Nemačka, i samita „Azija za Aziju“ u Bangkoku, Tajland – za svojih 28 godina iskustva u kongresnoj industriji je radio na dva različita kraja sveta. Njegovi trenutni projekti uključuju konsalting u Makau, Maleziji, Daedžeonu (Koreja), Daegu (Koreja) i Srbiji vezano za razvoj njihovih kongresnih industrija, i radi kao međunarodni konsultant za USD, američku kompaniju koja je vodeći provajder najmodernijih usluga internet marketinga za kongresnu industriju.



Pre osnivanja firme Gary Grimmer & Company, Geri Grimer je osam godina radio kao izvršni direktor kongresnog biroa u Melburnu, Australija. Bio je i izvršni direktor biroa u Portlandu, Oregon i Alburkerkiju, Novi Meksiko, i potpredsednik biroa u Bostonu, Masačusets. Geri je bivši predsednik Odbora Međunarodnog udruženja biroa za kongrese i posetioce (sada DMAI). I verovali ili ne, to nije sve. Imali smo tu čast da uradimo intervju sa g-dinom Gerijem i prilikom da podelimo sa svojim čitaocima njegovo veliko znanje i iskustvo u kongresnoj industriji.

1. Vaša iskustva u konsaltingu uključuju vaš rad na širenju Kongresnog centra Melburna, ali ste ranije radili u Kongresnom birou Melburna. Možete li da podelite sa nama izazove tokom rada u tom Birou? Kako je to izgledalo kada ste započinjali?

Najveći izazov Melburna je faktor dugog putovanja. Učesnici iz Evrope i Severne Amerike moraju da putuju dalje i da imaju dodatna presedanja da bi stigli do Australije. Kako je laka dostupnost glavni uslov i za kongrese i za podsticajni turizam, to je za nas predstavljalo konkurentnu manu. Podsticajna putovanja su postala kra-

ća, i 5-odnevni planovi puta su počeli da zamenjuju 7-odnevne. Za tržišta dugog putovanja, koja uključuju 2 puna dana provedena u putu, 5-odnevni planovi puta jednostavno nisu bili praktični za Australiju. Međutim, tokom poslednjih 10 godina, industrija podsticajnih putovanja je postajala sve više regionalna, što znači da bi tržište podsticajnih putovanja Melburna ionako bila prvenstveno Azija. Štaviše, Azija je bila rastuće tržište za podsticajna putovanja i lakše je bilo navesti ljude odatle da prevale postojeću razdaljinu. Čak i tada, naš drugi glavni izazov je bio taj da je Sidnej generalno bio posmatran kao mesto na koje treba ići da bi se doživela iskustva velikog grada, tako da je prvo trebalo da ih uverimo da bi Australija bila prava stvar, a drugo, da ih navedemo da izaberu Melburn pre nego Sidnej.

2. Vaše iskustvo datira od vremena mnogo pre Kongresnog centra Melburna. Zašto ste odlučili da se preselite u Australiju? Šta vas je u tom poslu najviše privuklo?

Bio sam izvršni direktor u dva biroa u SAD, ali sam oduvek želeo da prenesem svoju karijeru na međunarodno tržište. Bio sam u Australiji i to je bilo drugačije i fantastično –privukla me je trenutno. U SAD, vođenje Kongresnog biroa se uglavnom odnosi na domaće tržište. U Australiji je praktično suprotno, fokus je gotovo u potpunosti na međunarodnom tržištu. Sećam se šta mi je rekao jedan dobar prijatelj koji je vodio holandski biro: „pa, bilo bi bolje da si otišao negde gde ima više međunarodnog.“ Međutim, biroi u Evropi uglavnom rade

evropsko tržište, tako da je, na neki način, Australija više istinski internacionalna u globalnom smislu nego bilo koje drugo mesto. Australija ima tek oko 20 miliona stanovnika, i kao da je sama po sebi „tamo dole“, tako da je verovatno najusmerenija ka drugima i globalno najangažovanija nacija na svetu.

3. Melburn i neki od velikih gradova jugoistočne Azije (Hong Kong, Singapur) nude veliku raznovrsnost i ekskluzivnost programa podsticajnih putovanja. Da li ste bili uključeni u edukaciju ili obuku tamošnjeg profesionalnog tima i kako vidite potencijale tura podsticajnih (incentive) putovanja tamo u prošlosti i ubuduće?

Moj kolega Majk Vilijams je zapravo bio neposrednije uključen u ubacivanje Melburna na tržište podsticajnih putovanja, i to je učinio veoma dobro. Pre biroa u Melburnu, radio je u Singapuru kao regionalni menadžer



jugoistočne Azije za australijski turizam, tako da je odlično poznavao azijsko tržište. Biro u Melburnu je zaposlio predstavnike u Singapuru i Hong Kongu, i sada mu na tržištu podsticajnih putovanja ide prilično

dobro. Majk i ja sada provodimo većinu svog vremena u Aziji, posebno u Maleziji, Makau i Koreji, i veliki deo obuke koju držimo je vezan za tržište podsticajnih putovanja. Takođe, vršimo dosta konsultacija oko razvoja proizvoda, pomažući destinacijama da definišu, upakuju i promovišu svoje podsticajne proizvode.

4. Gary Grimmer & Company je bila uključena u planiranje upravljanja destinacijama u Srbiji, i osnivanje Kongresnog biroa Srbije i Beograda, razvoj turističkih proizvoda i edukaciju turističkog osoblja u programu obuke u upravljanju. Kakvi su vaši pogledi na Srbiju i njen potencijal u MICE industriji uopšte kao i u programima podsticajnih putovanja?

Mislim da Srbija ima ogroman potencijal. Što se kongresa tiče, Beograd ima najveći objekat, a doživljava i pravi bum novih hotela. Novi Sad ima relativno nov Master Centar, i takođe razvija nove hotelske proizvode. Beograd ima jednu od najboljih avio-sluzbi u Istočnoj Evropi, i trenutno privlači mnogo pažnje kao evropska prestonica noćnog života. Izgleda da je Vlada u Srbiji prilično posvećena tome da pomaže rast industrije. Zapadnoevropski organizatori kongresa pokazuju povećano interesovanje za istočnoevropske destinacije, a Beograd se posmatra kao glavna prestonica. Uz to, mnogi srpski doktori, medicinski istraživači, naučnici, inženjeri i profesori su priznati lideri u svojim oblastima i povezani u udruženja i mogu da pomognu u pozivanju kongresa svoje branše u Srbiju dajući podršku naporima domaćina. Na strani podsticajnih putovanja, organizatori traže nove, jedinstvene i iznenađujuće destinacije.

To je dobro za Srbiju, i za čitavu Istočnu Evropu. Potražnja postoji, sav uspeh će zavistiti od kreativnih paketa i efikasne prodaje. To je ono ka čemu Srbija sada ide.

5. Da li ste imali prilike da posetite i neki drugi deo ove zemlje ili susedne države?

Prilično sam obišao Srbiju, ali, nažalost, ne mnogo od njenog okruže-

nja. Jedine dve države u susedstvu Srbije u kojima sam bio su Mađarska i Grčka, koje su obe veoma posebne, jedinstvene i privlačne svaka na svoj način. Međutim, tokom svog rada u Srbiji, zavoleo sam taj deo Evrope i nadam se da ću ga više obilaziti. Želeli bismo i da učinimo ono što možemo da pomognemo jugoistočnoj Evropi da postane uspešnija na tržištima kongresnih i podsticajnih putovanja. Svaka država u jugoistočnoj Evropi ima udeo u razvoju industrije u regionu. Da bi svaka država u regionu



Gary Grimmer & Company

dostigla svoj pravi potencijal, čitav region treba da se posmatra kao dobro mesto za održavanje kongresa. Najslabija karika, ili nacija koja ima najlošiji učinak, potkopaće snagu regionalnog brenda. Kada se svi budu dali na posao i radili dobro, svako će imati koristi. Jedna od mojih omiljenih izreka je da plima koja raste podiže sve čamce. Prag i Budimpešta rade odlično, ali nam je potrebno da svi rade odlično ako Istočna Evropa treba da postane mesto o kome svi pričaju.

6. Tokom programa obuke u Beogradu, radili ste sa ljudima iz sektora turizma, sa onima koji bi trebalo da nose čitav posao i da pruže ono što zahtevaju strani klijenti. Kako vidite taj tim ljudi, i napredak te industrije kroz njih?

Očekivao sam od ljudi da budu veoma takmičarski nastrojeni međusobno, što bi trebalo da znači da ne mogu baš dobro da rade zajedno. Ali, Srbija ima svoj timski duh koji nikada nigde nisam video. Čak i kada ljudi rade za konkurentske kompanije, oni počinju da sarađuju, komuniciraju, dele ideje i vodstvo, sa entuzijazmom se pridružuju grupnom naporu u po-

kretanju kongresne industrije zemlje napred. To možete videti na sajmovima, to možete videti i kada držimo seminare. Industrija u Srbiji se uveliko uhodava. Mislim da će Srbija biti sledeće veliko otkriće. Još jednom, smatram da je to dobro za Balkan uopšte, zato što će naposljetku sve balkanske destinacije proći bolje ukoliko Balkan generalno postane jači u industriji. Mislim da će Srbija poslužiti kao model nekim drugim zemljama u smislu oživljavanja svoje kongresne industrije, i mislim da ima istinsku želju za saradnjom sa svojim susedima. Mnoge regionalne inicijative se dešavaju u turizmu, ali su nam takva događanja potrebna i u kongresnoj industriji.

7. Obično ljudi iz neke države ne doživljavaju isto svoju zemlju kao ljudi koji nisu njeni državljani. Možete li sa nama da podelite neko zadivljujuće "WOW" iskustvo koje povezujete sa Srbijom i način na koji je vidite, pošto ste tu sa prekidima već skoro tri godine?

Ja volim Srbiju. Pretpostavljam da sam, kada sam prvi put došao, imao ista pitanja o njoj koja bi postavljali mnogi ljudi koji nikad nisu bili na Balkanu.

Ali sada osećam kao da sam deo Srbije, a ona deo mene. Osećam se prilično srećnim što sam tamo morao da provedem toliko vremena, zapravo sada već više od četiri godine. Zašto je "WOW"? Pa, nisu Beograđani ti koji su svoj grad prozvali „novom evropskom prestonicom trendova“, već *Tajms*. Ne tvrde oni da su grad broj jedan na svetu što se zabave tiče, to je rekao *Lonely Planet Guide*. Prema tome, noćni život je poseban. Ali, za mene, takvi su i kultura i istorija, ukus Istoka koji susreće Zapad, hrana i ljudi. Srbija ima prelepu prirodu, raznolikost iskustava i zarazni duh.

Na neki način, to je slično onome što smo iskusili u Melburnu, da ljudi, pri dolasku, nisu znali šta da očekuju, a do trenutka kada su odlazili, bili su očarani. Možda je delom i to razlog što se identifikujem sa njom u toliko meri.

Gary Grimmer

THE DEMAND IS THERE, SUCCESS WILL BE ALL ABOUT CREATIVE PACKAGING AND EFFECTIVE SALES

Gary Grimmer - regular moderator of ICCA's annual Association Expert Seminar at IMEX in Frankfurt, Germany and the "Asia for Asia Summit" in Bangkok, Thailand - in his 28 years experience in the convention industry has worked at two different parts of the world. His current projects include consulting Macau, Malaysia, Daejeon (Korea), Daegu (Korea) and Serbia on the development of their convention and meetings industries, and he serves as international consultant to USDM, a US company providing leading edge internet marketing services to the convention industry.



Prior to starting Gary Grimmer & Company, Gary Grimmer served for eight years as the CEO of the convention bureau in Melbourne, Australia. He was also CEO at bureaus in Portland, Oregon and Albuquerque, New Mexico and Vice President of the Boston, Massachusetts bureau. Gary is a former Chairman of the Board of the International Association of Convention & Visitors Bureaus (now DMAI). And believe it or not, that is not all. We are honoured to do the interview with Mr. Gary and to have an opportunity to share with our readers his great knowledge and experience in convention industry.

1. Your consulting experiences include your work on Melbourne Convention Centre expansion, but you previously worked in Melbourne Convention Bureau. Could you share with us your challenges during work in this Bureau? What was it like when you first started?

Melbourne's biggest challenge is the long haul factor. Attendees from Europe and North America have to travel further and make extra connections to get to Australia. Since convenience of access is a major issue

for both conventions and incentives it gave us a competitive disadvantage. Incentives were growing shorter, and 5 day itineraries were beginning to replace 7 day itineraries. For long haul markets involving 2 full days of travel time, 5 day itineraries just weren't practical for Australia. However, over the past 10 years the incentive industry has increasingly become regional, meaning that Melbourne's incentive market was going to be primarily Asia anyway. Plus, Asia was a growing market for incentives and it was easier to get them to travel the distance. Even then, our other main challenge was that Sydney was generally seen as the place to go for city experiences, so we had to first convince them that Australia would work and second to get them to choose Melbourne over Sydney.

2. Your experience dates back to the time long before Melbourne Convention Bureau. Why did you decide to move to Australia? What in this job attracted you the most?

I had been CEO at two bureaus in the US, but always wanted to pursue my career in the international market. I had been to Australia and it was different and fantastic - it appealed to me immediately. In the US, running CVB's is mostly about working the domestic market. In Australia, it's practically the opposite, the focus is almost en-

tirely on the international market. I remember a good friend who ran the Netherlands bureau saying to me, "well, it would be better if you went somewhere more international." But, bureaus in Europe mostly work the European market, so, in a way, Australia is more truly international in a global sense than anywhere else. Australia only has about 20 million people, and it's kind of "down there" by itself, so it's probably the most outwardly focused and globally engaged nation on earth.

3. Melbourne and some of the Southeast Asian great cities (Hong Kong, Singapore) offer great variety and exclusivity of incentive programs. Were you included in education or training of the professional team there and how do you see the potentials of incentive tours there in past times and in the future?

My colleague, Mike Williams, was really more directly involved in moving Melbourne into the incentive market, and did very well with it. Before the Melbourne bureau he had been based in Singapore as Regional Manager of Southeast Asia for Tourism Au-



stralia, so, he knew the Asian market very well. The Melbourne bureau hired representation in Singapore and Hong Kong, and is doing pretty well in the incentive market now. Mike and I are now spending most of our time in Asia, particularly in Malaysia, Macau and Korea, and a lot of the training we do is related to the incentive market. We're also doing a lot of product development consultation, helping destinations define, package and promote their incentive product.

4. Gary Grimmer & Company was included in planning of destination management in Serbia, and establishment of Serbia and Belgrade Convention Bureau, development of tourism product and education of tourism staff in management training program. What are your perspectives about Serbia and its potential in MICE industry in general and in incentive programs?

I think Serbia has enormous potential. For conventions, Belgrade has the largest facility, plus is experiencing a boom in new hotels. Novi Sad has the relatively new Master Centre, and



is also developing new hotel product. Belgrade has some of the best air service in Eastern Europe, and is getting a lot of attention now as a European nightlife capital. The government in Serbia seems pretty committed to helping the industry grow. Western European meeting planners are showing increased interest in Eastern European destinations, and Belgrade is seen as a major capital. In addition, many Serbian doctors, medical researchers, scientists, engineers and professors are recognized leaders in their fields and connected into these associations and can help to invite their conventions to Serbia and support the hosting efforts. On the

incentive side, the planners are looking for new, unique and surprising destinations. That's good for Serbia, and all of Eastern Europe. The demand is there, success will be all about creative packaging and effective sales. That's where Serbia is headed now.

5. Did you have a chance to visit some other part of the country or the neighbouring countries?

I've gotten around Serbia a fair bit, but, unfortunately not to a lot of the surrounding places. The only other countries I've been to near Serbia are Hungary and Greece, which are both very special, unique and appealing in their own ways. However, through my work in Serbia, I've grown in love with that part of Europe and hope to get around more. We would also like to do what we can to help SE Europe to be more successful in the meetings and incentive markets. Every country in SE Europe has a stake in the development of the industry in the region. For each country in the region to achieve its true potential, the entire region will need to be seen as a good staging place for meetings. The weakest link, or worst performing nation will undermine the strength of the region's brand. If everyone is getting business and performing well everyone will benefit. One of my favourite expressions is that the rising tide lifts all the boats. Prague and Budapest are doing great, but we need everyone doing great if Eastern Europe is to become the place everyone is talking about.

6. During the training program in Belgrade, you worked with the people from tourism sector, with those who should bear the entire job and deliver what is required by foreign clients. How do you see this team of people, and the progress of this industry through them?

I kept expecting people to be highly competitive with each other, which would have meant that they couldn't work together so well. But, Serbia has this team spirit like I've never seen anywhere else. Even though people work for competing compa-

nies, they are getting to work, communicating, sharing ideas and leads, enthusiastically joining a group effort to move the country's meeting industry forward. You can see it at the trade shows, you can see it when we're doing the seminars. The industry in Serbia is getting its act in gear in a major way. I think Serbia will be the next big thing. Again, I see that as good for the Balkans in general, because ultimately all Balkan destinations will do better if the Balkans in general becomes stronger in the industry. I think Serbia will serve as a model for some of the other countries in terms of reviving its meetings industry, and I think there's a genuine desire there to work with their neighbors. Lots of regional initiatives are happening in tourism, but we need those happening in the meetings industry as well.

7. Usually the people from one country do not perceive it the way other people, who are not citizens, do. Could you share with us any WOW experience that you connect with Serbia and the way you see it, as you've been here in periods for almost three years?

I love Serbia. I guess I had some of the same questions about it when I first arrived that many people who have never been to the Balkans would have. But, I feel like I'm part of Serbia now, and it's part of me. I feel pretty lucky that I've gotten to spend so much time there, actually over four years now. Why is it "WOW?" Well, Belgrade's didn't call their city "Europe's New Capital of Cool" the *Times* did. They don't claim to be the world's number one party city, that's what the *Lonely Planet Guide* said. So, the nightlife is special. But, to me, it's also the culture and history, the flavour of East meets West, the food and the people. Serbia has beautiful nature, diverse experiences and an infectious spirit. In some ways it's like what we experienced in Melbourne, which is that when people arrived they didn't know what to expect and by the time they left they were spellbound. Maybe that's part of why I identify with it so much.

Incentive putovanja

ŠTA SU TO INCENTIVE PUTOVANJA?

Jedna od najčešće citiranih definicija je ona koju je dala Society of Incentive & Travel Executives (SITE), Incentive putovanja su: "Globalni menadžment alat koji koristi izuzetan doživljaj tog putovanja da bi motivisao i/ili odao priznanje učesnicima za povećan nivo rada koji su uložili za ostvarivanje organizacionih ciljeva".

„Incentive“ je reč engleskog porekla i znači podsticaj, podstrek. U našem jeziku incentive putovanja se mogu prevesti kao podsticajna ili motivaciona putovanja, ali vrlo često u terminologiji vezanoj za kongresnu industriju ovaj termin se ne prevodi i ostaje u svom izvornom obliku, i upotrebljava

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no kreira program aktivnosti i zabave. Ono što je takođe interesantno, kada su u pitanju različita nacionalna tržišta, Francuzi, Italijani i Nemci uglavnom incentive putovanja organizuju na domaćem tržištu, dok je domaće tržište Velike Britanije relativno malo, obzirom da većina njihovih kompanija ne smatra domaće tržište prikladnim za motivacijska putovanja.



Industrije koje u najvećoj meri koriste podsticajna putovanja, su one koje posluju u ekstremno konkurentskim sektorima, gde ostajanje ili povećanje učešća na tržištu zahteva konstantno velike napore na polju prodaje i upravljanja, pa su oni prirodni potrošači incentive putovanja.

Uopšteno, najveći kupci incentive programa su: automobilska industrija, finansijske usluge, farmaceutska, kancelarijska oprema, elektronika, telekomunikacije, prehrambena i duvanska industrija i sl.

se kao termin „incentive“. Incentive putovanja se u osnovi sastoje od nezaboravnih i zabavnih putovanja plaćenih od strane poslodavca, sa osnovnim ciljem ohrabrivanja zaposlenih da savlađuju izazovne poslovne ciljeve kompanije putem postizanja individualnih i/ili grupnih ciljeva. Incentive putovanja se uglavnom koriste sa osnovnim ciljem povećanja prodaje.

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vanje organizacionih ciljeva". Za razliku od ostalih vidova MICE turizma (Meetings, Conferences, Incentives, Events), incentive je više fokusiran na zabavu, hranu i ostale aktivnosti, nego na edukaciju i posao.

Takođe, u zavisnosti od kulture i socijalnih faktora, postoje razlike u primeni i shvatanju incentive putovanja u nekim zemljama.

Na nekim tržištima u razvoju (kao što je recimo, Indija), incentive putovanja podrazumeva neki jednostavan aranžman ili tek avionsku kartu sa obezbeđenim smeštajem. U Americi, recimo, postoji značajan broj individualnih incentiva, koji koriste katalogsku ponudu kao incentive program.

Međutim, većina tradicionalnih podsticajnih putovanja podrazumeva grupu ljudi za čije se potrebe poseb-

Efektivnost incentive putovanja

Prednosti za poslodavca

- Olakšavaju komunikaciju i prilike za networking, naročito sa višim rukovodstvom
- Podstiču korporativnu kulturu i socijalnu interakciju
- Učvršćuju lojalnost kompaniji
- Stvaraju entuzijazam za naredni poslovni period

Incentive putovanja imaju uticaj i na zaposlene koji nisu bili među nagrađenima. Kada se nagrađene kolege vrate uzbuđeni sa putovanja sa fascinantnim opisima događaja i celokupnog doživljaja, ostale kolege će biti stimulisani da rade više i upornije kako bi osvojili sledeće nagradno putovanje.



Prednosti za zaposlene

Svaka osoba ima potrebu za uvažavanjem i pripadanjem. Ljudi se osećaju spokojno, sigurno i zadovoljno, kada osećaju da su željeni i bitni. Dobiti nagradno putovanje za uloženi trud i ostvarene rezultate, stvara određenu dozu ponosa i osećaja pobeđivanja kod nagrađenih. Povećava se socijalni status, ne samo što je on/ona priznat(a) kao vrhunski prodavac, već i zato što su jedni od malobrojnih koji će imati prilike da iskuse tu specijalnu nagradu.

Još jedna od prednosti incentive putovanja za nagrađene, jeste veće razumevanje od strane njihovih partnera i članova porodice zbog dodatnog vremena i truda koji su morali da ulože kako bi dobili nagradu. Kada članovi porodice takođe odu na odmor sa njima, postoji veća tolerancija za dodatne sate na poslu.

Kod svake osobe postoje 4 vrste motivacije za putovanjima (po McIntoshu, 1984.), a incentive putovanja imaju sposobnost da zadovolje sve njih:

1. fizička motivacija (odmor, zdravlje, sport i sl.)
2. kulturološka motivacija (želja za upoznavanjem i proživljavanjem drugih kultura)
3. interpersonalna motivacija (upoznavanje i povezivanje sa drugim ljudima)
4. statusna i prestižna motivacija

Incentive putovanja danas

Incentive nagradna putovanja su nalik na ugovor između kompanije i njenih zaposlenih i/ili mušterija. On glasi otprilike, ovako: „Ti uradi ovo za nas, a mi ćemo te nagraditi na način koji nećeš nikada zaboraviti“.

Kriterijumi za incentive putovanja sve više i više rastu, sa razvojem kongre-

sne industrije, sa socijalnim i kulturnim razvojem samih zaposlenih, koji su više iskusili i više proputovali od zaposlenih koji su dobijali nagradno putovanje pre 15 godina.

Danas su ljudi više mobilni, više putuju, u svakom smislu, dostupnost informacija naročito putem Web-a je mnogo veća, razvojem incentive turizma, veća je šansa da su već bili na nekom incentive putovanju, pa je generalno nivo očekivanja mnogo veći. Kriterijum prvoklasne usluge i smeštaja je nešto što se danas podrazumeva, kao što se podrazumeva da će poslužena supa biti topla.

Zato, da bi danas motivisali zaposlene da ulože ekstra napor na poslu, mora im se ponuditi nešto više od prijatnog doživljaja. To više nije samo putovanje, već iskustvo i doživljaj na tom putovanju koji će da im napuni baterije sa iznenađenjima i posebnim trenucima i neobičnim događajima. Iskustvo koje neće moći da ponove... ma koliko bogati bili.

Puno destinacija ima bogato kulturno-istorijsko nasleđe, netaknute prirodne pejzaže, vrhunski izbor hrane i pića i druželjubivi narod.

Međutim, svaka destinacija na svetu je jedinstvena, po svojoj istoriji, ljudima, po onome što se dešavalo sa njima. Ako se iz njihove istorije i kulture izvuku zanimljivi događaji, detalji, karakteristike... i oblikuju u magične trenutke sa velom tajnovitosti i mističnosti, kroz tematske žurke, tim bilding aktivnosti, kroz priče koje

Incentive nije samo putovanje, već iskustvo i doživljaj koji puni baterije iznenađenjima i posebnim trenucima i neobičnim događajima. Iskustvo koje ne može da se ponovi... ma koliko bogati bili.

je moguće ispričati sa iskrom u očima i napetim iščekivanjem... mesta koja je moguće videti na način koje samo mašta može da probudi... dobijamo onaj jedinstven i izuzetan doživljaj koji treba da bude karakteristika incentive putovanja.

M.Š.

The incentive travel

DEFINITION OF THE INCENTIVE TRAVEL

One of the most quoted definitions is the one of the Society of Incentive & Travel Executives (SITE), being: "Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organisational goals".

'Incentive' is an English word meaning stimulus or encouragement. In our language, incentive travel may be translated as stimulating or motivational travel, but very often, in the congress industry jargon, this term is not translated and left in its original form, used as the phrase 'incentive travel' or only 'incentive'.

The incentive travel basically implies unforgettable and entertaining trips paid by employers, with the main purpose of encouraging employees to reach challenging business goals of the company by achieving individual and/or group goals.

The incentive travel is predominantly used with the basic aim of increasing sales. One of the most quoted definitions is the one of the Society of Incentive

and Travel Executives (SITE), being: "Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organisational goals".

tourism, the incentive travel is focused on fun, food and other activities rather than education and work. Likewise, depending on the culture and social factors, the incentive travel differs in its application and understanding in certain countries. In some developing markets (such as the Indian market), the incentive travel implies a simple arrangement or only a plane ticket and paid accommodation. In the USA for instance, there is a considerable number of individual incentives using catalogue offer as incentive programmes.

However, the majority of traditional incentive trips imply a group of people for whom an activity and entertainment programme is tailored.

Also noteworthy regarding various

tremely competitive sectors where retaining or increasing market shares demands constant great efforts in the

Industries mostly using incentive trips are those operating in extremely competitive sectors where retaining or increasing market shares demands constant great efforts in the sale and management fields, making them incentive trip consumers in their nature.

sale and management fields, making them incentive trip consumers in their nature.

Generally, the largest buyers of incentive programmes come from the automotive industry, financial services, pharmaceutical industry, office equipment industry, electronics, telecommunications, food processing and tobacco industry, etc.

Effectiveness of the incentive travel

Advantages for employers

- Facilitating communication and networking opportunities, especially in senior management
- Encouraging the corporate culture and social interaction
- Strengthening company loyalty
- Creating enthusiasm for next business period

The incentive travel impacts those employees who have not been among the rewarded as well.

When rewarded colleagues return from their trips excited and with fascinating descriptions of events and the complete experience, other colleagues will be stimulated to work harder in order to be rewarded next time.



travel & Travel Executives (SITE), being: "Incentive travel is a global management tool that uses an exceptional travel experience to motivate and/or recognize participants for increased levels of performance in support of organizational goals".

Unlike other types of the MICE (Meetings, Conferences, Incentives, Events)

national markets, French, Italian and German companies mostly organise incentive trips in their local markets, whereas the local market of Great Britain is apparently relatively small, since most of their companies do not consider it suitable for the incentive travel. Industries mostly using incentive trips are those operating in ex-

Advantages for employees

Everybody has the need to be respected and to belong. People feel calm, safe and satisfied when they feel wanted and important. To be rewarded a trip for your effort invested and results achieved, creates certain pride and the feeling of victory and success in the rewarded. Social status is improved, not only because he/she is recognised as a top salesperson, but because he/she is one of a few to be able to experience this special reward.

Another advantage of the incentive travel for the rewarded is better understanding from their partners and family of extra time and effort they had to invest in order to be rewarded. When they take their family members on a holiday with them, the family will tolerate extra working hours more.

In every person, there are 4 types of the motivation to travel (according to McIntosh, 1984), and the incentive travel can cover all of them:

1. Physical motivation (rest, health, sport, etc.)
2. Cultural motivation (desire to get to know and experience other cultures)
3. Interpersonal motivation (meeting and connecting with other people)
4. Status and prestige motivation

Incentive travel today

The incentive travel is a kind of agreement between a company and its employees and/or customers.

The wording of the agreement may be the following: "You do this for us, and we will reward you in a way you will never forget". Incentive travel criteria are constantly increasing, following the development of the congress industry and the social and cultural development of employees who

Incentive is not only a trip any more, but an experience on the trip which enliven with surprises, special moments and unusual events. The experience we can not relive... no matter how rich we are.

have experienced and travelled more than the employees rewarded with incentive trips 15 years ago.

Today, people are more mobile, they travel more in every sense, the availability of information, especially on the Internet, is much improved and with the development of the incentive tourism, chances are better that they have already been on an incentive trip, so that the level of expectations is generally much higher. The

criterion of the first-class services and accommodation is implied today, just like it goes without saying that the soup served must be warm.

Therefore, in order to motivate employees to invest extra efforts at work today, they must be offered something more than a pleasant experience. It is not only a trip any more, but an experience on the trip which would enliven them with surprises, special moments and unusual events. The experience they can not relive... no matter how rich they are.

There are numerous destinations with rich cultural and historical heritage, intact landscapes, top selection of food and drink and friendly people. However, each destination in the world is unique in its history, people and happenings.

And if we select interesting events, details and characteristics from its history and culture and turn them to magical moments bearing the veil of secrecy and mystique through thematic parties, team building activities and stories which are told with sparkling eyes and suspense... places which can be seen in a way that only imagination may incite... we obtain this unique and exquisite experience which should be immanent in the incentive travel.

M.Š.





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Incentive putovanja

SOCIJALNO NASLEĐE PODSTICAJNIH PUTOVANJA

Kako programi podsticajnih putovanja doprinose unapređenju života običnih ljudi koji žive na destinacijama na kojima se ovi programi izvode?



Autor: Rob Davidson

Poslednjih godina, sve veći broj organizatora podsticajnih (incentive) putovanja usmerava pažnju na to kako programi koje organizuju mogu ostaviti trajno nasleđe u unapređenju zajednice na destinacijama koje su domaćini njihovih incentive putovanja. Ovo pitanje postalo je poznato kao «socijalno nasleđe» incentive putovanja. Dva ključna faktora utiču na ovaj trend:

Na prvom mestu, široko rasprostranjeno shvatanje da kompanije moraju poštovati principe korporativne

socijalne odgovornosti tako što će obezbediti da se sve njihove aktivnosti obavljaju uz dužno uvažavanje i poštovanje tri faktora: ljudi, planete i profita. Socijalno nasleđe odnosi se na ljudski faktor korporativne socijalne odgovornosti. Ono podrazumeva brigu o tome kako incentive program može ostaviti pozitivan uticaj na stanovništvo destinacije gde se putovanje izvodi.

Drugo, stavovi učesnika incentive putovanja u vezi sa izdašnim finansiranjem i ekstravagantnom prirodom mnogih incentive putovanja su se promenili. Učesnici podsticajnih putovanja koji su pripadnici generacije Y (uobičajena definicija ove generacije podrazumeva one rođene u periodu između 1977. i 1995. godine) naročito su nezadovoljni napadnim trošenjem sredstava, što je često karakteristično za ove događaje.

Utoliko više kada se incentive putovanja odvijaju u blizini nerazvijenih zajednica ili u zemljama u razvoju gde su luksuzna i ekstravagantna iskustva

učesnika incentive putovanja u jakom kontrastu sa lošim životom lokalnog stanovništva.

Oba faktora uticala su na to da trend incentive putovanja bude osmišljen

Na prvom mestu, široko rasprostranjeno shvatanje da kompanije moraju poštovati principe korporativne socijalne odgovornosti tako što će obezbediti da se sve njihove aktivnosti obavljaju uz dužno uvažavanje i poštovanje tri faktora: ljudi, planete i profita. Socijalno nasleđe odnosi se na ljudski faktor korporativne socijalne odgovornosti. Ono podrazumeva brigu o tome kako incentive program može ostaviti pozitivan uticaj na stanovništvo destinacije gde se putovanje izvodi.

tako da učesnici mogu dati svoj doprinos i nekako uzvratiti lokalnom stanovništvu na određenoj destinaciji.

Na osnovnom nivou, inicijativa socijalnog nasleđa incentive putovanja bi mogla podrazumevati prikupljanje sredstava za lokalnu dobrotvornu organizaciju, na primer, na gala večeri ovog događaja. Ovo je jedan od najčešćih i najdirektnijih načina pomoći lokalnom stanovništvu. Kada program omogućava više vremena, može se primeniti i aktivniji pristup kreiranju socijalnog nasleđa: učesnici iskoriste jedan dan ili pola dana za direktan rad na određenom projektu. Ove aktivnosti mogu obuhvatiti sve od uređenja bašte lokalnog doma za stara lica, do izgradnje biblioteke za neku seosku školu.



Nekoliko dobitnika Kristalnih nagrada za 2009. godinu koje dodeljuje međunarodna organizacija Site u okviru Programa priznanja, godišnjeg takmičenja čiji je cilj davanje prizna-



nja izuzetnim incentive programima, demonstriralo je svoj pozitivan uticaj na lokalnu zajednicu (Site - globalna mreža profesionalaca organizatora sastanaka, poslovnih putovanja i događaja).

Na primer, Terra Nova, agencija koja se bavi organizacijom poslovnih događaja iz Afrike, organizovala je motivaciono pešačenje za 160 učesnika preko južnoafričkog planinskog venca Drakensberg za klijenta Reckitt Benckiser, kompaniju koja se bavi proizvodnjom sredstava za domaćinstvo, zdravstvenih proizvoda i proizvoda za ličnu negu.

Ne samo da je ovaj događaj lokalnoj zajednici dao šansu za zaposlenje putem angažovanja 16 vodiča i 8 prevodilaca koji su pratili učesnike na pešačenju, već je ovo iskustvo pružilo mnoge šanse za zajedničko delovanje

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lokalnog stanovništva i posetilaca, kao i da učesnici nečim uzvrate lokalnim zajednicama na koje su nailazili. Predata je donacija jednoj lokalnoj školi, a grupa učesnika je poklonila i fudbalsku opremu igračima lokalnog tima, od kojih većina nikada čak nije imala ni sopstvene kopačke.

Reckitt Benckiser je takođe supruzi lokalnog poglavice poklonio kravu i time uvećao njihovo stado.

Sve u svemu, ovo incentive putovanje uspešno je stvorilo moćni osećaj zajedništva između učesnika i lokalnog stanovništva, a obe strane su imale ogromne koristi od mogućnosti da komuniciraju sa ljudima koji pripadaju različitoj kulturi.

Drugi dobitnik Kristalne nagrade za 2009. godinu bila je kompanija Carlson Marketing Worldwide za događaj u 2008. – «SunRise», koji su osmislili za kompaniju Sun Microsystems.

SunRise je globalni program nagrađivanja i odavanja priznanja kompanije Sun Microsystems koji se održava svake godine u čast zaposlenih sa najboljim rezultatima. Ovaj trodnevni događaj, baziran u Honolulu na Havajima, osmišljen je tako da se u potpunosti uklapa u principe korporativne socijalne odgovornosti same - Sun Microsystems.

Tokom ovog događaja, uloženi su najveći napor u poštovanje principa održivosti, time što će se uticaj incentive aktivnosti na životnu sredinu svesti na najmanju moguću meru. Ali nije zaboravljena ni socijalna sredina, pa je nakon SunRise-a, veliki deo materijala koji su korišćeni tokom ovog događaja doniran lokalnim organizacijama. Na primer, nameštaj kupljen za ovu pri-

liku doniran je lokalnoj Hrišćanskoj zajednici mladih, 20 tabli koje su korišćene za pisanje jelovnika otišlo je jednoj lokalnoj školi, a biljke i cveće za dekoraciju je poklonjeno lokalnom domu za stara lica – stanovnike Havaja. Ovi primeri kako incentive putovanja mogu ostaviti socijalno na-

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sleđe predstavljaju deo šireg trenda organizatora podsticajnih putovanja i njihovih klijenata koji pokazuje nji-



hovu spremnost da ove događaje iskoriste kako bi dali nešto zauzvat siromašnima koji žive na destinacijama gde se ova putovanja odvijaju. Taj trend je dobrodošao, pošto na svim destinacijama, uključujući i evropske zemlje, postoje vredne dobrotvorne ustanove i organizacije koje zaslužuju podršku onih koji imaju više sreće od njih.

The incentive travel

THE SOCIAL LEGACY OF INCENTIVE TRAVEL

How are incentive programmes helping to improve the lives of the ordinary people who live in the destinations where they take place?

By Rob Davidson

Senior Lecturer in Business Travel & Tourism,
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In recent years, a growing number of incentive travel planners have focused their attention on how the programmes that they organize can leave a lasting legacy of community improvements in the destinations which host their incentive trips.

This has become known as the 'social legacy' of incentive travel. Two principal factors have driven this trend:

Firstly, the widespread perception that companies must respect the principles of Corporate Social Responsibility (CSR) by ensuring that all of a firm's activities are carried out with due concern and respect for the 3 Ps: People, Planet and Profit.

Social legacy relates to the People aspect of CSR. It involves taking into account how an incentive programme can have a positive impact upon the

inhabitants of the destination where the trip takes place.

Secondly, attitudes of incentive travel participants have changed, concerning the lavishly-funded, extravagant nature of many incentive trips. Incentive travel participants who are members of Generation Y (usually defined as those born between 1977 and 1995) in particular are dissatisfied with the conspicuous consumption that often characterises such events.

This is particularly the case when incentive trips take place in close proximity to disadvantaged communities or in developing countries where the luxurious and extravagant experiences enjoyed by the incentive participants strongly contrast with the underprivileged lifestyle of the local inhabitants.

Both of these factors have contributed to the trend of incentive trips being designed in such a way that they can make a difference and give

Firstly, the widespread perception that companies must respect the principles of Corporate Social Responsibility (CSR) by ensuring that all of a firm's activities are carried out with due concern and respect for the 3 Ps: People, Planet and Profit.

Social legacy relates to the People aspect of CSR. It involves taking into account how an incentive programme can have a positive impact upon the inhabitants of the destination where the trip takes place.

something back to the local people in the destination. At the most basic level, a social legacy initiative for an incentive trip could be raising money for a local charity, for example, at the event's gala dinner. This is one of the most common, and most straightforward, ways of helping local people. When more time is available in the programme, a more hands-on approach to leaving a social legacy can be used: participants take a day or half-day to work directly on a project. This can range from landscaping the garden of a local retirement home to constructing a library in a village school.

Several of the winners of the 2009 Site Crystal Awards Recognition Program, an annual competition designed to recognize outstanding incentive programs, demonstrated that they had a positive impact on the local community (Site - global network of meeting, travel and event professionals). For example, Terra Nova, the African events company, organized a motivational hike for 160 participants through





South Africa's Drakensberg Mountain Range, for their client Reckitt Benckiser, the household, health and personal care products company. Not only did the event provide the local

and the group of participants also gives football equipment to players on the local team, most of whom had never even owned their own football boots. Reckitt Benckiser was also able to honour the local chief's wife with the gift of a cow, therefore adding to the wealth of the herd. Overall, the incentive trip succeeded in creating a powerful sense of community between the participants and the local people, with both sides benefiting enormously from the opportunity to interact with people from a different culture. Another 2009 Crystal Award winner was Carlson Marketing Worldwide, for the 2008 'SunRise' event they designed for Sun Microsystems. SunRise is Sun Microsystems' global award and recognition program, held every year to honour the company's highest achievers. The 3-day event, based in Honolulu, Hawaii, was designed to fit in exactly with Sun Microsystems' own Corporate Social Responsibility principles. During the event, every effort was made to respect the principles of sustainability, by minimising the incentive trip's impact on the natural environment. But the social environment was not forgotten either, and after the SunRise event, many of the materials that it had utilized were donated to local organizations. For example, the furniture purchased for the event was donated to the local YMCA; the

SunRise is Sun Microsystems' global award and recognition program, held every year to honour the company's highest achievers. The 3-day event, based in Honolulu, Hawaii, was designed to fit in exactly with Sun Microsystems' own Corporate Social Responsibility principles. During the event, every effort was made to respect the principles of sustainability, by minimising the incentive trip's impact on the natural environment.

20 chalkboards that had served as menus went to a local school and the plants and flowers used as decoration went to a local retirement home for Hawaiians.

These examples of how incentive trips can leave a social legacy are part of a wider trend towards incentive travel organisers and their clients demonstrating their willingness to use these events to give something back to the underprivileged people who live in the destinations where these trips take place. It is a welcome development, since in any destination, including in European countries, there are worthy charities and organizations that deserve the support of those who are more fortunate than they are.



community with employment opportunities, through the recruiting of 16 guides and 8 translators who accompanies the participants on the hike, but also the experience provided many opportunities for the local people and the visitors to interact and for the participants to give back to the communities they encountered. A donation was made to a local school,

For example, Terra Nova, the African events company, organized a motivational hike for 160 participants through South Africa's Drakensberg Mountain Range, for their client Reckitt Benckiser, the household, health and personal care products company.



Jasna Dimitrijević, direktorka Turističke organizacije Beograda

BEOGRAD KAO CENTAR KONGRESNE INDUSTRIJE U REGIONU



1. Danas sve više slušamo o potencijalima Beograda kada je reč o kongresnom odnosno poslovnom turizmu. Šta je po Vama najveći adut za razvoj ovog vida turizma i šta je najvažnija korist koju grad dobija ukoliko se razvije u svetsku kongresnu destinaciju?

Prednost Beograda kao mesta za održavanje poslovnih skupova je u tome što smo nova destinacija. Pored toga dobre reference i kapacitete imamo, investira se u nove, pre svega, hotelske kapacitete, a geografski smo interesantni za mnoge sa drugih kontinenata koji su naš region zaobilazili u predhodnoj deceniji.

Pristupačnost tj. udaljenost aerodroma samo 15 km od centra grada, kao i kongresni centar sa još uvek najvećom plenarnom salom u regionu su takođe važni.

Poznati su višestruki ekonomski efekti koje ostvaruje ova grana turističke privrede i njen značaj za grad i, kada se o tome priča, misli se uglavnom na one koji se mogu meriti poput potrošnje na usluge boravka, smeštaja i čitave organizacije događaja.

Za nas je u tom pogledu veoma važna tzv. ROI analiza (Return on Investment) kako bismo utvrdili i one dodatne efekte koji su od ovelikog značaja a koji čine ROI piramidu, čime ćemo se u budućnosti intenzivno baviti u cilju podsticaja kongresnog turi-

zma u Beogradu i većeg razumevanja njegovog značaja za razvoj ne samo privrede grada, već i nauke i obrazovanja pre svega.

2. Kongresni Biro Beograda je oformljen 2007, a od 2008. godine Vi vodite Turističku Organizaciju Beograda. Obzirom da je to kratak vremenski period za ozbiljan zadatak pozicioniranja Beograda na svetskoj turističkoj mapi, na šta ste se prvenstveno fokusirali kada ste se počeli rad na promovisanju Beograda i koliko je uspeo da se postigne za ovaj period?

Pocet formiranja Kongresnog biroa Beograda, odnosno službe za obavljanje kongresne aktivnosti (MICE) pri TOB-u, počeo je još polovinom 2005. godine, u okviru projekta Ministarstva za trgovinu, turizam i usluge, a uz pomoć SEDP-a (USAID). Sve naše aktivnosti na ovom planu polaze od osnovnog cilja – razvoja i promocije Beograda kao kongresne destinacije radi obezbeđivanja što većeg broja međunarodnih kongresa, konferencija, seminara, izložbi, glavnih događaja (sportskih, kulturnih) i podsticajnih (incentive) putovanja za grad Beograd.

Kongresni biro Beograda, od svog osnivanja pozicionira Beograd kao međunarodnu kongresnu destinaciju, obezbeđujući profesionalnu pomoć organizacijama koje prave ponudu, ili organizuju kongrese, korporativne sastanke, podsticajna (tzv.incentive) putovanja ili izložbe u Beogradu.

Događaji i kongresi koje ste pomenuli, a i mnogi drugi, u velikoj meri su rezultat toga, bilo da je KBB učestvovao direktno u kandidaturi Beograda ili pak kada se radi o tzv. državnim skupovima ili velikim događajima u njihovoj realizaciji.

Kandidatura destinacije za dobijanje kongresa podrazumeva širok spektar veština da biste bili uspešni. Ovo uključuje strategijsko planiranje,

organizacione sposobnosti, liderstvo, kreativnost, lobiranje i veštine prezentovanja. Sposobnost da se ostvari uspešno partnerstvo sa klijentom je takođe od vitalnog značaja.

Stoga verujemo da će paralelno sa adekvatnom i snažnom promocijom Beograda kao kongresne destinacije, ubrzanim razvojem infrastrukture i kongresnih kapaciteta grada kao i edukacijom svih u kongresnoj industriji, Beograd u vrlo bliskoj budućnosti postati lider u ovoj oblasti u regionu. Konkretnije, naš posao je da stalno analiziramo tržište kongresne industrije. Da imamo dovoljno informacija o aktivnostima naših naučnih i stručnih asocijacija koje su najzaslužnije za najveći broj skupova u Beogradu. Da im pružamo podršku u lobiranju i dobijanju kongresa, da prepoznavanjem pravih partnera obezbedimo dovoljno informacija i argumenata da partneri dođu u Beograd, a onda da prosledimo profesionalnim organizatorima kongresa i agencijama poslove koji su u njihovoj profesionalnoj nadležnosti.

Asocijacije, predstavnici bordova i stručnjaci iz raznih oblasti, garantuju kvalitet i stručno naučni kredibilitet skupa.

Zadatak Kongresnog biroa Beograda je i da služi kao platforma kongresne industrije Beograda, zastupa interese ove industrije u Srbiji i inostranstvu.

U tom smislu imamo redovno ažurirane baze podataka o svim kongresnim potencijalima u Beogradu (hoteli, konferencijski kapaciteti, tehnička podrška, saobraćaj i druga prateća infrastruktura), kao i o kretanjima na tržištu kongresne industrije u Regionu i Evropi, pre svega. Mnogo je urađeno na međunarodnoj promociji i plasmanu kongresnih potencijala Beograda, a u saradnji sa Kongresnim biroom Srbije (KBS).

3. Beograd je jedan od retkih gradova Evrope i sveta u kome je broj poseta stranih turista porastao u toku 2009. godine. Šta je po Vašem mišljenju, najviše doprinelo tome i kakav razvoj situacije očekujete u 2010. godini?

Pre svega je doprinela činjenica da smo za mnoge nova destinacija. Turistička kretanja u svetu se kreću u pravcu potrebe za otkrivanjem novih odredišta. Beograd je na turističkoj mapi sveta novo mesto. Ovo se pre svega odnosi na mlađu populaciju. Na drugoj strani, oni koji su dolazili pre deceniju i više u naš grad i zemlju, imaju potrebu da se podsete, vrate i nakon toliko vremena izolacije naše zemlje, ponovo dođu. Takođe, uspešna promocija Beograda – kao grada kulture, sporta, city break mesta, kongresne destinacije za budućnost i Srbije na međunarodnom planu, doprineli su boljoj informisanosti građana Evrope i sveta o našoj turističkoj ponudi.

4. Beograd je u kratkom vremenskom periodu proglašen za „kul“ grad i Grad broj 1 za provod. Zalažete se dosta za promovisanje Beograda kao destinacije za City Break. Kakav je odziv ponuđača (hotela, agencija, aviokompanija) da se kreira konkurentna cena na međunarodnom tržištu?

Mislim da je trenutni splet poslovnih okolnosti, otvorenog neba, sve veće konkurencije na svakom planu – hoteli, agencije, aviokompanije - doveo do toga da možemo govoriti o povoljnim uslovima kreiranja konkurentne cene na međunarodnom tržištu. Svi navedeni partneri su zainteresovani

za saradnju i ne vidim da tu ima nerazumevanja. Mi smo u Turističkoj organizaciji Beograda dosta toga uradili u prethodnom periodu na uspostavljanju međusobne partnerske saradnje na ovom planu.

To možemo meriti i prikazati kroz konkretne rezultate ubuduće, a pre svega vidljive u broju dolazaka i noćenja u narednom periodu kao i u ukupno ostvarenom turističkom prometu.

5. Postoje veliki potencijali i planirani projekti za razvoj nautičkog turizma. Koliko je kongresni turizam u uzajamnoj sprezi sa nautičkim, i da li se može očekivati dolazak neke „incentive“ grupe čak i rekom u Beograd, (kada znamo da se u 2010. godini očekuje oko 60 hiljada stranih turista koji će pristići brodom?)

Mada za sada konkretnih najava za dolazak ovih specijalnih, „incentive cruise“ grupa u Beograd nemamo, obzirom na rastuću potražnju za ovakvim putovanjima u svetu kao i Beograda kao kongresne i „incentive“ destinacije, može se očekivati njihov dolazak.

Naime, zahteva za podsticajna (tzv. Incentives) putovanja je bilo znatno manje u predhodnoj godini nego ranije, što odgovara i postojećem svetskom trendu, zbog smanjivanja troškova korporacija radi prevazilaženja ekonomske krize.

Najpoznatije svetske destinacije za ova putovanja su Karibi, Meksiko i Aljaska. Novi i savremeni brodovi mogu pružiti uslove za sastanke članova Board-a korporacija od 8 i više članova kao i za održavanje većih konferencija

u trajanju od 3 do 5 dana. Kada su u pitanju podsticajna putovanja i tzv „Team building“ programi, obično se nude paketi na bazi „all-in-one“, što utiče i na manji budžet korporacija za ova putovanja jer se izbegava sezonalitet u cenama hotela i destinacijama. Ljudi vole da krstare a ovo je prilika da obiđu više destinacija i dožive nešto novo i totalno različito po boljim cenama. Nadamo se da će naše DMC agencije po ugledu na Austriju ili našeg suseda Mađarsku naći interes i ponuditi više programa za ova putovanja iz Beograda.

6. Beograd je do sada privukao velike međunarodne konferencije, događaje od velikog značaja (EBRD, Eurosong, Univerzijada, Kongres Ginekologa ESGO, IHRA kongres...) te iza sebe ima „dobre reference“ koje mogu potvrditi kvalitet organizacije mnogih događaja i u budućnosti. Da li vidite Beograd kao centar kongresne industrije u regionu?

Da. Ponavljam, kongresni kapaciteti, raspoloživa infrastruktura i profesionalno iskustvo u ovoj oblasti nam daju za pravo da govorimo o sve boljoj konkurentskoj poziciji u ovoj oblasti. Naša saradnja na protekloj Berzi kongresne industrije jugoistočne Evrope – Conventa, u Ljubljani, takođe govori o potrebi izdvajanja prednosti našeg regiona u kongresnoj industriji, a samim tim i o potencijalima Beograda u okviru regiona.

Činjenica da na nastupima KBB na najvećim sajmovima kongresne industrije u svetu kao što su IMEX, EIBTM i CONVENTA, od ukupnog broja sastanaka na zajedničkom štandu, najveći broj upita se odnosi na Beograd kao destinaciju za organizovanje sastanaka asocijacija i kongresa, što govori da smo postali ponovo prepoznatljivi na ovom planu i namera nam je da u saradnji sa lokalnim partnerima i KB Srbije to iskoristimo na najbolji način, pre svega kroz zajedničku kandidaturu Beograda, promociju, lobiranje, razmenu iskustava sa kongresnim biroima susednih zemalja, i aktivnijim podsticajem domaćih asocijacija da se uključe u proces kandidovanja Beograda.



Jasna Dimitrijević, director of Tourist Organization of Belgrade

BELGRADE AS A CENTER OF CONVENTION INDUSTRY IN THE REGION



1. Today we keep hearing more about the potentials of Belgrade when it comes to convention or business tourism. According to You, what is the best asset for development of this type of tourism and the most important benefit for the city if it becomes a world-known convention industry destination?

The advantage of Belgrade as business meetings' venue is that we are a new destination. Besides, we already have good references and facilities, there are investments in new, mainly hotel facilities, and in geographical aspect, we are interesting for many people from other continents which avoided our region in the previous decade. The accessibility i.e. distance of the airport from the city center of only 15km, as well as a convention center with still the largest meeting hall in the region also count. Multiple economic effects from this tourist industry branch and its importance for the city are well-known, and when we talk about it, we refer mostly to the measurable effects such as spending on sojourn, accomodation and whole event organization services. In that respect, the so-called ROI analysis is very important for us in order to also determine the additional effects which have great importance and compose a ROI pyramid, which we will be intensively occupied with in the future, with a view to stimulation of convention industry in Belgrade and better understanding of its impo-

rtance for the development of both city economy and, above all, science and education.

2. The Belgrade Convention Bureau was founded in 2007, and You have been Head of Tourist Organization of Belgrade since 2008. Considering that it is a short period of time for the serious task of positioning of Belgrade on the world tourist map, what was Your primary focus when You started to work on promoting of Belgrade and how much has been achieved during this period?

The proces of founding of Belgrade Convention Center, or the service for performing of convention activities (MICE) at TOB, has started at mid 2005, within the project of the Ministry of Trade, Tourism and Services, and with the help of SEDP (USAID). All our activities in this area depart from the basic objective – development and promoting of Belgrade as convention destination for ensuring the largest possible number of international conventions, conferences, seminars, exhibitions, major events (sports, culture) and incentive trips for the city of Belgrade.

The Belgrade Convention Bureau has been positioning Belgrade as international convention destination since its founding, providing the professional assistance to the organizations which make offers, or organize conventions, corporative meetings, incentive trips or exhibitions in Belgrade. The events and conventions that you mentioned, as well as many others, are very much a result of that, whether the BCB was directly involved in candidating Belgrade or when it comes to the so-called state meetings or major events realized by it. The candidateship of the destination for getting of conventions understands a wide range of skills in order to be successful. These include strategic planning, leadership, creativity, lobbying and presentation skills. A capability for realization of

successful partnership with the client is also vital. Therefore we believe that, side by side with adequate and strong promotion of Belgrade as convention destination, accelerated development of the city infrastructure and convention facilities, as well as education of everybody in the convention industry, Belgrade will become a regional leader in this field in the nearest future.

To be more concrete, our job is to constantly analyze the convention industry market. To have enough information regarding the activites of our scientific and professional associations which take the biggest credits for the majority of the meetings in Belgrade. To give them support in lobbying and getting the conventions, to provide sufficient information and arguments for the partners to come to Belgrade by recognizing adequate partners, and then to forward to the



professional convention organizers and agencies the jobs within their competence. The associations, board representatives and experts in different fields guarantee for the quality and professional and scientific credibility of the conventions.

The task of the Belgrade Convention Bureau is also to serve as a platform for the convention industry of Belgrade, to represent the interest of this industry in Serbia and abroad.

In these terms, we have regularly updated databases regarding all convention potentials in Belgrade (hotels, conference facilities, technical support, traffic and other accompanying infrastructure), as well as regarding the trends in the convention industry market in the region and in Europe, above all.

Much has been done in the international promotion and placement of the convention potentials of Belgrade, and in cooperation with the Serbian Convention Bureau (SCB).

3. Belgrade is one of rare European and world cities in which the number of foreign tourists grew during 2009. In Your opinion, what contributed to it the most and what development of situation You expect in 2010?

First of all, the fact that we are a new destination to many. World tourist trends are going in the direction of the need for discovering new destinations. Belgrade is a new spot on the world tourist map. This especially relates to the young generation. On the other hand, those who were coming to our city and country a decade and so ago, have a need to recall it and to come again after so much time of our country's isolation. Also, a successful promotion of Belgrade – as city of culture, sports, city break place, convention destination for the future, and of Serbia internationally, have contributed to better familiarizing of European and world citizens with our tourist offer.

4. Belgrade was proclaimed "cool" city and the number 1 party city in the short period of time. You engage a lot in promoting of Belgrade as City Break destination. What is the feedback from the suppliers (hotels, agencies, airlines) regarding the creation of competitive price in the international market?

I think that the current business circumstances, open sky, ever larger competition in every field – hotels, agencies, airlines – have brought to the fact that we can speak of favourable conditions for creation of competitive price in the international market. All the mentioned partners are interested in cooperation and I do not see



any lack of understanding there. We in Tourist Organization of Belgrade did a lot in establishing of mutual partner cooperation in this area during the previous period.

We can measure and present that through concrete results in the future, and above all visible in the number of arrivals and spending the nights in the following period and in total realized tourist turnover.

5. There are big potentials and planned projects for development of nautical tourism. How much the convention tourism is interconnected with the nautical one, and can we expect the arrival of some incentive group even by river to Belgrade (knowing that we expect around 60 thousand of foreign tourists coming by ship in 2010)?

Although we do not have any firm announcements of arrivals of these "special" incentive cruise groups to Belgrade for now, considering the growing demand for such trips in the world, as well as Belgrade as convention and incentive destination, we can expect their arrivals. Namely, there were significantly less requests for incentive trips in the past year than before, which corresponds to the existing world trend, due to reducing of corporate costs in order to overcome the economic crisis.

The most famous world destinations for such trips are the Caribbeans, Mexico and Alasca. New and modern ships can provide the conditions for meetings of the corporate boards of 8 and more members as well as for holding of large conferences in dura-

tion of 3 to 5 days. When it comes to the incentive trips and the so-called "Team Building" programs, usually the packages on "all-in-one" basis are offered, which also influences smaller corporate budget for such trips because the seasonality of the hotel and destination prices is avoided. People like to go cruising, and this is an opportunity to see more destinations and to experience something new and totally different at better prices. We hope that our DMCs will find interest and offer more programs for these trips from Belgrade, just like Austria or our neighbour, Hungary.

6. So far, Belgrade has attracted large international conferences, major events (EBRD, Eurosong, Univerzjada, ESGO, IHRA...) and has good references which can confirm the quality of organization of many events in the future as well. Do you see Belgrade as center of convention industry in the region?

Yes, I do. I repeat, the convention facilities, available infrastructure and professional experience in this area give us the right to talk of ever better competitive position. Our cooperation in the past SouthEast Europe Convention Industry Market – Conventa, in Ljubljana, also speaks of the need of emphasizing the advantages of our region in the convention industry, and by that the potentials of Belgrade within the region. The fact that the majority of all the inquiries on meetings at the common stand in the presentations of the BCB at the biggest convention industry fairs in the world such as IMEX, EIBTM and CONVENTA refer to Belgrade as a destination for organizing the association meetings and conventions, tells that we became again recognizable in this area and it is our intention to use this, in cooperation with local partners and SCB, in the best way possible, above all through common candidanship of Belgrade, promotion, lobbying, exchange of experiences with the convention bureaus of the neighbouring countries and more active stimulation of domestic associations to engage themselves in the process of Belgrade candidating.

Zašto Beograd?

JEDINSTVENA NOVA EVROPSKA DESTINACIJA ZA VAŠE SUSRETE

Novo tržište, uzbuđljiv grad, jedinstvena zemlja! Beograd nudi dobru infrastrukturu i izvanredne kongresne i izložbene kapacitete. Štaviše, grad obiluje poslovnim stručnjacima u svakoj oblasti i iskusnim kompanijama za upravljanje destinacijama i profesionalnim organizatorima kongresa.

Pozivamo vas da otkrijete srce i dušu Beograda. Istražite uzbuđljive kvartove grada, živahne kafiće i barove, moderne prodavnice, inovativnu kuhinju, i brojna pozorišta, muzeje i galerije. Beograd je takođe vaša polazna tačka za ekscurzije do najlepših manastira, vinarija, seoskih restorana, etno-sela, banja, prirodnih rezervata, živopisnih čuda prirode i arheoloških nalazišta Srbije. Sačinili smo Vodič za organiza-

tore događaja da bismo vam obezbedili sve informacije koje su vam potrebne za planiranje uspešnog događaja u Beogradu.

Organizujte sastanak u Beogradu i nećete biti razočarani. Beogradski kongresni biro je spreman da vam pomogne u planiranju vašeg narednog važnog događaja; od biranja odgovarajućeg mesta do pomoći u izboru najboljih dobavljača usluga, spremni smo da osiguramo vaš uspeh!

Radujemo se vašem dolasku u Beograd.

Turistička organizacija Beograda



Beogradski kongresni biro (BCB)

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Why Belgrade?

EUROPE'S UNIQUE NEW DESTINATION TO HOLD YOUR MEETING



A new market, an exciting city, a unique country! Belgrade offers a solid infrastructure and extraordinary conference and exhibit facilities. Moreover, the city abounds with business professionals

in every field and seasoned PCOs and DMCs. We invite you to discover the heart and soul of Belgrade. Explore the city's vibrant neighborhoods, lively cafes and bars, fashionable shops, innovative cuisine, and bountiful theatres, museums and galleries.

Belgrade is also your starting point for excursions to some of Serbia's most beautiful monasteries, wineries, farmhouse restaurants, ethno villages, spas, wildlife reserves, scenic natural wonders and archeological sites.

We have assembled this Planner's Guide to provide you with all of the information you need to plan a successful event in Belgrade. Organize a meeting in Belgrade and you will not be disappointed. The Belgrade Convention Bureau

is ready to assist you in planning your next event; from selecting the appropriate venue to helping you choose the best service providers, we are prepared to ensure your success!

We look forward to welcoming you to Belgrade.

The Tourism Organization of Belgrade

Belgrade Convention Bureau (BCB)

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Poslovni turizam u Beogradu

KONGRESNI BIRO BEOGRADA (KBB)

Kongresni biro Beograda (KBB) posluje kao organizaciona jedinica u okviru Turističke organizacije Beograda. Kongresni biro Beograda pozicionira Beograd kao međunarodnu kongresnu destinaciju, obezbeđujući profesionalnu pomoć organizacijama koje prave ponudu za, ili organizuju kongrese, korporativne sastanke, posticajna (incentive) putovanja ili izložbe u Beogradu. Svi vodeći beogradske hoteli, kongresni centri i serviseri kongresne industrije su partneri Kongresnog biroa Beograda. Kao rezu-

vljanju dokumentacije za ponudu uključujući:

- identifikacija kriterijuma kandidature
- koordinacija i priprema dokumentacije za ponudu
- prikupljanje pisma podrške od gradske vlade i lidera u industriji
- priprema preliminarnog budžeta sa profesionalnim kongresnim organizatorima
- posredovanje između gradske vlade i kongresne industrije pri kandidaturi
- lociranje odgovarajućih kongresnih centara u Beogradu i okolini koji odgovaraju kriterijumima ponude
- identifikovanje smeštajnih paketa koji odgovaraju kriterijumima ponude
- preliminarna rezervacija kongresnih centara, hotelskih soba kao i mesta za društveni program
- učešće u inspekcijskim posetama
- promocija ponude grada uključujući distribuciju promotivnog materijala i medijsku podršku
- asistencija pri prezentaciji kandidature grada.



Usluge organizatorima skupova

Onda kada je Beograd određen kao destinacija za održavanje kongresa, Kongresni biro Beograda nudi širok spektar usluga organizatorima:

- kongresnu brošuru Beograda
- pomoć pri odabiru profesionalnih organizatora kongresa
- saveti pri odabiru pre i post tura i društveni program
- preporuke pružaoca pratećih usluga
- promotivni materijal/informativni paket.



ltat toga, Kongresni biro Beograda pruža, organizatorima kongresa, direktan pristup širokoj ponudi najboljih kongresnih proizvoda i usluga.

Usluge koje pruža Kongresni biro Beograda

Asistencija pri pravljenju ponude, kandidature

Kandidatura za dobijanje kongresa podrazumeva širok spektar veština da biste bili uspešni. Ovo uključuje stratejsko planiranje, organizacione sposobnosti, liderstvo, kreativnost, lobiranje i veštine prezentovanja. Sposobnost da se ostvari uspešno partnerstvo sa klijentom je takođe od vitalnog značaja.

U tom smislu Kongresni biro Beograda nudi pomoć lokalnim i inostranim organizatorima u planiranju i sasta-



Business tourism in Belgrade

BELGRADE CONVENTION BUREAU (BCB)

The **Belgrade Convention Bureau** is a department of the Tourism Organisation of Belgrade. As such, it is a non-commercial entity that markets Belgrade as an international meetings destination and provides assistance to organizations who are bidding for, or organizing, congresses, corporate meetings, incentive groups or exhibitions. All of Belgrade's leading hotels, venues and meetings supplier businesses are partners to the BCB. As a result, BCB can help meeting planners to access a broad choice of the best meetings products and services available.

Services provided by the Belgrade Convention Bureau

Bid Assistance

Bidding for meetings or congresses requires a wide range of skills to be successful. These include strategic planning, organizational skills, leadership, creativity, lobbying and pre-

sentation skills. The ability to build strong partnerships with clients is also vital.

BCB provides local and international hosts with a high level of knowledge and expertise in planning and compiling bid documents and packages, including:

- Identifying and addressing bid criteria
- Co-ordination and preparation of bid documents
- Obtaining letters of support from government and industry leaders
- Preparing preliminary budgets with Professional Conference Organisers (PCOs)
- Liaising between government and industry
- Locating suitable venues in Belgrade and surrounds that meet bid criteria
- Identifying accommodation packages that meet bid criteria

- Tentative bookings of meeting venues, hotel rooms and social venues
- Support and management of site inspections
- Bid promotions including distribution of promotional material and media assistance
- Preparation of bid documents
- Assistance with bid presentations.

Services to Meeting Planners

Once a meeting has selected Belgrade as its future destination, the BCB offers a range of services to meeting planners:

- Meeting Planners Guide to Belgrade
- PCO selection assistance
- Advice on destination issues (facility selection, pre and post touring, social programs)
- Service referrals
- Promotional materials / information kits.
- Government liaison.

BUSINESS WITH PLEASURE

Belgrade Convention Bureau (BCB)

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Organizacija događaja-primer iz prakse

KREATIVNOST U IZGRADNJI POSLOVANJA - BELGRADE DESIGN WEEK

Svake godine BDW okuplja najveće svetske stručnjake iz oblasti dizajna, arhitekture, brendinga, advertajzinga i ostalih vidova modernih komunikacija koji gostuju u Beogradu - obično po prvi put.

Belgrade Design Week (BDW) je regionalni festival kreativnih industrija i biznisa koji se od 2006. godine organizuje jednom godišnje, krajem maja, traje sedam dana i odvija se na



različitim lokacijama Beograda. Svake godine BDW okuplja najveće svetske stručnjake iz oblasti dizajna, arhitekture, brendinga, advertajzinga i ostalih vidova modernih komunikacija koji gostuju u Beogradu - obično po prvi put.

Konferencija BDW-a, koja svake godine ima drugu generalnu temu - ove godine je SMART na KVADRAT - namenjena je svima koji su zainteresovani da čuju iskustva i savete ovih savremenih biznis gurua kako bi dobili neke nove ideje za unapređenje njihovih sopstvenih poslovnih i kreativnih mogućnosti.

BDW neprofitno organizuje grupa građana na čelu sa osnivačem i programskim direktorom Jovanom Jelovcem. Broj ljudi koji radi u ovom kreativnom timu varira od desetak onih koji su zaposleni tokom cele godine, do stotinak profesionalaca koji se priključuju u završnim fazama organizacije, kao i veliki broj studenata-volontera bez čije pomoći bi bilo nemoguće logistički ispratiti sve

zahteve koje nameće jedan ovako ozbiljan i obiman događaj.

Imajući u vidu da je BDW sastavljen iz nekoliko celina koje su po obimu i programu mogu posmatrati kao zasebni manji festivali (biznis-edukativna konferencija, izložbeni program-dizajnPark, Beograd2, program koji obuhvata izložbe i dešavanja u različitim galerijskim i drugim prostorima širom grada, dizajnNights-večernji, muzički program) može se lako zaključiti da je za organizaciju potrebno ozbiljno planiranje programa tokom cele godine i još ozbiljnije planiranje realizacije i logističke izvodljivosti svih ovih celina.

Najprestižniji deo, konferencija, je i organizaciono najzahtevnija. Pregovori sa gostujućim predavačima se započinju već u septembru, kako bi se do aprila meseca imao definitivan program predavanja. Budući da su predavači koji dolaze velike zvezde u svojim oblastima, i budući da na BDW-u predaju uglavnom pro bono, potrebno je mnogo energije da predavači svetskog renomea odvoje svoje dragoceno vreme i za Beograd,

grad koji je tek od nedavno u njihovoj svesti uvršćen u mapu gradova koji su važni u svetskom kontekstu dizajna. Kada pregovori dovedu do pozitivnog odgovora predavača i pristanka da bude gosti na BDW-u, tek tad počinje ozbiljan posao koji ima za cilj da zadovolji sve uslove koje oni zahtevaju, od posebnih avionskih karti, smeštaja, vremenskih ograničenja njihove posete Beogradu, plana obilaska grada itd. Od ove godine, nova izložbena celina «dizajnPark» predviđa i izložbe radova najznačajnijih predavača, tako da se poseban tim BDW-a stara samo o logistici izložbi, kojih bi u 2010. godini trebalo da bude desetak, dok je 2009. godine BDW producirao sam celokupan dizajnPark u zgradi KLUZA na preko 5000m². Krunski deo je predstavljala izložba producirana u saradnji sa Italijanskom privrednom komorom - The Italian Way of Seating - na oko 500m², verovatno najznačajnija izložba dizajna ikada u Beogradu.

Jedna od karakteristika BDW-a je i centralna lokacija Festivala koja se svake godine pažljivo bira sa osnov-



Izložba Italian Way of Seating, BDW 2009



Radionica "BE ME" u organizaciji BDW i kompanije Roche

nom zamisli da se svake godine osvoji neki drugi, zaboravljeni simbol gradskog tkiva i kolektivnog pamćenja koji će tokom tih dana oživeti i dobiti neki novi smisao.

Lokacije na kojima se BDW dešavao prethodnih godina su Sava centar, Palata saveznog izvršnog veća na Novom Beogradu (Palata Federacije), hotel Jugoslavija i prva velika robna kuća u staroj Jugoslaviji kao i bivša RK Kluz u Masarikovoj ulici. Izbor lokacije i dogovori o zakupu sa gradskim vlastima, kao i adaptacija odabranog prostora su, takođe, jedan od najznačajnijih segmenata u organizaciji BDW-a.

BDW je festival koji se finansira od pomoći komercijalnih i institucionalnih partnera koji prepoznaju prvo značaj postojanja ovakvog događaja za Srbiju, a potom i benefit koji dobijaju povezivanjem sa takvim progresivnim festivalom. Budući da su finansije ključna i osnovna polazna tačka od koje sve zavisi, u organizacionom timu BDW-a radi nekoliko osoba koje već od septembra prave selekciju odgovarajućih partnera i kasnije, u dogovoru sa njima, planiraju njihovo učešće i promociju na Festivalu.

Još jedna karakteristika BDW-a je naslovna tema koja se menja svake godine i koja na simboličan način označava aktuelno stanje kreativne

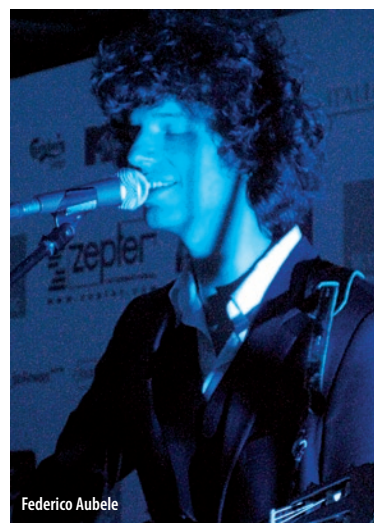
svesti i života uopšte u Srbiji, ili koja treba da nagovesti ono što je u datom trenutku neophodno kako bi se aktuelno stanje usmerilo ka pozitivnijem pravcu. Prethodnih godina teme su bile «Living2» (2006), «Change2» (2007), «Modern2» (2008) i prošle godine «Speed2»(2009).

Kada se definiše tema, počinje se sa radom na identitetu predstojećeg BDW-a za koji je zadužen tim dizajnera iz partnerske branding agencije koji taj posao doživljavaju kao veliki profesionalni izazov za koji su spremni da rade i bez ikakve nadoknade, osim one lične satisfakcije koju kasnije osećaju kada se lično upoznaju i popričaju sa svojim kolegama-super stars dizajnerima iz najpoznatijih svetskih dizajn studija.

Neki od onih velikana koje su bili u prilici da upoznaju na BDW-u su **Luigi Colani, Ross Lovegrove, Ora Ito, Karim Rashid, Daniel Liebeskind, Tony Chambers, Branko Lukić** i mnogi drugi.

Sa novim identitetom, BDW započinje i svoju promotivnu kampanju kojom se najavljuje program i datum održavanja, kao i prodaja karata za konferenciju. Godine 2009. BDW je ostvario medijska partnerstva sa preko 140 medijskih kuća iz zemlje, regiona i nekih vodećih evropskih zemalja.

Neki od istaknutijih stranih partnera su bili i časopisi kao što su *Icon, Wallpaper, Creative Review*, kao i neki najpoznatiji svetski sajtovi iz oblasti dizajna i kreativne industrije poput *designboom.com* i *dezeen.com*. U re-



Federico Aubele



Karim Rashid na BDW 2006

gionu BDW ima uspešnu saradnju sa svim zemljama u kojima ima i svoje partnere za prodaju karata za konferenciju. Tokom BDW-a svako veče se na jednoj od nacionalnih televizija emituje BDW hronika. Prošle godine, ova saradnja je ostvarena a televizijskom B92.

Pred sam početak festivala zavšavaju se svi tehnički poslovi kao što su radovi na lokaciji konferencije, sređivanje prostora, postavljanje ozvučenja, video bimova, kafe lounge-a, sređivanje prostora za večernji program, postavljanje izložbi i montiranje raznih experience booth-ova i drugih promotivnih štandova BDW partnera.

Nakon uspešno završenih višemesečnih priprema prvi dan BDW-a počinje se svečanim večernjim prijemom kojem prisustvuje oko stotinu zvaničnika među kojima su BDW partneri, Ministar kulture i drugi gradski zvaničnici, ambasadori, gostujući predavači, predstavnici raznih domaćih

i internacionalnih kompanija i ostali prijatelji Festivala. Taj trenutak predstavlja samo privremeni predah iza kojeg sledi izuzetno naporna, ali ipak nezaboravno dobra nedelja koja se

završava sličnom ceremonijom nakon koje obavezno sledi velika žurka u čast svih onih koji su učestvovali u programu i organizaciji još jednog uspešnog BDW-a.



Daniel Libeskind na BDW 2008

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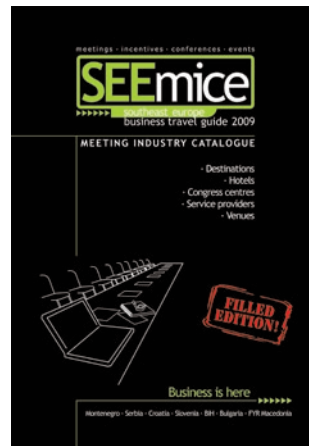
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Event organization – Example from practice

CREATIVITY FOR BUILDING BUSINESS - BELGRADE DESIGN WEEK

Every year, the BDW gathers together globally recognised experts in the fields of design, architecture, branding, advertising, and other forms of modern communication, who are – more often than not – visiting Belgrade for the first time.

Belgrade Design Week (BDW) is a regional creative industries and businesses festival. Since 2006, it has been organised once a year, usually by the end of May, lasting for a week and taking place at different locations throughout Belgrade. Every year, the

are engaged throughout the year to approximately a hundred of professionals who join them at final stages of organising the conference, plus a large number of students-volunteers without whose help it would be impossible to meet all logistic requirements imposed by such a serious and voluminous event.

throughout the year, and even more thorough planning of its completion and logistical carrying out of all these components.

The most prestigious part of the festival, the conference, is most demanding in terms of organisation requirements. Negotiations with visiting lecturers start as early as September so as to ensure that final programme of lectures is in place before April.

Considering that the BDW consists of several components which, in view of their volume and programme, can be deemed to smaller-scale festivals themselves (business-educational conference, exhibition programme – designPark,

Considering that the visiting lecturers are big stars in their fields of expertise, and considering that most of them speak at the BDW pro bono, great efforts must be made to persuade these lecturers with global reputation to devote some of their valuable time to Belgrade, the town which was only recently included among the cities of global significance in respect of design.

When the negotiations are successfully concluded and the lecturers agree to visit the BDW – only then critical work begin to try to satisfy the conditions they set, beginning with



Design studio "OD DO" for the best design solution for „Sitting Green“

BDW gathers together globally recognised experts in the fields of design, architecture, branding, advertising, and other forms of modern communication, who are – more often than not – visiting Belgrade for the first time.

Beograd2, a programme embracing the exhibitions and events in different galleries and other spaces all over the city, designNights – evening musical programme), it is clear that the organisation of the festival requires exhaustive planning of the programmes

The topic of this year's BDW conference, and general theme is different every year, is SMART2 (smart to the power two). It is intended for everyone who would like to hear about the experience of and get recommendations from contemporary business gurus so as to get new ideas how to build their own business and creative capacity.

The BDW is organised, on the non-profit basis, by a group of people led by the founder and programme director, Mr. Jovan Jelovac. The number of people in this creative team varies from a dozen individuals who



Panel of the greatest creative minds: Erwan Bouroullec, Dalia Salimonias, Graham Fink, Alice Rawsthorne, Paola Antoaneli and Patrizia Moroso



Jovan Jelovac and Ora Ito, BDW 2007

air tickets, accommodation, through to any time limitations on their visits to Belgrade, plans to go sightseeing, etc. From this year, new exhibition component "designPark" will include displaying the works of the most important lecturers; thus, a special BDW team will only take care of the logistics of exhibitions, a dozen of which

during those days enlivened and imparted a new meaning. The locations in which the BDW was held in recent years include: the Sava Centre congress hall, the building of the formal federal government in Novi Beograd (the Federation Palace), Jugoslavija Hotel, and the first large department store in former Yugoslavia, RK Kluz in Masarikova Street. Selection of the venue, negotiations with city authorities on their lease and adaptation of selected premises also represent a major segment in the organisation of the BDW.



The view from Jugoslavija hotel where BDW 2008 was held

are planned for 2010, whilst in 2009 the BDW produced on its own the entire designPark in the KLUZ building covering an area of more than 5000 sqm. Its crucial part will be the exhibition produced in conjunction with the Italian chamber of commerce – The Italian Way of Seating – in an area of approx. 500 sqm, which is probably the most important design exhibition ever organised in Belgrade.

Another characteristic of the BDW is this Festival's central location, which is annually selected with the main idea to every year colonise a different, forgotten symbol of the town tissue and collective memory, to have it

institutional partners who acknowledge the significance of having such a happening in Serbia and the benefits deriving from the association with such a progressive festival. Considering that finances are the critical and starting point on which everything depends, the BDW organisational team includes several persons who have been selecting suitable partners ever since September and who will later on together with them plan their participation and promotion at the Festival.

Also among the BDW characteristics is the main topic that is changed every year and that, in a symbolic man-

ner, denotes current status of creative awareness and life in general in Serbia. It should indicate whatever is at a given moment necessary to give a positive direction to current developments. In the previous period, the topics included "Living2" (2006), "Change2" (2007), "Modern2" (2008), and, last year, "Speed2" (2009).

Once the topic is defined, there starts the work on the identity of the imminent BDW for which a team of designers from a partner branding agency is in charge. Members of this team see this job as a major professional challenge and they are willing to work without any consideration whatsoever, solely for the personal satisfaction they have later on, when they meet in person and talk with their colleagues – super star designers coming from the most famous design studios in the world. Among the icons they have had the opportunity to meet at the BDW were **Luigi Colani, Ross Lovegrove, Ora Ito, Karim Rashid, Daniel Liebeskind, Tony Chambers, Branko Lukić** and many others.

With its new identity, the BDW also begins its promotional campaign to announce the programme and the date of its taking place, and the sale of tickets for the conference. In 2009, the BDW established media partnerships with over 140 media companies



London based creative studio AIRSIDE, on BDW 2009



German architect Jurgen Mayer on BDW 2009

from the country, the region, and from some of the leading European countries. Some of the more prominent foreign partners included magazines such as *Icon*, *Wallpaper*, *Creative Review*, and some of the globally renowned websites in the field of design and creative industry, such as *designboom.com* and *dezeen.com*.

In the region, the BDW boasts a very successful cooperation with all the countries in which it has its partners who sell the tickets for the conference. During the BDW, a BDW chronicle will be broadcasted every night at a television with national distribution.

Last year this kind of cooperation was accomplished with B92.

When the festival is almost to be opened, technical activities are brought to conclusions, such as the works on the site of conference, regulation of the space, instalment of loudspeakers, video beams, cafe lounges, regulation of the space for the evening programme, setting up of exhibitions and mounting of different experience booths and other BDW partners' promotional stands.

After several months of preparations are effectively brought to an end, first day of the BDW starts with

a ceremonial evening reception that is attended by around a hundred of invitees, including the BDW partners, the Minister of Culture and other city officials, ambassadors, visiting lecturers, representatives of different local and international companies, and other friends of the Festival.

That is solely a temporary break after which there ensues an extremely strenuous but nevertheless unforgettable enjoyable week that finishes with a similar ceremony that is always followed by a large party to honour all those who were involved in the programme and organisation of yet another successful BDW.

Simultano i konsektivno prevodenje Pismeni prevodi i overe sudskih tumača

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ZLATNA GROZNICA ISTOČNE SRBIJE

Novinar putopisac, autor TV serijala "Oaza", Gordana Atanasijević, vodič planinarskog društva "Železničar" iz Beograda i vrsni poznavalac prirode, vodi tematske i neverovatno interesantne ture po zadivljujućim i zaboravljenim predelima Srbije, koje mnogi još nisu spoznali. Koliko zbog toga što su ti predeli pasivni, toliko i zbog nedostatka informacija o lepotama i bogatstvima ovog dela zemlje, Tura "Verona istočne Srbije" osmišljena je u težnji da se doživi i upoznaju zlatonosni tokovi homoljskih reka i njihova očaravajuća okolina, koj ne čini samo lepa priroda, već i bogato etno nasleđe.



Autor: Gordana Atanasijević

Homolje, to fenomenalno parče istočne Srbije, koje kao da spava, ušuškano u svoja prebiblijska verovanja, još od antičkih vremena, ako izuzmemo Dragaševićeve putopise.

Idealna mreža transversala po gotovo svim grebenima njegovih blago zatalasanih vrhova; prelepe rečne doline čiji tokovi sijaju liskunom pod suncem, i još lepše šume što prekrivaju vulkanske masive, bogate rudom, koje su možda u ovo vreme buđenja prirode i najpodesnije za lepo, napajajuće pešačenje.

Uputivši se preko Požarevca ka Kučevu, naše odredište je bilo samo središte „srpskog El Dorada“. Neresnica, Kučajna, Blagojev kamen – sve su to toponimi, poznati po nalazima zlatnih žila, a ispiraćki zanat nešto od čega i danas neke porodice ovde žive. A da je to „hleb sa sedam kora“, imali smo prilike da vidimo na licu mesta. Debeli Lug, selo poznato kao železnička stanica „Majdanpek“, bilo je mesto gde nam se put završavao i gde nas je čekao autobus. Mesto pod

patinom zaborava, koje krije mnogo toga posve inspirativnog, samo ako se malo zainteresujete.

Obzirom da je ova akcija namenjena planinarima, pešačenje od 15 kilometara sa laganim usponom od 500 metara ne predstavlja prepreku za doživljaj, tako da je bilo i starijih učesnika, kao i dece.

Ono što ih je privuklo nije samo premijerni obilazak krajeva gde se nije do tada odlazilo, već i činjenica o postojanju živih ispiraća, što budi radoznalost i predstavlja za sve novo iskustvo.

Kroz selo Debeli Lug, protiče Veliki Pek. U njega se ulivaju zlatonosni tokovi Homolja. Najpoznatije su Grabova i Todorova reka, te sam ih odabrala za kružnu šetnju, preko uzvišenja Dupeš Čoka.

Pošli smo dolinom Grabove reke, prolazeći kraj starih okana rudnika volframa i zlata, čiji su otvori neobično skladno uklopljeni u okolni pejzaž, da prosto očekujete da se iz njih pojave

patuljci. I ako već dugo zatvorena, ova okna su i danas predmet istraživanja. Od njih staza vodi na više, ka šumovitom vrhu Dupeš Čoka, koji tokom letnjeg vremena, nakon kiša, obiluje delikatesnim vrganjima.

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U seoskoj krčmi, Ljubiša sprema delikatesnu čorbu od tih vrganja, ali i od koprive, i još mnogo toga što je tamo rutinski – za urbanog čoveka predstavlja redak užitek, u toliko više što se radi o kraju gde nije zavladała potrošačka kultura, te domaćini namerne dočekuju kao goste u svojoj kući.

Od Dupeš Čoke, staza vodi nizbrdo ka dolini Todorove reke. Ovo je dolina ispiraća. Mada, saznala sam iz ranijih



Veliki Pek

Prilikom učestvovanja na sajmu kongresne industrije u Barceloni - EIBTM 2009, prisustvovali smo predavanju „Top 10 iskustava“ na kom je bilo reči o najneverovatnijim iskustvima i doživljajima koja postoje i koja se mogu realizovati u najrazličitijim krajevima sveta.

Predavači su definisali šta incentive tura treba da uključuje, i izložili i nekoliko primera. Tom prilikom smo, upoznati sa Gordaninom pričom i doživljajem u istočnoj Srbiji, spomenuli mogućnost ispiranja zlata u Srbiji kao WOW doživljaj. Sve prisutne je ideja jako zainteresovala i složili su se da ispiranje zlata u Srbiji ima veliki potencijal i onu do sada neproživljenu i magičnu notu koju incentive putovanje treba da ima.

poseta, da među meštanima postoje „dve struje“ – jedni koji tvrde da je bolja Grabova, i drugi koji to isto kažu za Todorovu reku.

Kada ih vidite, možete primetiti da je prva uža, krivudavija i mnogo više ušuškana pod krošnjama visokih stabala, što joj daje izvesnu tajnovitost. Todorova reka je nekako otvorenija, svetlija. Ima čak i par pojata.

Tu smo sreli i Pericu u sred posla. Pored nekoliko ispitaka, i većih plastičnih posuda na obali, sedeo je na maloj drvenoj šamlici, u vodi, u gumenim čizmama i rukavicama, pažljivo ispirajući rečni aluvijum, prebirajući po njemu sićušna zrnca samorodnog, čistog zlata.

Za nas je to egzotičan doživljaj, ali ispirački najbolje znaju koliko to može biti zahtevno, iz dana u dan, sa rukama i nogama u vodi; po vrućini, ili zimi. Za svega par grama zlata, mora se ispirati po ceo dan, jer u proseku to znači da preko ispitka mora proći čak oko 500 kg rečnog nanosa.

A ispiranje samo jednog zahvata u ispitku traje. U njemu se rečni aluvijum najpre grubo raslojava, pri čemu se običan mulj, kao lakši preliva nazad u reku, dok na dnu posude ostaju teški metali i naravno zlato.

A kada se u najfinijem, ispranom talogu izdvoje zlatna zrnca, valja ih razdvojiti, što se takođe radi ispiranjem, suptilnim kružnim pokretima, a ponekad se koristi i živa. Veća zrnca su prava premija. Najveće, koje je Pera našao, težilo je 10 grama. A najveći grumen uopšte nađen u ovim krajevima,

ispran je u Grabovoj reci i težio je 42 grama. Zlato je znatno teže od ostalih sastojaka rečnog dna i kao takvo će prilikom ispiranja uvek ostajati na dnu drvenog ispitka, makar se radilo o gramu.

U blizini Majdanpeka je i najvažniji arheometalurški lokalitet u Evropi: Rudna Glava.

Obzirom na starost od 7000 godina, to je mesto gde je Evropa iskoracila iz kamenog u doba metala.

Pojava metala je uticala na dalje istorijske tokove ovih predela, naročito kasnije otkriće zlata, pa su zato rimski imperatori i pravili tu svoje palate (Felix Romuliana).

Tradicionalna ispiračka drvena posuda, oblika ovalne lopate – ispitak, pravi se od lipe, vrbe, ili joha (jove). Za vrbu je u ovim krajevima čak uvreženo verovanje da se „oko nje skuplja

zlato“. Mislim da su svi uzeli po nekoliko komada kvarca sa ostacima raznih svetlucahivih tragova rudnih minerala.

Pera je rado planinarima pokazao kako se to radi, bar u kraćim crtama, koliko se može za tako kratko vreme, jer se radi o pravoj veštini, znanju, velikom strpljenju i nadasve iskustvu, jer da bi se znalo gde tražiti zlato, reka se mora pratiti i u preleće i s jeseni. One su krvotok ovih kvarcnih masiva, i vaskularišu ga svojim protokom tako što time krune kvarc, a svojim tokom odnose zrnca čistog zlata, koje se u prirodi najčešće vezuje za ovaj mineral. Naravno, pored svega toga i dobrog oka, poželjna je i SREĆA. Pera je rođen u Debelom Lugu, po zanimanju bravar, ali je tragajući za zlatom živeo na nekoliko kontinenata (Amerika, Australija), a vođen avanturističkim duhom, bio je i lovac na krokodile. Danas, on je tu u svom zavičaju, a zlato ispira – za svoju mnogočlanu porodicu.

Mnogo puta sam „puštala film“ o ispiračima koji idu na svoja tajna mesta za ispiranje, jer po podacima iz knjige Dušana Jovanovića „Zlato i bakar Istočne Srbije“, najzlatonosniji su brojni potoci i rečice – pritoke većih, kao što su Mare, Ferizana, Breza, Grabova, Todorova i sam Veliki Pek, naročito posle kiša... Prisećala sam se i mita o Argonautima i zlatnom runu. Jer, po



Ispirač u Todorovoj reci

zapisu Diadora, Jason i drevni Argonauti su u potrazi za zlatnim runom zabasali upravo u ove krajeve, a Zmaj koji ga po legendi čuva, još uvek "u negde" spava....

Ovo nije prva prilika da se pri prolasku nekih krajeva istočne Srbije, susrećemo sa ispiranjem zlata. Nekoliko godina, planinare sam vodila u obilazak PRERASTI – prirodnih kamenih mostova, koji su inače svetska retkost, a najviše na svetu ima ih upravo na malom komadu tla između Morave,

Danas, u neposrednoj blizini ogromnih površinskih kopova oko Majdanpeka, kraj malenih rečica sede ispiraći sa svojim ispicima, ili drvenim pumpama, prebirajući sićušna zrna danima, mesecima, godinama, po vrelom ili hladnom vremenu.

Timoka i Dunava. Potez do Debelog Luga vodi pored rudnika zlata iz antičkih vremena (Kraku Lu Jordan), Neresnica, Blagojev Kamen...

U blizini Majdanpeka je i najvažniji arheometalurški lokalitet u Evropi: Rudna Glava. Obzirom na starost od 7000 godina, to je mesto gde je Evropa iskoračila iz kamenog u doba metala. Pojava metala je uticala na dalje istorijske tokove ovih predela, naročito kasnije otkriće zlata, pa su zato rimski imperatori i pravili tu svoje palate (Felix Romuliana).

Nema pećine u istočnoj Srbiji za koju nije vezana neka legenda o skrivenom blagu, a mnogi su pri otkrivanju tih najstrože čuvanih porodičnih tajni, koje su se prenosile vekovima sa kolena na koleno – izgubili svoje živote. Jedna od tih pećina – čuvena Rajkova, smatra se najlepšom na Balkanu, zbog bogatog nakita koji je presvučen slojem belog kalcita, što ga čini iskričavim, poput štrasa. Danas, u neposrednoj blizini ogromnih površinskih kopova oko Majdanpeka, kraj malenih rečica sede ispiraći sa svojim ispicima, ili drvenim pumpama, prebirajući sićušna zrna danima,



Na času ispiranja kod čika Perice

mesecima, godinama, po vrelom ili hladnom vremenu.

Radica Gornjak Atanasijević, osmislila je projekat koji polako počinje da zaživljava. Njena zamisao je da staro rudarsko naselje, Blagojev Kamen, bude pod zaštitom UNESCO-a, a da se stanovi preurede i koriste u turističke svrhe, što će istovremeno promovisati bogatu istorijsku, etnološku i prirodnu baštinu ovih predela. Smešteni na razvođu milenijuma i vekova, gosti će tu moći da se osećaju delom nekog minulog vremena.

Dok to ne bude u potpunosti realizovano, na raspolaganju je jedino hotel "Golden In" u Majdanpeku. A za sve to vreme, još uvek ostaje prilika da sa Gordanom u planinarskom maniru u jednom danu prođete ovim krajem, u

Ovo nije prva prilika da se pri prolasku nekih krajeva istočne Srbije, susrećemo sa ispiranjem zlata. Nekoliko godina, planinare sam vodila u obilazak PRERASTI – prirodnih kamenih mostova, koji su inače svetska retkost, a najviše na svetu ima ih upravo na malom komadu tla između Morave, Timoka i Dunava.

kome je vreme stalo odavno, i uživajte u prolećnom krajoliku srpskog "El Dorada", naravno u dobroj obući za teren. Ona tu akciju još uvek vodi svake godine u aprilu mesecu u organizaciji PSD "Železničar" iz Beograda (www.zeleznicar.org.rs)

O tome zašto je reportaža nazvana „Verona Istočne Srbije“, nemo svedoči visoka okomita – Paunova stena, na ulazu u kanjon Velikog Peka.

Beše to mladić iz Debelog Luga, koji je u mladosti voleo lepu Jelicu, ali se zbog neuzvratačne ljubavi bacio sa litice, negde pred Drugi svetski rat, ne govavši da podnese pomisao da živi dok je drugi ljubi.

Stena je okomita sa oštrim vrhom, i sa takvog mesta može skočiti samo neko ko je nedvosmisleno rešen da pogine. Međutim, Paun Ilić je preživeo pad.

Verovatno zato što sve ima svoj razlog. Ipak, oženio se posle svega, ali je njegovo viteško srce zauvek prestalo da kuca negde pred kraj prošlog milenijuma, mnogo kasnije nego što je želeo kada je bio mlad i očajno zaljubljen.

Samo što u ovom skrovitom selu nije rođen i neki Šekspir da napiše o tome dramu. Ali, bez obzira na to, pored Romea i Đulijete, behu nekad Paun i Jelica; osim Verone, postojina na svetu i Debeli Lug, samo što za sada ta ljubav još nema spomenik. Osim špicaste stene ispred Debeloluške pećine, na dverima kanjona Velikog Peka.

WOW experience nearby Belgrade

GOLD RUSH OF EASTERN SERBIA

A journalist-travel writer, the author of the TV series 'Oasis', Ms Gordana Atanasijević, a guide of the mountaineer association Železničar from Belgrade and an excellent expert in the nature, guides thematic and extremely interesting tours across amazing but forgotten areas of Serbia, still unknown to many, both due to these areas being undeveloped and the lack of information on the beauty and richness of this region of the country. The tour 'Verona of Eastern Serbia' has been created with the aim of experiencing and getting to know the gold-carrying courses of the Homolje region rivers and their enchanting surroundings implying not only the beautiful nature, but the reach heritage of tradition as well.

Author: Gordana Atanasijević

Homolje, this fabulous part of Eastern Serbia, seems as if asleep, tucked in its pre-Biblical beliefs since the ancient time, excluding the Dragašević's travel-writing.

An ideal network of transversal roads covering almost all ridges of its mildly wavy peaks; beautiful river valleys whose flows glow with mica under the sun and even more beautiful forests covering volcanic massifs rich in ores which are perhaps in this period of nature awakening the most suitable for nice, inspiring hiking.

Headed to Kučevo via Požarevac, our destination was the heart of the 'Serbian El Dorado'. Neresnica, Kučajna, Blagojev kamen – these are all toponyms known for gold-bearing veins, and panning is still used by some families here to earn for living. And the hardship of the panning we realised on the spot. Debeli Lug, a village known as the railway station Majdanpek, was the place where our ride ended and a bus picked us up. The place sunk in oblivion, hiding a lot of very inspiring secrets, and all it takes is little initiative.

Since this was an event intended for mountaineers, a 15-kilometre walk with a mild 500-meter ascent makes no obstacle to gaining an experience, so there were older participants and children as well. What attracted them was not only a premiere tour of landscapes not visited before, but also the fact that gold panners still exist, raising curiosity and representing a novelty for everybody.

Through the village Debeli Lug, the Veliki Pek river runs. It is mouthed by

gold-carrying flows of Homolje. As the most famous rivers are Grabova reka and Todorova reka, they were my choice for a tour walk, and over the hill Dupeš Čoka.

We started from the valley of Grabova reka, passing by old pits of the mines of wolfram and gold, their openings being so unusually harmoniously fitted in the surrounding landscape, that you would expect dwarfs to come out of them. Although long closed, these pits are still being explored. From there, the track ran upwards to the forested peak of Dupeš Čoka, which is in summer, after rains, abundant with delicious porcini. In a village inn, Ljubiša makes delicacy pottage with these porcini, in addition to nettle and many other plants common for these people and a rare pleasure for an urban person, even more considering the fact that this is the area where the consumer spirit is not spread and hosts welcome ra-

ndom travellers as their own guests. From Dupeš Čoka, the track goes downwards to the valley of Todorova reka. This is the gold panner valley. Nevertheless, as I learned from my previous visits, there are two 'streams' among the local people – the ones claiming Grabova reka to be better and the others claiming the same for

Since this was an event intended for mountaineers, a 15-kilometre walk with a mild 500-meter ascent makes no obstacle to gaining an experience, so there were older participants and children as well.

Todorova reka. When you see both of them, you notice the former is narrower, curvier and much more tucked under high trees, giving it certain secretive atmosphere. Todorova reka is somehow more open and bright. It even has few barns. There we meet Perica in the middle of his work.



At the gold panning class with host



Traditional panning wooden vessel

Beside some pans and larger plastic vessels on the riverside, there he sat on a small wooden chair, in the water, with rubber boots and gloves on, carefully washing up the river alluvium and picking small grains of the natural pure gold.

Nearby Majdanpek, there is the major archaeological-metallurgical site in Europe: Rudna Glava. Considering its age of 7000 years, this is the point where Europe stepped out of the Stone Age and entered the Bronze Age. The appearance of metal influenced the historical course of this area, especially the discovery of gold here, so that the Roman emperors erected their palaces here (Felix Romuliana).

It is an exotic experience for us, but gold panners know how demanding it may be, day in day out, with hands and legs in the water; heat or cold. For as little as few grams of gold, you must pan the whole day, since around 500 kg of river deposit must be panned on average to obtain this quantity of gold.

Moreover, processing a pan sample is a lasting activity. There, river alluvium is first roughly segregated with plain mud as lighter being spilled back to

the river, leaving heavier metals and of course gold on the bottom of the pan.

And when in the most sophisticated, washed out sediment golden grains emerge, they must be separated by washing out with subtle circular movements. Sometimes, mercury is used as well. Larger grains are a true prize. The largest Pera has found weighted 10 grams, and the largest lump ever found in this area has been panned in Grabova reka and it weighted 42 grams.

Gold is much heavier than other ingredients of river bottom and as such, it will always stay on the bottom of the wooden pan when washing out, no matter how small it is. The traditional panning wooden vessel with oval shovel shape – the pan – is made of basswood, willow or alder. In this region, willow is believed to 'attract gold'. I think that everybody took several pieces of quartz containing

This was not the first time we encountered gold panning during visiting certain parts of Eastern Serbia. For several years, I took mountaineers to the tour of PRERASTI – natural stone bridges – a world rarity, most present in this small piece of land surrounded by the rivers Morava, Timok and Danube.

remains of various sparkling traces of ores. Pera was willing to show the procedure to the hikers, at least the basic procedure, considering the time we had, since it entails real skill, knowledge, great patience and above all experience, because in order to know where to seek for gold, you must know the rivers both in spring and autumn.

They are the bloodstream of these quartz massifs and their circulation enlivens the massifs by crumbling quartz and carrying away grains of pure gold, which most commonly ties to this mineral in the nature.

Of course, in addition to all the mentioned factors and a good eye, you might need LUCK as well. Pera was born in Debeli Lug, he is a locksmith, but seeking for gold he lived on several continents (America, Australia) and being adventurous, he was even a crocodile hunter. Today, he lives in his homeland, and the motivation for gold panning he finds in his numerous family.

Many times I remembered the gold panners going to their secret panning places, since Dušan Jovanović in his book Gold and Copper of Eastern

At the congress industry fair in Barcelona, EIBTM 2009, we attended the lecture 'Top 10 experiences' on most amazing experiences and adventures which exist and can be realised in various parts of the world. Lecturers depicted what an incentive tour should include and presented several examples.

On this occasion, knowing Gordana's story and the experience from Eastern Serbia, we mentioned the possibility of gold panning in Serbia as a WOW experience. All the attendants took great interest in the idea and agreed that gold panning in Serbia possesses vast potential and the tone of the unknown and magic the incentive travel should have.

Today, in the close vicinity of huge mining strips around Majdanpek, beside small rivers, there sit gold panners with their pans or wooden pumps, picking small grains for days, months, years, in heat or cold.

Serbia says that gold is predominantly found in a large number of brooks and small rivers – tributaries to larger ones, such as Mare, Ferizana, Breza, Grabova, Todorova and Veliki Pek itself, especially after rains... I also remembered the myth about Argonauts and the Golden Fleece. According to Diadora, Jason and ancient Argonauts strayed to this region in their quest for the Golden Fleece and the Dragon guarding it as the legend says still sleeps 'around there'...



This was not the first time we encountered gold panning during visiting certain parts of Eastern Serbia. For several years, I took mountaineers to the tour of PRERASTI – natural stone bridges – a world rarity, most present in this small piece of land surrounded by the rivers Morava, Timok and Danube. The area towards Debeli Lug contains ancient gold mines (Kraku Lu Jordan), Neresnica, Blagojev Ka-

The reason why the story has the title 'Verona of Eastern Serbia' is found without needing words in the high and steep cliff Paunova stena at the entry of the canyon of Veliki Pek.

There was a young man from Debeli Lug who loved beautiful Jelica and threw himself from the cliff, sometime before the II World War, because his love was unrequited. He could not bear the life if somebody else would kiss her.

The cliff is steep with a sharp peak and jumping from such a point undoubtedly leads to death. However, Paun Ilić survived. Probably because everything happens for a reason. He married after all, but his chivalrous heart stopped beating forever near the end of the last millennium, much later than he intended when he was young and desperately in love. Only that there is not a Shakespeare in this hidden village to write a drama.

Nevertheless, once upon a time, beside Romeo and Juliet, there were Paun and Jelica; beside Verona, there is Debeli Lug. Unlike Verona, this love has not been dedicated a monument yet. Except the pointing cliff in front of Debeloluška cave, at the door of the Veliki Pek canyon.

men, etc. Nearby Majdanpek, there is the major archaeological-metalurgical site in Europe: Rudna Glava. Considering its age of 7000 years, this is the point where Europe stepped out of the Stone Age and entered the Bronze Age. The appearance of metal influenced the historical course of this area, especially the discovery of gold here, so that the Roman emperors erected their palaces here (Felix Romuliana). There is no cave in Eastern Serbia without a legend about a hidden treasure, and many even lost their lives after discovering those most strictly kept family secrets which are passed on for centuries from generation to generation.

One of these caves – the famous Rajkova cave, is considered the most beautiful in the Balkans thanks to its rich jewellery covered by a white calcite layer making it sparkling like strass. Today, in the close vicinity of huge mining strips around Majdanpek, beside small rivers, there sit gold panners with their pans or wooden pumps,

picking small grains for days, months, years, in heat or cold.

Ms Radica Gornjak Atanasijević created a project which is slowly taking up. Her idea was the old mining settlement Blagojev Kamen to be protected by the UNESCO and flats to be renovated and used for tourists, promoting at the same time the rich historical, ethnological and natural heritage of this region. Accommodated on the crossroads of millenniums and centuries, guests could feel as belonging to a past time. Until the project is completely realised, there is only the hotel "Golden In" in Majdanpek. At the same time, there is still the opportunity to tour the area in the mountaineer style with Gordana in a day, the area where the time stopped long time ago, and enjoy the spring landscape of Serbian El Dorado, with adequate footwear of course. She still guides this adventure every year in April and it is organised by the mountaineer association Železničar from Belgrade (www.zeleznicar.org.rs)



OSVRT NA TURIZAM U SVETU U GODINI KRIZE

Kao rezultat recesije, međunarodna potražnja za putovanjima je pretrpela veliki zastoj i pad, koji je počeo sredinom 2008. godine, a zatim je globalna kriza sve više i brže počinjala da uzima maha.

Takođe, kao šlag na tortu, došla je pojava virusa AH1N1 koja je dovela do negativnog medijskog publiciteta što se tiče okupljanja ljudi svih vrsta i u velikom broju slučajeva okazivanja i odlaganja aranžmana i programa.

U 2009. godini međunarodna putovanja su u proseku opala za 5% prema podacima Svetske turističke zajednice (UNWTO). Evropa, Srednji Istok i Amerika su najteže pogođene. Afrika je jedina zemlja koja je u 2009. godini zabeležila rast međunarodnih putovanja.

U Evropi je zabeležen pad međunarodnih putovanja od 8%, kao i na Srednjem Istoku. Azija i Pacifik su zabeležili nešto manji negativan trend, od 5%, Amerika pad od 7%, dok je Afrika jedina zabeležila rast međunarodnih putovanja od 4%.

Uprkos globalnom padu, postoje destinacije koje su obeležile ohrabrujuće rezultate za prvih 8 meseci 2009. godine. Među njima su Maroko, Kenija, Južna Afrika, Kuba, Jamajka, Čile, Kolumbija, Tajvan, Indonezija, Švedka, Mađarska, ali i Srbija i Makedonija, Turska, Jordan, Sirija i druge.

Prognoza Svetske turističke organizacije za 2010. godinu predviđa oporavak turizma u svetu, ali oporavak neće ići niti lako niti brzo. Međunarodna putovanja su u julu ove godine opala za 4%, što predstavlja napredak u odnosu na 10% negativnog trenda u maju i 7% u junu. Podaci za juli pokazuju relativan napredak i za zemlje koje su već podnele izveštaj i za avgust, tačnije, ova dva meseca nisu uopšte bili negativni kao prvih šest meseci 2009. godine.

„Pošto najnoviji ekonomski pokazatelji i očekivanja navode da svetska ekonomija pokazuje znake izlaska iz najozbiljnije recesije od drugog svet-

skog rata, i u turizmu postoje naznake da se poverenje vraća i da se potražnja povećava, kako kod poslovnih putovanja, tako i kod putovanja radi odmora“, rekao je privremeni generalni sekretar Svetske turističke organizacije Taleb Rifai.

Očekuje se da Azija najpre stane na noge, obzirom da je svetska kriza nešto slabije pogodila turizam Azije, dok će za Evropu i Ameriku trebati više vremena. Za turizam u Africi se očekuje rast, koji ga je, uostalom, karakterisao i u 2009. godini, naročito u Južnoj Africi, kada se uzme u obzir održavanje FIFA svetskog kupa.

M. Š.



KRATKA PROGNOZA ZA INCENTIVE U 2010

Koliki je uticaj ekonomske krize i kako će se ona odraziti na incentive putovanja je pitanje koje sve nas, učesnike u kongresnom turizmu, zanima.

Po mišljenju stručnjaka, tačnije agencija na ključnim evropskim tržištima, incentive putovanja će se svakako i dalje organizovati, ali će i ove godine budžet biti skraćen i limitiran. Incentive grupe će uglavnom brojati manje učesnika, ali će standardi biti

podjednako visoki. Zato će, obzirom na limitiran budžet ali i nivo usluge koji se očekuje, kreativnost biti od ključnog značaja. Prošlo je vreme kada je moglo uglavnom da se osloni na destinaciju da bude ta koja pruža incentive doživljaj.

Danas se od agencija očekuje da naprave WOW doživljaj i na dosta običnijim mestima, obzirom da će se uglavnom raditi kraće avionske relacije, a stoga se očekuje i da evropsko

tržište u tom pravcu prosperira. Za region jugoistočne Evrope ovo su šanse koje bi trebalo iskoristiti, obzirom na njegov geografski položaj i na činjenicu da će se incentive putovanja više organizovati na, da tako kažemo, običnijim mestima, pa ne mora da se takmiči samo sa egzotičnim, tropskim destinacijama, kao što su Havaji, Bali i slično, sa kojima i nije bio konkurentan u tom smislu.

M. Š.

A VIEW TO THE WORLD TOURISM IN THE CRISIS YEAR

As a result of the recession, the international travel demand came to a standstill and a great fall, starting by mid-2008, when the global crisis accelerated. On top of that, the virus A H1N1 appeared, resulting in the negative media attitude regarding all types of gatherings and a large number of cancellations and postponements of arrangements and programmes. In 2009, the international travel fell on average by 5% according to the World Tourism Organization (UNWTO). Europe, Middle East and America suffered the most severe consequences. Africa was the only to

record a growth of the international travel in 2009. In Europe, the international travel fell by 8%, just like in the Middle East. Asia and the Pacific recorded slightly smaller negative trend of 5%, America fell by 7%, whereas Africa was the only to record the growth of the international travel of 4%. Despite the global fall, there are destinations having encouraging results for the first 8 months of 2009. These destinations include Morocco, Kenya, South Africa, Cuba, Jamaica, Chile, Columbia, Taiwan, Indonesia, Sweden, Hungary, and even Serbia and Macedonia, Turkey, Jordan, Syria,

etc. In 2010, the World Tourism Organisation forecasts the recovery of the tourism in the world. However, this recovery will not be easy or fast. In July this year, the international travel decreased by 4%, making an improvement compared to the negative trend of 10% in May and 7% in June. July data indicate a relative improvement in the countries which already reported their August data as well, i.e. these two months were not negative, unlike the first six months of 2009.

"As the latest economic data and prospects indicate that the world economy may be starting to emerge from its most severe recession of the post second world war period, in tourism too there are signs that confidence is returning and that demand is improving for both business and leisure travel" said UNWTO Secretary-General a.i. Taleb Rifai. Asia is expected to recover the first, considering the fact that the world crisis affected the Asian tourism to a somewhat smaller degree, whereas Europe and America will need more time. African tourism is expected to grow, just as it grew in 2009, especially in South Africa, considering the hosting of the FIFA World Cup.

M. Š.



BRIEF FORECAST OF THE 2010 INCENTIVE TRAVEL

The effects of the economic crisis and its impact to the incentive travel are the questions to which all of us in the meetings industry would like to know the answers.

According to experts, i.e. agencies in the key European markets, the incentive travel will, without doubt, still be planned, but the budget will be smaller and limited this year, as it was in 2009. Incentive groups will generally have smaller numbers of partici-

pants, but the standards will remain at the same level. In order to achieve that, considering the limited budget and the expected level of services, creativity will be the crucial factor. The time when the destination was mostly relied on to give the incentive experience has passed. Today, agencies are expected to create WOW experiences on rather common places, since mostly shorter flights will be organised. Consequently, the European

market is expected to prosper. For the SEE region, this is the opportunity that should be used, considering its location and the fact that the incentive travel will be organised mostly at, so to say, more ordinary places, so that it does not have to compete any more with exotic, tropical destinations such as Hawaii, Bali, etc. where it did not have competitive advantages anyway.

M. Š.

Saveti event menadžerima

UTICAJ VIRUSA H1N1 NA KONGRESNU INDUSTRIJU

Svakodnevno izveštavanje medija i proglašavanje pandemije u mnogim zemljama dovelo je do toga da je svakodnevni život pojedinca u velikoj meri određen svakodnevnim razvojem pomenutog virusa. Sa tim u vezi, suviše je pominjati njegov ogroman uticaj na određene industrije, kao što su farmaceutska, neizbežan uticaj na zdravstvo, kulturno-socijalne manifestacije, i naravno, u velikoj meri uticaj na kongresnu industriju, odn. turizam, generalno.

Pojava novog gripa, respiratornog virusa H1N1, definitivno je uzdrmao svet. Nastavši u Meksiku kao virusno oboljenje, svinjski grip, mutirao je i postao humani virus sada kao virus A (H1N1). To znači da se virus širi putem vazduha (kapljično) sa čoveka na čoveka, sa uobičajenim simptomima gripa: malaksalost, bolovi u mišićima, visoka temperatura (38+), kašalj, mučnina, sinusitis.

Svetska zdravstvena organizacija (WHO - World Health Organization) proglasila je pandemiju koja je sada dostigla već peti nivo. Virus je prešao granice Meksika i proširio se u susedne zemlje kao što su USA, Kanada, Južna Amerika, ali je vrlo brzo prešao okean...i nastanio se u Evropu.

Svakodnevno izveštavanje medija i proglašavanje pandemije u mnogim zemljama dovelo je do toga da je svakodnevni život pojedinca u velikoj meri određen svakodnevnim razvojem pomenutog virusa. Sa tim u vezi, suviše je pominjati njegov ogroman uticaj na određene industrije, kao što su farmaceutska, neizbežan uticaj na zdravstvo, kulturno-socijalne manifestacije, i naravno, u velikoj meri uticaj na kongresnu industriju, odnosno turizam, generalno.

Po prirodi stvari, treba izbegavati javne skupove, a naročito gužve (savet je da se drži odstojanje od najmanje jedan metar od drugih osoba), tako da se u pitanje dovodi organizacija i realizacija skupova svih vrsta, naročito onih masovnih.

Svetska zdravstvena organizacija ipak, ne preporučuje restrikcije, tj.

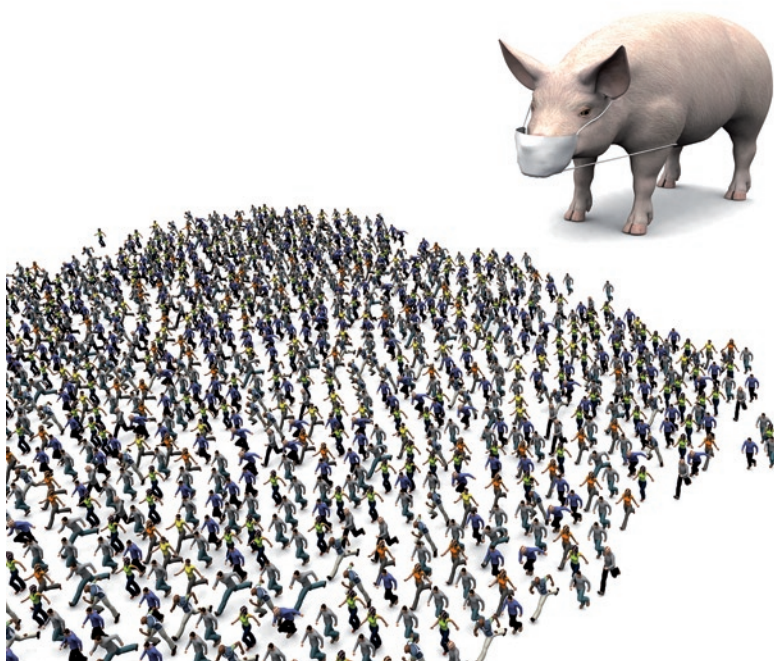
obustavljanje putovanja, u skladu sa činjenicom da je virus tipa A (H1N1) prisutan u mnogim delovima sveta. Globalni odgovor sada treba da bude minimiziranje uticaja virusa H1N1 kroz brzo identifikovanje obolelih slučajeva i pružanje adekvatne medicinske nege.

Udruženja kongresne industrije širom sveta daju uputstva i preporuke svojim članovima i event menadžerima kako da se ponašaju i planiraju događaje u ovakvim uslovima.

Udruženje ACTE (Association of Corporate Travel Executives) je pustio preporuku svojim članovima u kojoj poziva na: "privremeno uzdržavanje od vekovne tradicije koja simbolizuje pozdrav i postignut dogovor u zapadnim zemljama, odnosno - uzdržavanje od rukovanja."

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„Rečeno nam je da je najbolji način da se spreči širenje virusa H1N1 redovno pranje ruku, naročito nakon dodirivanja lica ili dodirivanja tuđeg lica ili šake“, izjavila je Susan Gurley, izvršni direktor ACTE-a. „Nasumična anketa naših članova pokazala je da bi bilo lakše izostaviti tradicionalno rukovanje za vreme trajanja ove krize u poređenju sa kljanjem ili kašljanjem u rukav“.



Po svemu sudeći, događaji se i dalje planiraju i organizuju, i tako i treba da bude, ali primat svih učesnika, organizatora, državnih nadležnih organa i učesnika mora da bude na dobroj informisanosti, organizovanosti, saradnji i spremnosti na reagovanje po potrebi.

U međuvremenu, asocijacija AH&LA (American Hotel & Lodging Association) je objavila vodič „Upravljanje H1N1 virusom u Hotelima“.

Pored standardnih mera održavanja zdravlja, vodič ističe savete za zaposlene i goste koji imaju H1N1 virus ili slične simptome.

Na kraju krajeva, biti informisan o gripu je jedan od najboljih načina da se bude spreman, sudeći po rečima

Joseph A. McInerney, Predsednika i izvršnog direktora AH&LA.

„Liderstvo za vreme krize se bazira na informacijama, i ovaj vodič će da pomogne da se popune praznine o tome šta raditi“, naglašava McInerney.

Event menadžeri kao i hoteli mogu da saznaju i nauče više o tome na websajtu www.ahla.com/flu.

Javna zdravstvena agencija Kanade (The Public Health Agency of Canada) obezbedila je H1N1 smernice specijalno dizajnirane za event menadžere, pokrivajući oblasti kao što su važnost sprovođenja procene rizika pre događaja i sprečavanje širenja potencijalnih virusa (influenza-like illness-ILI).

Sprovođenje procene rizika će pomoći organizatorima, drugim zainteresovanim stranama i lokalnim javnim

Udruženje ACTE (Association of Corporate Travel Executives) je pustio preporuku svojim članovima u kojoj poziva na: „privremeno uzdržavanje od vekovne tradicije koja simboliše pozdrav i postignut dogovor u zapadnim zemljama, odnosno - uzdržavanje od rukovanja.“

zdravstvenim zvaničnicima da utvrde da li bi događaj trebalo eventualno otkazati, modifikovati ili odložiti.

Kako bi se pomoglo smanjenju širenja virusa, zdravstveni zvaničnici mogu da obezbede podršku za organizatore putem pružanja informacija pred sam događaj (na ulaznicama, objavama na radiju i televiziji i sl), kao što su:

- Znaci i simptomi virusa H1N1;
- Važnost ostajanja učesnika kod kuće ukoliko se ne osećaju dobro ili imaju neke od simptoma ove bolesti;
- Mogućnost širenja virusa na takvom događaju; oznake za adekvatnu higijenu ruku, kašljanje i kihanje.

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M. Š.



Faktori koji se razmatraju kada se sprovi procena rizika događaja, su sledeći:

1. Kapacitet zdravstvenog sistema zaštite koji je u mogućnosti da odgovori eventualnoj nezgodi ili pojavi štetnog uticaja na zdravlje velikom masovnih okupljanja (u smislu, ukoliko dođe do neke nezgode ili štetnog uticaja na zdravlje učesnika, da li lokalne zdravstvene institucije mogu da odgovore na novonastale potrebe, da nisu na primer svi kapaciteti zauzeti pojavom pandemije virusa H1N1);
2. Broj zaraženih i slučajeva smrtnosti usled pandemije virusa H1N1 2009 unutar zajednice u kojoj bi se događaj održao;
3. Ciljna grupa potencijalnog događaja (deca ili stariji, lokalno ili međunarodno učešće i sl);
4. Veličina i trajanje događaja;
5. Način transporta, ukoliko događaj uključuje transport, i stepen izolacije od medicinske podrške (automobili nasuprot autobusima i sl);
6. Tip smeštaja koji se planira za učesnike (npr. individualne hotelske sobe ili studentske sobe i sl);
7. Svrha okupljanja i potencijalni politički, socijalni, kulturni ili ekonomski uticaj usled otkazivanja događaja;
8. Period održavanja događaja (npr. da li je u pitanju letnji događaj na otvorenom ili zimski event u zatvorenom prostoru i sl);
9. Sposobnost organizatora da obezbedi odgovarajuće higijenske i sanitarne uređaje.

Tips for event managers

IMPACT OF THE H1N1 VIRUS TO THE CONGRESS INDUSTRY

Day-to-day media reporting and the pandemic declaring in a large number of countries has resulted in the everyday life of individuals being largely determined by the daily development of the virus. Consequently, its huge impact to certain industries, such as the pharmaceutical industry, is implied, just like the inevitable impact to the healthcare, cultural and social events and, of course, great influence to the congress industry, i.e. tourism in general.

The appearance of the new influenza, the respiratory virus H1N1, has definitely unsettled the world. Originating from Mexico as a viral disease, the swine flu has mutated and became the human virus A (H1N1).

Namely, the virus is spread by air (via droplets) from person to person, presenting the usual influenza symptoms: malaise, aching muscles, high fever (38+°C), coughing, nausea and rhinitis. The World Health Organization WHO has declared the pandemic, already reaching the fifth level.

The virus crossed the borders of Mexico and spread in the neighbouring countries, such as the USA, Canada, South America, and also crossed the ocean very quickly... and spread to Europe.

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Logically, public gatherings, especially crowds, should be avoided (minimal distance of a meter from other people is advised), so that the organisation and realisation of all types of gatherings, especially mass gatherings, is questioned.

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Still, the World Health Organization does not recommend restrictions, i.e. the suspension of travelling, considering the fact that the virus A (H1N1) is present in many parts of the world. The global response now should be to minimise the influence of the virus H1N1 through the efficient identification of the cases and the provision of adequate medical care.

Congress industry associations worldwide give instructions and recommendations to their members and event managers on how to act and plan events in these circumstances. The Association of Corporate Travel Executives (ACTE) released a recommendation to its members calling for the 'temporary suspension of the tradition that is the basis of greetings and agreements in western civilization - the handshake.'

"We have been told that the best way to impede the spread of the H1N1 flu virus is to repeatedly wash our hands, especially after touching our faces or coming into contact with someone else's face or hand" said Susan Gurley, ACTE Executive Director. "A random polling of ACTE members has revealed it would be easier to drop the traditional handshake, for the dura-



tion of the health crisis, as opposed to sneezing or coughing into a sleeve". In the meantime, the American Hotel & Lodging Association (AH&LA) released the manual "H1N1 Influenza Management in Hotels". In addition to the standard measures of healthcare, the manual highlights guidelines for employees and guests who are afflicted with the H1N1 flu or similar symptoms.

After all, being informed about the flu is one of the best ways to be prepared according to Joseph A. McInerney, AH&LA President and CEO.

"Leadership in a crisis depends on information, and this guide will help fill in the blanks about what to do", said McInerney.

For further information, event managers and hotels may refer to www.ahla.com/flu.

The Public Health Agency of Canada provided special H1N1 guidelines for event managers, covering areas such as the importance of risk assessment prior to an event and the prevention of spreading of potential viruses (influenza-like illness – ILI).

Considering everything, events are still being planned and organised, as they should be, but all participants, organisers and public authorities must primarily focus on being informed, organisation, cooperation and taking action if needed.

Conducting a risk assessment will assist event planners, stakeholders, and local public health officials to determine if an event should be cancelled, modified, or postponed. To help mitigate the spread of the virus, public health officials can provide guidance to event organizers by providing information prior to the event (e.g. with event tickets, announcements on radio & TV, etc), such as:

- The signs and symptoms of the H1N1 virus;
- The importance of attendees to stay home if ill with symptoms of the disease;
- The potential for the spread of the virus at such events; messages of adequate hand hygiene, coughing and sneezing.

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M. Š.



Factors to consider when conducting a risk assessment of an event include:

1. The capacity of the health care system to respond should an adverse health event occur as a result of a mass gathering (e.g. communities may not be able to respond to an adverse health event, should one occur at a mass gathering, if the local health system is overwhelmed with cases of pandemic (H1N1) 2009 influenza virus;
2. The morbidity and mortality of the pandemic (H1N1) 2009 influenza virus illness within the community;
3. The target audience of the mass gathering (e.g. children, seniors, local vs. international);
4. The size and duration of the event;
5. The types of transportation that will be used, if the event includes transportation, and the degree of isolation from medical attention (e.g. cars vs. buses);
6. The types of accommodation that will be used by event attendees (e.g. individual hotel rooms vs. dormitory style);
7. The purpose of the mass gathering and the potential political, social, cultural and economic impacts of cancelling the event;
8. The season the event is to be held in and the type of venue (e.g. an outdoor summer event vs. an indoor winter event); and
9. The ability of the event organizer to provide adequate hygiene & sanitation facilities.

Leonarda Đinović, Šef Kongresnog centra Mediteran

PRVI KONGRESNI CENTAR U CRNOJ GORI

1. Često smo imali priliku da čujemo kako Crnoj Gori nedostaje kongresni centar. Međutim, sudeći po sadržajima hotela Mediteran u Bečićima, da li to znači da ga ona ipak ima?

Da, Kongresni centar Mediteran je otvoren u maju 2009. godine i posluje



u sklopu hotela Mediteran u Bečićima ali kao prostorno odvojena cjelina.

2. Možete li nam reći nešto više o kapacitetu i sadržajima Kongresnog centra?

Na dvije etaže, Kongresni centar Mediteran može da ugosti 1.300 osoba u svojim salama.

Posjeduje dvije velike dvorane, od kojih je jedna amfiteatar, kapaciteta 450 mjesta sa kabinama za prevodiocce, novinare i komentatore, a druga je na prvom spratu, kapaciteta 700 osoba, koja ima dnevno osvetljenje i uskoro će imati mogućnost da se pregradi po potrebi na 3 manje sale.

Ova velika dvorana na prvom spratu odlična je kako za kongrese tako i za organizaciju gala večera, svadbi, modnih revija, izložbi...

Pored već pomenute dvije dvorane, Kongresni centar Mediteran ima i 7 manjih prostorija za sastanke kapaciteta do 50 mjesta, VIP salu, lounge sa café barom kao i propratne sadržaje (garderobu, magacine, toalete...).

Takođe, u samom hotelu Mediteran

postoje još 4 sale za sastanke, kapaciteta do 100 mjesta. Osim glavnog ulaza u kongresni centar, gdje je za VIP goste omogućeno da se kolima direktno dođe do ulaznih vrata, odakle pravo u VIP salu; postoji i direktan ulaz iz hotela, čime je gostima smje-

gres društva Ljekara Crne Gore sa međunarodnim učešćem.

Zahvaljujemo se Društvu Ljekara Crne Gore i Ljekarskoj komori Crne Gore koji su odmah na početku imali poverenja u nas.

Kasnije su uslijedili kongresi u organizaciji Ministarstva odbrane Crne Gore, Američke ambasade u Crnoj Gori, USEUCOM-a, FECC-a, UNDP-a, CEP-a, GTZ-a, kao i mnogi corporate seminari.

Ministarstvo odbrane Crne Gore je već postalo naš stalni partner.

4. Osim činjenice da je trenutno jedini u Crnoj Gori, po čemu biste izdvojili Vaš kongresni centar?

Ono što odmah upada u oči je specifičnost enterijera.

Unutrašnjost kongresnog centra Mediteran je rađena od kvalitetnih kamenih ploča sa mozaicima, što je u skladu sa uređenjem cijelog hotela Mediteran, gdje je gostima omogućeno da uživaju u prirodnom ambijentu koga čini kombinacija vode, kamena i zelenila.

Na svakom koraku se čuje šum vode, kako iz brojnih bazena tako i mnogobrojnih fontana i akvarijuma, što doprinosi opuštajućoj atmosferi.

3. Kongresni centar Mediteran je otvoren pre manje od godinu dana, ali ipak ste imali prilike da ugostite neke značajnije kongrese?

Naravno, prvi kongres koji smo imali odmah po otvaranju bio je XIII kon-



Leonarda Djinovic, Head of Mediteran Congress center

FIRST CONGRESS CENTRE IN MONTENEGRO

1. We have often heard that Montenegro needs a congress centre. However, do the facilities of Hotel Mediteran in Bečići demonstrate there is a congress centre in Montenegro?

Yes, the Mediteran Congress Centre was opened in May 2009; it operates as a part of Hotel Mediteran in Bečići, but it is detached from it.

2. Can you tell us more about the capacity and facilities of the Congress Centre?

The two floors of the Mediteran Congress Centre may host up to 1.300 persons in its conference halls. There are two large halls, one being an amphitheatre with 450 seats and booths for interpreters, journalists and reporters, and the other being a hall on the first floor with 700 seats, daylight and the option of partitioning it into 3 smaller rooms soon.

This large hall on the first floor is absolutely suitable for accommodating both conferences and gala dinners, weddings, fashion shows, exhibitions, etc. In addition to these two halls, the Mediteran Congress Centre offers 7 smaller meeting rooms with up to 50 seats, a VIP hall, lounge with a café bar and accompanying facilities (cloakroom, storage space, toilettes, etc). Moreover, within Hotel Mediteran,

there are additional 4 meeting rooms with the capacity of up to 100 seats. Apart from the Congress Centre main entrance where VIP guest are offered direct access from their vehicles, leading straight to the VIP hall, there is direct connection to the hotel, pro-



viding guests accommodated at the hotel a separate access.

3. Mediteran Congress Centre was opened less than a year ago, and you still had the opportunity of hosting certain important conferences?

Of course, the first congress, immediately after the opening, was the 13th

Congress of the Montenegrin Medical Association with international guests. We are thankful to the Montenegrin Medical Association and the Montenegrin Medical Chamber for putting their trust in us at the very beginning. This event was followed by confere-

nces organised by the Montenegrin Ministry of Defence, American Embassy in Montenegro, USEUCOM, FECC, UNDP, CEP, GTZ and a great number of corporate seminars.

The Montenegrin Ministry of Defence has already become our long-term partner.

4. Beside the fact that currently it is the only congress centre in Montenegro, what are the other noteworthy features of your congress centre?

What immediately strikes the eye is the specific interior design. The interior of the Mediteran Congress Centre is covered with high-quality mosaic stone plates, fitting into the design of the whole Hotel Mediteran where guests may enjoy the natural interior comprised of water, stone and greenery. You can hear water humming everywhere, both from a large number of pools and numerous fountains and aquariums, adding to the relaxing atmosphere.



NAJPOSEĆENIJE ZEMLJE U SVETU

Svetska turistička organizacija (WTO) objavila je sledećih 10 zemalja kao najposećenije po broju inostranih turista između 2006. i 2008. godine. U poređenju sa 2006. godinom, Ukrajina je ušla među prvih deset, i ostavila za sobom Rusiju, Austriju i Meksiko, a u 2008. godini premašila je i Nemačku. U 2008. godini SAD su smenili Španiju sa drugog mesta liste. Većina najposećenijih zemalja u svetu i dalje pripada Evropskom kontinentu.

Rang	Zemlja	Kontinent	Međunarodni dolasci turista (2008)	Međunarodni dolasci turista (2007)	Međunarodni dolasci turista (2006)
1	Francuska	Evropa	79.3 mil	81.9 mil	78.9 mil
2	SAD	Sev. Amerika	58.0 mil	56.0 mil	51.0 mil
3	Španija	Evropa	57.3 mil	58.7 mil	58.2 mil
4	Kina	Azija	53.0 mil	54.7 mil	49.9 mil
5	Italija	Evropa	42.7 mil	43.7 mil	41.1 mil
6	Velika Britanija	Evropa	30.2 mil	30.9 mil	30.7 mil
7	Ukrajina	Evropa	25.4 mil	23.1 mil	18.9 mil
8	Turska	Evropa	25.0 mil	22.2 mil	18.9 mil
9	Nemačka	Evropa	24.9 mil	24.4 mil	23.5 mil
10	Meksiko	Srednja Amerika	22.6 mil	21.4 mil	21.4 mil



Pariz noću

Turizam predstavlja čin putovanja u cilju rekreacije, odmora ili posla. Prema definiciji Svetske turističke organizacije, **turista** je osoba koja „putuje i boravi na mestima koja se nalaze izvan njegovog uobičajenog okruženja u periodu dužem od dvadeset četiri (24) sata, a ne duže od jedne godine u kontinuitetu, radi odmora, posla ili u druge svrhe koje nisu povezane sa obavljanjem aktivnosti za koju se dobija nadoknada na mestu koje se posećuje“.

Imućni ljudi su oduvek putovali u udaljene delove sveta da bi videli slavne građevine ili umetnička dela, da bi naučili nove jezike, da bi se upoznali sa novim kulturama i probali različite kuhinje. Da vidimo koje su to

turističke atrakcije u nekim od najposećenijih gradova na svetu.

Pariz je jedna od najznačajnijih svetskih turističkih destinacija. Turizam,

sa više miliona posetilaca svake godine, koji zapošljava svakog desetog Parižanina, predstavlja najvažniji stub privrede Pariza. Najpoznatije znamenitosti su katedrala Notr Dam, bazilika Sakr Ker, Luvr, Ajfelov toranj, Centar Pompidu, Muzej Orsej, Jelisejska polja i Trijumfalna kapija.

London je takođe jedna od najznačajnijih svetskih turističkih destinacija, a ovaj grad sadrži veliki broj čuvenih turističkih atrakcija. Neke od njih su:

Bakingemska palata, **Londonsko oko**, **Pikadili cirkus** (jedna od najviše fotografisanih znamenitosti Londona), **Tauer bridž**, **London tauer** (star preko 900 godina, sadrži Kraljevske dragulje koje čuvaju Bifteri i nalazi se na listi svetske baštine UNESCO-a), **onda Trafalgar skver** i **Vestminster**



Podzemna stanica u Londonu



London - Tower Bridge

ska opatija i Vestminsterska palata (uključujući **Big Ben** i **Parlament**). London ima i veliki broj izvanrednih muzeja na svetskom nivou, kao što su Britanski muzej, Nacionalna galerija, Nacionalna galerija portreta, Muzej istorije prirode itd. Ostale atrakcije su Kovent garden, Londonski zoološki



Singapur - Jurong park

ne turista na godišnjem nivou. Privlačnost kulture Singapura može se pripisati kulturnoj raznolikosti koja odražava njegovu kolonijalnu istoriju i etničke uticaje kineskog, malajskog, indijskog i arapskog naroda. Singapur se takođe stara i o zaštiti životne sredine i sprovodi programe konzervacije prirode i kulturne baštine. Engleski jezik je najzastupljeniji od četiri zvanična jezika u Singapuru, pa je turistima u principu lakše da se sporazumevaju sa lokalnim stanovništvom, na primer, prilikom šopinga. Transport u Singapuru detaljno pokriva skoro sva javna mesta, što turistima olakšava kretanje. To je postignuto, između ostalog, i poznatim sistemom Masovnog brzog tranzita (Mass Rapid

skopu). Singapur je poznat po mnogim imenima, od kojih svako nosi određenu privlačnost, kao što su „Iznenadujući Singapur“, „Grad bašta“, „Zlatni grad“, pa čak i „Instant Azija“. Neke od turističkih znamenitosti Singapura su: **Ptičiji park Jurong**, jedan od najvećih i najimpresivnijih ptičijih parkova na azijskom Pacifiku, **Noćni safari**, prvi i jedini noćni zoološki vrt na svetu gde se može videti više od 1.200 životinja iz preko 110 egzotičnih vrsta, **Singapurski krokodilarijum**, gde posetioci mogu videti preko 1.000 krokodila iz velike blizine. Pored toga, tu su i **Kineska četvrt**, **Mala Indija**, **Kampong Glam**, **ostrvo Kusu** (postoji legenda koja kaže da se ogromna kornjača pretvorila u veliku stenu kako bi spasla dva mornara koji su doživeli brodolom – jedan je bio Malajac, a drugi Kinez), **Pulau Ubin** (ostrvo u obliku bumeranga sa brežuljcima, trenutno se tamo gradi park prirode sa stazama, nadstrešnicama, mestima za kampovanje, kolibama i ostalim sadržajima). Takođe, veoma su značajni i **Singapurski istorijski muzej Čimes** (jedinствена mešavina istorijske arhitekture i moderne restauracije. Nudi uzbudljivo iskustvo obedovanja, šopinga, odmora i zabave), **Park Merlion** (gde se nalazi skulptura polu-lava polu-ribe koja je nacionalni simbol) i ostalo.

vrt, Muzej Čarlsa Dikensa i Muzej Madam Tiso. U samom gradu i u prigradskim oblastima postoji još mnogo drugih znamenitosti. London će biti domaćin Letnjih olimpijskih igara 2012. godine. Time će London postati prvi grad koji je bio domaćin Olimpijskih igara tri puta; prethodno je bio domaćin Olimpijade 1908. i 1948. godine. Najveći broj događaja održaće se u obnovljenoj oblasti u istočnom Londonu.

Turizam u Singapuru je najvažnija privredna grana koja privlači milio-

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Singapur

WORLD MOST VISITED COUNTRIES

The World Tourism Organization (WTO) has reported the following ten countries as the most visited by number of international tourists between 2006 and 2008. When compared to 2006, the Ukraine entered the top ten list, surpassing Russia, Austria and Mexico, and in 2008, it surpassed Germany. In 2008, the USA displaced Spain from the second place. Most of the top visited countries in the world continue to be on the European continent.

Tourism is travel for recreational, leisure or business purposes. The World Tourism Organization defines **tourists** as people who “travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

Wealthy people have always traveled to distant parts of the world, to see great buildings, works of art, learn new languages, experience new cultures and to taste different cuisines. Let’s see what are the tourist attractions in some of the most visited cities in the world.

Paris is one of the world’s leading destinations for tourists. Hosting millions of visitors a year and employing one in ten Parisians, tourism is the first pillar of the Paris economy. The most famous attractions include Notre Dame de Paris, Basilique du Sacré-Cœur, the Louvre, the Eiffel Tower, the Pompidou Centre, Musée d’Orsay, Champs-Élysées, and the Arc de Triomphe.

Top 21 most visited cities by number of international tourists by selected year

	City	Country	International visitors (in millions)	Year
1	Paris	France	15.6	2007
2	London	United Kingdom	14.8	2008
3	Bangkok	Thailand	10.84	2007
4	Singapore	Singapore	10.1	2008
5	New York	USA	9.5	2008
6	Hong Kong	China	7.94	2008
7	Istanbul	Turkey	7.05	2008
8	Dubai	United Arab Emirates	6.9	2007
9	Shanghai	China	6.66	2007
10	Rome	Italy	6.12	2007
11	Seoul	South Korea	4.99	2007
12	Barcelona	Spain	4.72	2008
13	Madrid	Spain	4.64	2008
14	Mecca	Saudi Arabia	4.5	2007
15	Kuala Lumpur	Malaysia	4.4	2007
16	Beijing	China	4.4	2007
17	Moscow	Russia	4.1	2008
18	Prague	Check Republic	4.1	2008
19	Athens	Greece	3.87	2007
20	Amsterdam	Netherlands	3.66	2008
21	Vienna	Austria	3.53	2008



Paris - Louvre Museum

London is also one of the world's leading **tourism** destinations, and the city is home to an array of famous tourist attractions. Some of the tourist attractions are:

Buckingham Palace, The **London Eye**, Piccadilly Circus (as one of the most photographed sights in London), **Tower Bridge**, The **Tower of London** (It is over 900 years old, contains the Crown Jewels, guarded by Beefeaters, and is a World Heritage site. It is also considered by many to be the most haunted building in the world), then, **Trafalgar Square** and **Westminster Abbey** and the **Palace of Westminster** (including **Big Ben** and the **Houses of Parliament**). London hosts an outstanding collection of world-class **museums**, such as British Museum, National Gallery, National Portrait Gallery, Natural History Museum etc. Other attractions include Covent Garden, London Zoo, the Charles Dickens Museum and Madame Tussauds. There are many more attractions in the city itself, and in the surrounding areas.

London will host the 2012 Summer Olympics. This will make London the first city to hold the Olympic Games three times, having hosted the games previously in 1908 and 1948. The vast majority of events will be held in a re-generated area in East London.

Tourism in Singapore is a major industry and attracts millions of tourists each year. Its cultural attraction can be attributed to its cultural diver-



London - Eye

sity that reflects its colonial history and Chinese, Malay, Indian and Arab ethnicities. It is also environmentally friendly, and maintains natural and heritage conservation programs. As English is the dominant one of its four official languages, it is generally easier for tourists to understand when speaking to the local population of the country, for example, when shopping. Transport in Singapore exhaustively covers most, if not all public venues in Singapore, which increases convenience for tourists. This includes the well-known Mass Rapid Transit** (MRT) system.

Singapore is known by many different names, all with a certain fondness to their titles, such as "Surprising Singapore", "Garden City", "Golden City" and even "Instant Asia."

Some of tourist attractions in Singapore are: **Jurong Bird Park**, one of

Asia Pacific's largest and most impressive bird parks, **The Night Safari**, as the world's first and only night zoo with over 1,200 animals of over 110 exotic species to see, **The Singapore Crocodilarium**, where visitors can view over 1,000 crocodiles at close proximity.



Singapore - Jurong park

Then, there are **Chinatown**, **Little India**, **Kampong Glam**, **Kusu Island** (There is a legend wich said that a giant turtle had transformed itself into a large rock, in order to save two shipwrecked sailors - one was Malay and the other Chinese), **Pulau Ubin** (An island Shaped like a boomerang covered with low hills, it is currently being developed into a nature park complete with trails, shelters, camping sites, chalets, and other basic amenities).

Also, very signifant are **Singapore History Museum**, **Chijmes** (a unique blend of historical architecture and modern restoration. It offers an exciting dining, shopping, leisure, and entertainment experience), **Merlion Park** (home to the half-lion, half-fish sculpture, which is a national icon) and others.



Singapore - Pulau Ubin

Intervju sa državnim sekretarom Rumunije, g-dinom Sorinom Munteanuom

DUNAVSKA DELTA – IDEALNA LOKACIJA ZA PODSTICAJNA PUTOVANJA

G-din Sorin Munteanu, državni sekretar za turizam u Ministarstvu za regionalni razvoj i turizam Rumunije, podelio je sa nama izazove i ciljeve, koje je istakao da bi lobbirao za svoju zemlju kao turističku destinaciju na internacionalnom i nacionalnom nivou. „Nije lako ubediti turističkog operatera ili lanac hotela da je vaša država prava destinacija za njihovo ulaganje ili da je investiranje bezbedno, ali je zadovoljstvo koje osetite kada se implementiraju neki projekti izvanredno!“, kaže g-din Munteanu za SEEbtm.



„Rumunija nudi bogato tkanje turističkih atrakcija i iskustava odmora jedinstvenih u centralnoistočnoj Evropi: srednjovekovne gradove u Transilvaniji, širom sveta poznate Oslikane manastire u Bukovini, tradicionalna sela u Maramurešu, veličanstvenu arhitekturu Bukurešta, romantičnu Dunavsku deltu, bajkovite zamkove, odmarališta na Crnom moru, raskošne Karpatske planine, banje i još mnogo toga.

Vode Dunava, koje otiču u Crno more, formiraju drugu po veličini i najočuvaniju evropsku deltu – Dunavsku deltu, koja je idealna lokacija za podsticajna putovanja i dom za više od 300 ptičijih vrsta, 160 vrsta riba i 800 familija biljaka. Brojni rumunski zamkovi možda najbolje ilustruju srednjovekovno nasleđe zemlje. Mnogi zamkovi i tvrđave u Rumuniji poseduju jedinstvene arhitektonske elemente i stilove koji odslikavaju lokalne tradicije, običaje i namenu.

Dok su zamkovi nastali od 14. do 18. veka snažne i stroge tvrđave izgrađene uglavnom radi odbrane od osvajača, oni koji su podignuti u kasnom 19. veku su impozantni i luksuzni. Kada jednom posetite moju zemlju, stižete lepe uspomene koje će vas

ubediti da se vratite i otkrijete još više o njenom narodu, istoriji i kulturi.“

1. Da li mnogo klijenata iz regiona jugoistočne Evrope dolazi u Rumuniju, i da li vam je ovo tržište interesantno za Rumuniju i njenu turističku i poslovnu ponudu?

Mislim da turisti iz zemalja jugoistočne Evrope počinju da ponovo otkrivaju Rumuniju, a i mi radimo to isto. Postoje neke jedinstvene destinacije i turističke atrakcije u regionu koje se ističu u međunarodnoj konkurenciji i čine te zemlje veoma atraktivnim, i za dokolicu i za poslovni turizam.

2. Koji procenat poslovanja redovnih putničkih agencija za dolaske je vezan za korporativni turizam? Postoje li DMC agencije koje su u potpunosti posvećene korporativnim i poslovnim putnicima?

Ima nekih DMC i PCO koje su u potpunosti posvećene MICE industriji.

Teško je odrediti udeo poslovnog turizma u celokupnoj turističkoj aktivnosti Rumunije, ali mogu samo da kažem da je poslednjih godina ovaj sektor značajno porastao i da još uvek nije dostigao svoj puni potencijal.

3. Koliko su u Rumuniji popularna podsticajna putovanja za strane klijente koji dolaze iz celog sveta?

Ono što pre svega treba da znamo jeste da je raspodela lokacija za organizaciju važnih događaja u Rumuniji 60% u Bukureštu, a ostatak širom zemlje, stoga se većina događaja organizuje u Bukureštu.

Što se tiče podsticaja, idealna mesta su Transilvanija gde je najbolje predstavljena tematika Drakule, i Dunav-



Siebenbrunnen, istorijski deo Transilvanije u centralnom delu Rumunije

ska delta. Klijenti dolaze iz Nemačke, Austrije, Poljske, Velike Britanije, SAD, nordijskih zemalja, Francuske, itd.



Gospodin Sorin sa ministarkom Regionalnog Razvoja i Turizma

4. Koji je najpopularniji vremenski period u kome klijenti organizuju poslovne događaje u Rumuniji?

Rumunija je prikladna destinacija tokom cele godine, ali mislim da možemo primetiti da se važni događaji odvijaju tokom proleća, leta i jeseni. Godišnje ima preko 350 izložbi i sajmova u Rumuniji, od kojih su neki, naravno, međunarodni.

5. Da li korporacije iz Rumunije traže destinacije u regionu jugoistočne Evrope za sopstvenu organizaciju važnih događaja, poslovnih sastanaka ili konferencija?

Prvenstveno multinacionalne ili nacionalne korporacije organizuju svoje važne događaje u Rumuniji. Pre svega, odnos kvaliteta i cene je veoma dobar i agencije stalno dobijaju nove

ideje. Ali, naravno, postoje velike šanse da te kompanije idu i u inostranstvo zbog svojih važnih događaja. To bi trebalo još više da stimuliše poslodavce, kao i privredu u regionu.

6. Da li mislite da Rumunija i druge države jugoistočne Evrope mogu da budu otvorene za saradnju u bliskoj budućnosti?

Svakako. Po mom mišljenju, jedna od ključnih stvari za uspeh je saradnja između regiona i/ili država.

Imamo neke dobre primere drugih evropskih država, na primer, za sportske događaje, tako da mislim da bi trebalo da analiziramo svaku priliku da radimo i nastupamo zajedno, jer ćemo biti jači i svi ćemo od toga imati koristi.

PREDNOSTI RUMUNIJE NA OBJEDINJENOM TRŽIŠTU

Rumunija se uspešno pozicionira u poslednjih nekoliko godini u konkurenciji sa tradicionalnim lokacijama za velike događaje na osnovu niza prednosti zbog koje predstavlja referentnu zemlju za razvoj ove grane u istočnoj Evropi:

- Nova destinacija, spremna da impresionira posetioce jedinstvenom kombinacijom nenarušenog prirodnog okruženja, očuvane kulturne i istorijske baštine, izdašno raspoređenih u svim geografskim oblastima.
- Sa idealnim položajem u regionu srednjoistočne Evrope, lako dostupna avionom iz svih glavnih metropola.
- Politička i društvena stabilnost.
- Prisustvo infrastrukture za održavanje konferencija i izložbi, u stalnom i brzom rastu, koja uz modernizaciju, razgranjavanje i širenje stvaraju mogućnosti za strana ulaganja ili kombinaciju stranih i domaćih ulaganja sa efikasnom amortizacijom.
- Veliki lanci hotela multinacionalnih kompanija su već prisutni u Rumuniji i u oštroj su konkurenciji sa lokalnom ponudom smeštaja u rangu od 3 do 5 zvezdica.

- Poodmakli process uvođenja međunarodnih standarda ugostiteljstva.

Profesionalna specijalizacija sve većeg broja rumunskih kompanija (PCO – Professional Conference Organiser i DMC – Destination Management Com-

pany) sa kapacitetom za preuzimanjem kompletnog procesa organizacije koji podrazumeva jedan veliki događaj i koje postaju pouzdani partneri organizatorima i korisnicima širom sveta, čija je namera da Rumunija bude destinacija za njihove događaje.



Romanian Athenaeum, koncertna dvorana u centru Bukurešta

Interview with Mr Sorin Munteanu, State Secretary for Tourism of Romania

THE DANUBE DELTA - AN IDEAL LOCATION FOR INCENTIVES

Mr. Sorin Munteanu, State Secretary for Tourism in the Ministry for Regional Development and Tourism of Romania shares with us challenges and goals he pointed out, in order to carry out lobby for Romania as a tourism destination at an international and national level. "It is not easy to convince tour operator or a hotel chain that your country is the right destination for their investment or that the investments are safe, but the satisfaction you get when the some project are implemented, is marvellous!" – says Mr. Munteanu for SEEBtm.

"Romania offers a rich tapestry of tourist attractions and vacation experiences unique in Central-Eastern Europe: medieval towns in Transylvania, the world-famous Painted Monasteries in Bucovina, traditional villages in Maramures, the magnificent architecture of Bucharest, the romantic Danube Delta, fairy-tale castles, the Black Sea resorts, the majestic Carpathian Mountains, spas and much more.

The waters of the Danube, which flow into the Black Sea, form the second largest and best preserved of Europe's deltas - The Danube Delta, which is an ideal location for incentives and home to more than 300 bird species, 160 kinds of fish and 800 plant families. Romania's numerous castles perhaps best illustrate the country's medieval heritage. Many castles and fortresses in Romania feature unique architectural elements and styles that reflect local traditions, customs and purpose.

While castles built from the 14th to the 18th Centuries are strong and austere fortresses built mainly for defence against invaders, those erected beginning in the late 1800s are imposing and luxurious. Once you visit my country, you will have nice memories which will persuade you to return and discover even more about its people, history and culture."

1. Are there many clients coming from South East Europe region to Romania, and do you find this market interesting for Romania and its tourism and business offer?

I think that the tourists from the South East Europe countries are beginning

to rediscover Romania and we do the same. There are some unique destinations and tourist attractions in the region which outstand in the international competition and make these countries very attractive, for leisure as well as for business tourism.

2. In what percentage of regular incoming travel agencies is the business related to corporate tourism? Are there DMC agencies fully devoted to corporate and business travellers?

There are some DMC and PCO which are fully dedicated to the MICE industry. It is difficult to rate the share of the business tourism in the whole tourism activity of Romania, but I can only say that in the last years this sector grew considerably and it still didn't reach its full potential.

3. How popular in Romania are incentives for foreign clients coming from all over the world?

First we have to know that the venues distribution in Romania is 60% in Bucharest and the rest in the country, therefore most of the events are organised in Bucharest. As for incentives, the ideal places are in Transylvania where the Dracula Theme is presented at its best and the Danube Delta. There are clients coming from Germany, Austria, Poland, UK, USA, the Nordic countries, France, etc.

4. What is the most popular period of time when clients organize business events in Romania?

Romania is a year around destination, but I think that we can notice that



the events take place during spring/ summer/ autumn. There are annually more than 350 exhibitions and fairs in Romania, and some of them are, of course, international.

5. Do corporations from Romania look for destinations in SEE region for their own organization of events, business meetings or conferences?

Primarily multinational or national corporations organize their events in Romania. First of all, the price-quality ratio is very good and the agencies come always with new ideas. But, of course, there are good chances that those companies go also abroad for

their events. It should stimulate even more the employers and also the economy in the region.

6. Do you think Romania and other SEE countries can be open for cooperation in the near future?

Of course. In my opinion, one of the keys for success is the cooperation among regions and/ or countries. We have some good examples from other European countries, for example for sport events, so I think we should analyse any kind of opportunity to work and act together, as we will be stronger and we all are going to benefit from it.



Mr. Sorin together with Mrs. Gabriela Udrea, Ministry of Regional Development and Tourism

ROMANIA'S ADVANTAGES ON THE REUNION MARKET

Romania has successfully been asserting itself in the past few years in the competition with classical events venues, based on a series of advantages which make it a reference country for the development of this industry in Eastern Europe:

- A new destination, prepared to impress its visitors with an unique combination of unspoiled nature, preserved culture and history, generously displayed in all the geographical regions.
- Ideally placed in the central-eastern European region, easily accessible by plane from all the major capital cities.
- Political and social stability
- Dedicated infrastructure for hosting conferences and exhibitions, constantly and rapidly growing, modernising, diversifying and expanding, generating opportunities of foreign or Romanian-foreign investments, with efficient amortisation.
- Main hotel chains of multinational companies already present in Romania, in tight competition with the local offer of accommodation facilities from 3 to 5 stars.
- Advance process of introducing international standards of the hospitality industry.

Professional specialising of more and more Romanian companies (PCOs, DMCs) which have the capacity of integrally taking over the organising process involved by a large event and

becoming reliable partners for organisers and beneficiaries world-wide, who intend the use Romania as a destination for their events.



Castle Peles in Prahova Valley



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Organizacija događaja – primer iz prakse

CRNA GORA - ZEMLJA NEVEROVATNIH KONTRASTA, BOJA I EMOCIJA

Da li ste nekad putovali vozom kroz Crnu Goru i mogli da se zaustavite ispred najvišeg železničkog mosta u Evropi? Da li ste ikada probali Nikšičko pivo ohlađeno u reci Tari? Da li ste osvojili Jezerski vrh i za to bili nagrađeni priganicama, medom i šampanjcem? Da li ste imali priliku da se nadmećete za titulu Seoskog viteza? Da li ste ikada pomislili da učešćem u pripremanju Bokeljskih poslastica možete pomoći jednom Domu za decu bez roditelja ili Udruženju mladih sa posebnim potrebama?



Agencija Talas-M iz Budve vam može pomoći da sve ove neverovatne stvari iskusite u nekoliko nezaboravnih dana u Crnoj Gori! Tako blizu, a tako drugačije. Grupa od 120 bankara sletela je na Podgorički aerodrom odakle je autobusima nastavila do železničke stanice. Intercity vozom, u kojem su se služile priganice i crnogorska vina i u kojem se slušala crnogorska muzika uz harmoniku i gitaru, gosti su se uputili prema Kolašinu. Predivne

jesenje boje šume i plavetnilo Morače bilo je začinjeno pogledom na Veliki most na Maloj rijeci i fotopauzom u Boljarima. Po dolasku u železničku



stanicu Kolašin, gosti su imali priliku da uživaju u svežem planinskom vazduhu tokom šetnje do hotela gde im je poslužen koktel.

U večernjim časovima, gosti su otišli džipovima na večeru u ski centar i u toplom planinskom ambijentu uživali u crnogorskim specijalitetima.

Sutradan je grupa iskusila adrenalin-ski rafting u kanjonu Tare koji je završen piknikom na obali reke.

U jedinstvenom krajoliku gosti su imali priliku da probaju prasetinu na ražnju, čuveni kolašinski krompir i Nikšičko pivo rashlađeno u reci.

Sledeći izazov za grupu je bila samostalna voznja džipovima do Budve uz pomoć road book-a koji je sadržao određene zadatke i mape. Na putu do mora, gosti su posetili manastir Moraču, prošli kroz kanjon istoimene reke,

kroz glavni grad i došli do Skadarskog jezera gde su im lokalni somelijeri predstavili crmnička vina.

Nakon dolaska u hotel i kratkog predaha, dan je završen ribljom večerom u jednom od najboljih budvanskih restorana i dodjelom nagrada za najuspješnije u road book kvizu.

Treći dan boravka bio je vrlo dinamičan i obeležen temom crnogorske istorije. Gosti su se jos jednom okušali u samostalnoj vožnji krivudavim crnogorskim putevima i zaputili se džipovima prema Cetinju. Nakon obilaska dvora kralja Nikole i manastira Sv. Petra Cetinjskog, gosti su krenuli u osvajanje Jezerskog vrha i posetu Njegoševog mauzoleja. U podnožju stepeništa koje vodi do jednog od



najznačajnijih spomenika u Crnoj Gori, goste je dočekalo osveženje: karnapei i šampanjac.

U povratku sa mauzoleja, džipovi su krenuli prema Njegušima i zaustavili se u selu Zlatarica gde je bio organizovan piknik ručak u prirodi. Kako to





ne bi bio samo ručak u prirodi i kako bi gosti u potpunosti doživeli ovu regiju, pozvani su da odmere svoju snagu i veštine u Viteškim igrama. Nakon bacanja kamena s ramena, skoka trupačke, vuče konopa i drugih igara, gosti su nastavili vožnju preko serpentine do Budve, posmatrajući zalazak sunca iznad Boke. Po povratku u hotelsku sobu, goste je dočekalo poklon iznenađenje: za dame crnogorski šal od prirodne svile, za gospodu crnogorska kapa – detalji koje su gosti uklopili u svoju večernju garderobu. Gala večera je takođe protekla u etno dekoru. Na glavnim vratima budvanske Citadele, goste je

dočekala klapa « ispod volta ». Nakon toplog dočeka uz zvuke mediterana i času lokalnog šampanjca, goste je nastavilo zabavljati vrlo veselo i dinamično folklorno društvo kao i grupa podgoričkih tamburaša.

Pre odlaska iz Crne Gore, grupa je na vrlo neobičan način posetila Kotor i "nevjestu Jadrana". Saradnjom agencije Talas-M i Udruženja žena iz Tivta organizovana je po prvi put radionica lokalne kuhinje na kotorskoj Citadeli. Gosti su, podeljeni u ekipe, kupili potrebne sastojke zatim učestvovali u pripremi specijaliteta domaće kuhinje kao sto su priganice, roštule, njoke, i zatim ih delili prolaznicima na ktor-

skom Trgu od oružja. Kako je cilj ove radionice bio humanitaran, učesnici su uz objašnjenje "degustatorima" njihovih proizvoda, prikupljali priloge za Dečiji dom u Bijeloj. Nakon koncerta crkvenog hora "Jedinstvo" u crkvi Sv. Nikole, predsednik kompanije je uručio donaciju predstavniku Dečijeg doma i grupa je isplovila iz kotorskog zaliva na "Vodenoj kočiji". Degustacija lokalne kuhinje se nastavila i na brodu gde su gosti imali priliku da probaju lokalnu vrstu jastoga zvanu "baba" kao i čuvenu dobrotsku tortu.

Nakon što smo vas proveli kroz ovaj intenzivni program za sva čula, nakon neverovatnih pejzaža, ukusnih delicija, zanimljivog načina upoznavanja jedne zemlje i kulture, pozivamo vas da i vi doživite deo bogate ponude Crne Gore kao MICE destinacije.

Talas-M DMC team



Event Organization – Example from Practice

MONTENEGRO - THE COUNTRY OF AMAZING CONTRASTS, COLOURS AND EMOTIONS

Have you ever travelled across Montenegro by train and stopped before the highest railway bridge in Europe? Have you ever tasted Nikšićko beer cooled in the river Tara? Have you ever conquered the Jezerski vrh summit and been rewarded for that with priganice, honey and champagne? Have you ever competed for the title

of the Village Knight? Have you ever thought that by participating in making Boka desserts you may help an orphanage or an association of young people with special needs?

The agency Talas-M from Budva may help you experience all these amazing things during few unforgettable days in Montenegro! So close and so different. A group of 120 bankers landed on the Podgorica airport and proceeded to the train station by bus. The Intercity train, where priganice (fried dough) and Montenegrin wine were served and the traditional music played on the accordion and guitar, took



the guests to the town of Kolašin. Wonderful forest autumn colours and the blueness of the river Morača were spiced by a view to the Veliki most bridge across the Mala rijeka river and a picture-taking break in Boljari. After arriving at the train station Kolašin, the guests enjoyed fresh mountain air as they walked to the



hotel where cocktails were served. In the evening, they went to dinner in the ski centre by SUVs and enjoyed Montenegrin delicacies in the warm mountain environment. The next day, the group experienced adrenaline-boosting rafting in the Tara canyon, followed by a picnic on the riverside. Surrounded by the unique landscape, the guests tasted pork roasted on a skewer, famous Kolašin potatoes and Nikšičko beer cooled in the river.

The next challenge for the group was an independent SUV drive to Budva, with the help of road books containing certain tasks and maps. On the way to the coast, the guests visited the Morača monastery and passed through the Morača canyon and the capital city and reached the Skadarsko lake where local sommeliers presented Crmnica region wines to them.



After arriving to the hotel and a short break, the day ended with fish dinner at one of the most reputable restaurants in Budva and prize-awarding to the most successful participants of the road book quiz.

The third day of the stay was very dynamic, having the topic of the Montenegrin history. The guests again endeavoured to drive SUVs independently to Cetinje along curvy Montenegrin



roads. After visiting the court of King Nikola and the monastery of Saint Petar Cetinjski, they conquered Jezerski vrh and visited the Njegoš mausoleum. At the foot of the stairway leading to one of the most important monuments in Montenegro, the guests were offered refreshment: canapés and champagne. The mausoleum visit finished, the SUVs went to Njeguši, stopping in the Zlatarica village where a picnic-lunch was organised. In order not to make it a simple lunch in the nature and to let the guests fully experience the area, they were invited to test their strength and skills in the Knightly Games. After throwing stones from shoulders, long-jumping, rope-pulling and other traditional games, the guests continued their drive to Budva along a serpentine, watching the sunset above Boka kotorska bay. In their hotel rooms, they found surprise presents: a Montenegrin shawl made of natural silk for ladies and a Montenegrin cap for gentlemen – details the guests included in their evening clothes. The gala dinner had traditional decoration as well. At the main entrance of the Budva Citadel, the guests were greeted by the glee club "Ispod volta" (under the vault). After the warm welcome coupled by the Mediterranean music and a glass of local champagne, a merry, lively group of traditional dancers and a group of Podgorica tambura players kept entertaining the guests. Before leaving Montenegro, the group visited Kotor and the 'Bride of the Adriatic' in a very unusual way. In the cooperation of the Talas-M agency and the Women's Association from

Tivat, a local cuisine workshop was organised on the Kotor Citadel for the first time. The guests divided in teams first bought necessary ingredients and then took part in making local delicacies such as priganice, roštule (a cake), gnocchi and offered them to passers-by at the Kotor square Trg od oružja. As the workshop had a humanitarian character, the participants raised donations for the orphanage in Bijela by explaining the purpose to people who tasted their dishes.

After the concert of the church choir "Jedinstvo" (unity) in the Saint Nikola church, the company president handed the donation to a representati-



ve of the orphanage and the group sailed from the Kotor bay on the 'water carriage'. The tasting of local dishes continued on the boat, where the guests had a local lobster called "baba" and the famous Dobrota cake. After you have been presented this intense programme for all the senses, after amazing landscapes, delicious dishes and interesting ways to get to know a country and culture, we invite you to experience a part of the abundant offer of Montenegro as a MICE destination.

Talas-M DMC team

Analiza incentive (podsticajnih) putovanja u regionu

KOLIKO JE "INCENTIVE" PODSTICAJAN ZA REGION?

Deo poslovnog turizma i tzv. MICE turizma (Meetings, Incentives, Conferences and Exhibitions) su svakako motivaciona incentive/podsticajna putovanja koja za osnovni cilj imaju motivaciju zaposlenih od strane kompanija kako bi nagradili izuzetan napor i uspeh u prodaji, kao i kreativnost i njihova dostignuća u individualnom ili timskom radu.

Region Jugoistočne Evrope je veliko, novo tržište sa mnogobrojnim mogućnostima za incentive turizam.

U komunikaciji sa partnerima internet portala www.kongresniturizam.com, tačnije agencijama koje se bave organizacijom poslovnih događaja, incentive i tim bilding aktivnosti, ispitivali smo koliko su incentive putovanja zastupljena na ovom tržištu, kakvo je trenutno stanje i kakvi su potencijali njenog razvoja u budućnosti. Takođe, pripremili smo i nekoliko najzanimljivijih predloga incentive programa profesionalnih agencija.

„Svi koji rade sa lakoćom shvataju značaj INCENTIVE putovanja. Ne samo da shvataju, već znaju da postoji velika mogućnost da san postane realnost. Od toga ih deli samo još jedan projekat, samo još nekoliko prekovremenih sati, samo još jedan radni vikend...“ – svesni su u kompaniji Business Travel Partner“ Beograd. „U svetu kompanije unapred planiraju budžete za nagradna putovanja, dok je u Srbiji ceo proces afirmisanja i upotrebe ovakvog vida nagrađivanja još uvek u povoju. Istraživanja govore da se putovanja duže pamte nego novčani bonus i da su uspomena značajnije od keša koji nestane neverovatnom brzinom. Putovanje vas i fizički odvoji od radnog mesta dok istovremeno postoji psihička satisfakcija, jer je sav uloženi rad i trud priznat i nagrađen“ – navodi Miloš Milanović, menadžer projekta u ovoj agenciji.

U **Srbiji** još uvek ne postoji registrovana DMC (Destination Management Company) koja je svoju delatnost usmerila 100% na organizaciju podsticajnih i poslovnih putovanja. Postotak realizovanja ovih putovanja

srpskih receptivnih turističkih agencija zauzima od 40-50% poslovanja, a prosečno se organizuje 10 incentive i korporativnih putovanja godišnje.

Najtraženiji period u Srbiji za organizaciju ovakvih putovanja je proleće i leto, a naročito septembar, kao dominantan mesec za poslovna okupljanja. Korporacije koje traže organizaciju poslovnih i podsticajnih putovanja najčešće su iz oblasti mobilne industrije, IT sektora, automobilske industrije, iz oblasti zdravstva i agronomije, a od aktivnosti koje se praktikuju u Srbiji, uglavnom se traže razgledanje grada koja su uvek na prvom mestu, potom team building aktivnosti kao obavezna stavka jednog poslovnog putovanja, a zatim slede noćni život, kulturne ture, kreativne radionice i sportske aktivnosti. Završnica svakog događaja obavezno uključuje gala večeru i zabavni program. Broj učesnika podsticajnih putovanja kreće se od 30 do 100, a u realizaciji programa većina agencija se, pored svog kolektiva, oslanja na stručne spoljne saradnike koji su angažovani za određene dužnosti i aktivnosti.

Kada se osvrnemo na **Hrvatsku** i njena iskustva u oblasti podsticajnih putovanja, možemo zapaziti prilično razvijeno „tržište“ (tražnju i ponudu), i veliki broj realizovanih tura, specifično dizajniranih po željama klijenta i uvek drugačije. Podsticajna putovanja osmišljena su u odnosu na svaki zahtev posebno, i prilagođena tražnji. Period godine kada je u Hrvatskoj najtraženije a i najrealnije organizovati podsticajno putovanje podudara se sa generalnim trendom organizovanja incentive putovanja a to su periodi u proleće i jesen. Međutim, u Hrvatskoj

„U svetu kompanije unapred planiraju budžete za nagradna putovanja, dok je u Srbiji ceo proces afirmisanja i upotrebe ovakvog vida nagrađivanja još uvek u povoju. Istraživanja govore da se putovanja duže pamte nego novčani bonus i da su uspomena značajnije od keša koji nestane neverovatnom brzinom. Putovanje vas i fizički odvoji od radnog mesta dok istovremeno postoji psihička satisfakcija, jer je sav uloženi rad i trud priznat i nagrađen“

sve više raste interesovanje za letnjim mesecima. Jedrenje, izleti gliserima i krstarenja morski su programi među kojima svako može pronaći nešto za sebe, a za koje je hrvatska razučena obala idealna. Od proleća do jeseni (sa pauzom u vreme letnjih godišnjih odmora) ove su aktivnosti najtraženije, a ako su vremenski uslovi i temperatura primereni za kupanje, teško im se može konkurisati.

Hrvatske DMC agencije, partneri internet portala www.kongresniturizam.com koji su učestvovali u anketi, usmerile su svoje poslovanje prvenstveno na delatnost poslovnog turizma, od čega na podsticajna putovanja procentualno odlazi 35%, a ostatak se odnosi na klasičan poslovni turizam, organizovanje korporativnih sastanaka, seminara i konferencija ili produkciju događaja (mada u nekim agencijama incentive čini čak 75% poslovanja!). O broju učesnika nemoguće je dati okvir, jer se realizuje u proseku 40 incentive putovanja godišnje, koja broje između 6 i 400 uče-

snika, a u odnosu na broj učesnika, planira se i specifičan program. U hrvatskim podsticajnim putovanjima najviše se nude morski programi, koji uključuju jedrilice, glisere i brodove, kao i kulturne ture i razgledanja grada na nekonvencionalan način (npr. Vespa tura).

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Popularni su i programi sa timskim igricama, kuvanjem, slikanjem, kreativnim radionicama ali i neizostavna gastronomija Hrvatske sa obaveznom osvrtom na vinske podrumce i vinske ture. Učestalost aktivnosti svakako zavisi od godišnjeg doba i program uvek uključuje aktivnost prema odabranoj regiji, dobnoj strukturi grupe, odnosu muškaraca i žena, prethodnim iskustvima i aktivnostima...

Hrvatske agencije navode da se poslednjih godina smanjila učestalost automobilske industrije u zahtevima za podsticajnim putovanjima, a sve više na strani klijenata javljaju se farmaceutska industrija koja je definitivno na prvom mestu, potom informacione tehnologije, telekomunikacije, bankarske i finansijske institucije, prehrambena industrija kao najznačajnije grane industrije s kojima sarađuju. Programi ovih agencija su kombinacija sopstvenih snaga, znanja i kapaciteta, ali svakako i pouzdanih dobavljača i stručnjaka potrebnih za određenu aktivnost za one zahtevnije i složenije programe.

Crna Gora je neiscrpan izvor inspiracije za kreiranje jedinstvenih, originalnih programa za svakog klijenta pojedinačno. Agencije koje se bave MICE turizmom ostvaruju oko 35 grupa godišnje, u sezoni ali i van nje. Najtraženiji period za organizovanje incentive

programa su, kao i uobičajeno, mart, april, maj, jun, septembar i oktobar, ali javljaju se grupe koje dolaze organizovano na ski aktivnosti u ski centru u Kolašinu.

U analizi koju smo sproveli saznali smo da kreativnosti za osmišljavanje incentive programa ne manjka, ali po mišljenju Snežane iz agencije Talas-M, manjka helikoptera koji bi pomogli da programi imaju još veću dinamiku, raznolikost pejzaža i raznovrsnost aktivnosti. Programi koji se realizuju zavise od toga kakve aktivnosti klijent želi i na kom mestu.

Programi, pored ekstremnih sportova mogu biti kulturni sa nesvakidašnjim obilascima kulturno istorijskih znamenitosti, a uvek "začinjeni" sa nekim sitnim, ali važnim detaljima, pažnjama, otkrivanjima. Kao i u regionu, farmaceutska industrija je najveći klijent, a potom slede finansijske kompanije, modna i automobilska industrija.

Uzimajući u obzir potencijale **Bugarske** i sve veću zainteresovanost klijenata za ovom destinacijom, bugarske agencije sve više u svoje poslovanje uvode organizaciju podsticajnih putovanja, osmišljavanje ideja i timskih aktivnosti, na čije poslovanje već sada odlazi gotovo 50%.

U Bugarskoj je moguće organizovati incentive programe tokom cele godine, ali su najpopularniji meseci u proleće i jesen, kada Bugarska ima manje posetilaca jer su tokom letnje i zimske sezone prilično popunjeni kapaciteti na obalama i planinama u razvijenim ski centrima. Najčešće je broj učesnika oko 100, a aktivnosti koje su najpopularnije u Bugarskoj su tematskog karaktera, i uključuju zabavu i sport (Piratska žurka, James Bond uloga ili Olimpijske igre). Sofia, kao grad sa četiri živopisna godišnja doba, planinom nadomak samog grada i svojom istorijom može da ponudi mnogo interesantnih i zanimljivih iskustava koji su osnova za planiranje i kreiranje incentive programa.

Grčka je pravo mesto za podsticajna putovanja, konferencije i sastanke.

Ona nudi blagu klimu tokom cele godine, brojne znamenitosti, raznovrsni hotelski smeštaj, veliki broj muzeja i arheoloških nalazišta koja potvrđuju njenu istoriju dugu 4000 godina i, iznad svega, gostoprимljivost i brigu o svakom posetiocu.

Grčka poseduje dugu i bogatu kulturnu baštinu čiji je razvoj imao naročiti uticaj u Evropi, severnoj Africi i Bliskom istoku. Grčka kultura nastala je pre nekoliko hiljada godina u Staroj Grčkoj, a bila je pod uticajem Rimskog carstva, Vizantijskog carstva, Otomanskog carstva i konačno, modernog doba.

Pored toga, jedinstveni uticaji koji postoje u Grčkoj podrazumevaju i sveže ideje i kulture mnogih putnika koji su prolazili kroz ovu zemlju zbog njenog geografskog položaja na raskrsnici između istoka i zapada.

Ovi bogati uticaji delom su doprineli činjenici da se Grci smatraju uvek otvorenim, sa naročitom sposobnošću da prošlost kombinuju sa novijim idejama i inovacijama.

Ostrvo Krit je najveće grčko ostrvo, nalazi se u južnom delu Egejskog mora i često ga posećuju zajedno sa Santorinijem. Podeljeno je na 4 prefekture: Hanija, Heraklion, Lasiti i Retimno. Ostrvo poseduje sve što je potrebno: planinske predele, obalu sa mnogo predivnih plaža i kamenitih zatona, prelepe gradove i privlačna sela i luke, odličnu hranu, lokalitete kao što je Knosos Minojske civilizacije, jedne od najvećih civilizacija svih vremena, uzbudljivi noćni život...

Prema podacima kritske DMC agencije, 25% poslovanja čine podsticajna putovanja i poslovni paketi na ovo prelepo ostrvo, a najveći deo poslovanja oslanja se na odmor pored mora. Najbolji period za incentive programe jesu meseci april, maj i oktobar, a najpopularnije aktivnosti su team building igre i istorijski izleti ili izleti u prirodu na ostrvu ili na Santoriniju. Uobičajen broj učesnika je oko 40, a najveći klijenti dolaze iz farmaceutske industrije i naftnih kompanija.

J.C.

UKLUČITE SE U TRADICIONALNU KULTURU I LOKALNE OBIČAJE

U incentive turama sve više se traže aktivnosti koje uključuju posetioce u domaće radinosti, uz mogućnost da iskuse nešto njima neobično, drugačije od kulture i navika koje turista ima. Jedan od programa koji predstavljamo je program turističke agencije **BON VOYAGE** iz Srbije, koji su osmislili program u kom učesnici

imaju prilike da iskuse vojvođansku berbu grožđa i na taj način upoznaju Sremske Karlovce – SRPSKU PRESTONICU VINA!

Program počinje obilaskom Sremskih Karlovaca, grada koji se pored svojih kulturnih vrednosti, vrednuje kao grad za istinske ljubitelje vina i ljude

koji stvarno znaju kako da se zabave.

Nakon obilaska ovog baroknog gradića iz Vojvodine i posete vinskog podruma, sledi jedinstvena vožnja traktorom do vinograda. Kada stignu na lokaciju, učesnici se dele u dva tima i počinje berba!

Otkrićete skrivene vinske tradicije karlovačkih vina i upoznati se sa delom procesa proizvodnje. Domaćin će vas upoznati sa načinom



rada i na kraju oceniti i nagraditi vaš trud.

Nakon interesantnog iskustva i napornog dana, učesnici se vraćaju u vinski podrum, gde sledi muljanje (gaženje grožđa) a potom večera uz takmičenje u ispijanju vina, nakon čega se proglašava pobednik i postaje – vitez vina.

Ovakav jednodnevni program može se produžiti na dvodnevno iskustvo domaće radinosti: drugi dan bi se učesnici upoznali sa izradom suvenira vojvođanskog kraja.



PROBUDITE ADRENALIN I ISTRAŽIVAČKI DUH



Potruga za blagom na gliserima-RINA TRAVEL

Potruga za blagom na gliserima, program hrvatske agencije **RINA TRAVEL**, odvija se među 140 ostrva, hrudi i grebena nacionalnog parka Kornati. Ova zadivljujuća pustolovna priča je uklopljena u legende i pejzaž srednjeadranskog arihipelaga.

Učesnici su podeljeni u timove: prateći tragove od otoka do otoka, rešavajući zagonetke i praktične zadatke

pokušavaju pre drugih ekipa dokopati se uvala u kojoj je zakopano blago. Ova morska avantura omogućava tražacima da u jednom danu upoznaju ceo nacionalni park, sve najupečatljivije prirodne i istorijske znamenitosti, ali i da probaju gurmanske specifičnosti Jadrana.

Ovaj spoj krstarenja i adrenalina - brza je i uzbudljiva pustolovina na moru. Nakon što najsnalažljivija ekipa bukvalno otkopa blago, izlet se nastavlja u laganijem ritmu. Zaustavljanja ispod samih klifova ili sidrenja u tirk-

znim pešćanim uvalama kao stvorena su za skok u plavetnilo.

Doručujte na jednom, ručajte na drugom, popijte kafu na trećem malom ostrvu – kome ovo ne bi zvučalo dobro?



Potruga za blagom na gliserima-RINA TRAVEL

PREUZMITE TEMATSKU ULOGU

Bugarska agencija **ALEXANDER TOUR** nudi program turu sa ulogom agenta James Bonda, s ozbirom da jedna od turističkih ponuda Sofije nudi turistima posetu najvećem filmskom studiju Bugarske, gde za deset minuta možete obići nekoliko



različitih setova, postavljenih u različite vremenske dobi i lokacije.

Kao agent u ovoj turi dobijate zadatke i upoznajte se sa muzičkom kulturom i zvukom Bugarske kao i njihovom kinematografijom, i sve to obogaćeno prevozom, obilascima restorana, kafea i klubova koji doliče jednom agentu. Program počinje obilaskom Sofije i njenih najznačajnijih delova, limuzinom, koja vas vodi na sastanak sa poznatim muzičkim producentom. On vas uvodi u studio i dodeljuje vam



ALEXANDER TOUR

sledeću misiju. Ko zna, možda snimate i sopstvenu numeru... ?

Tokom trodnevnog programa, čeka vas obilazak starog grada Sofije, prijatno večer u restoranima, koktel u pino baru, poseta kockarnici, sastanak sa DJ-em uz lekcije miksovanja... sve u stilu agenta.

Doživite Bugarsku na ovaj način!

ISTORIJSKI DOŽIVLJAJI UZ SAVREMENU ZABAVU



RATHANEA DMC

Jedna od renomiranih incentive agencija koja nudi sjajne ideje, **RATHANEA DMC**, iz svoje velike kutije programa stare 12 godina izdvojila je pravi trodnevni incentive program - CEE Meeting Roland Strategy Consultants 2006 u Dubrovniku.

Tada je za preko 120 mladih konsul-

tanata organizovala kompletan aranžman u koji je bila uključena i video konferencija sa Nemačkom i Austrijom.

Dnevna događanja su bila organizovana na ostrvima, a večernja na kopnu.

Na malenom ostrvu Lokrumu ispred Dubrovnika paralelno su bile organi-

zovane igre bez granica i potraga za otetom kneževom kćeri. Kada je kćer pronađena, knez kao državni poglavar Dubrovačke Republike sa svojom pratnjom, najbolje je učesnike lično proglasio počasnim građanima Dubrovnika i uručio im povelje.

Igre bez granica su zaista bile smešne jer su tri tima istovremeno igrala fud-



RATHANEA DMC



bal sa dve lopte, drugi su igrali tenis s jabukama u ustima, treći su igrali odbojku sa tri mreže itd.

Drugi dan priča se upotpunila s istorijskim brodom Karaka iz 16. veka s kojim se plovilo oko elafitskih ostrva s renesansnim letnjikovcima i kamenim kućama.

Na kraju kulturnih obilazaka, Karaka se usidrla u skrivenoj peščanoj uvali Šunj na Lopudu gde se igrala odbojka na pesku, uživalo u prženim gircama i ribi s gradela, plesalo uz ritmove DJ-a sve do ranih jutarnjih sati.

Decentna gala večera s gudačkim orkestrom održana je u palati Sponza



ispred Rolandova stupa u istorijskom jezgru Dubrovnika gde je državni pisar u ime kneza podelio povelje počasnog građanina.

Treći dan, na odlasku, svih 120 učesnika iz 10 država sa velikim emocijama su napustili hotel Dubrovnik Palace i grad Dubrovnik.

UŽIVAJTE U PRIRODI: OBIĐITE LEPOTE OSTRVA I ISKUSITE MINI OLIMPIJADU



Grčka ostrva pružaju neiscrpnu inspiraciju za kreiranje interesantnih i uvek uzbudljivih programa za jednog turistu. Ostrva su uvek privlačna i

gotovo uvek obećavaju drugačiju egzotiku. Ustala se navika kod ljudi da ostrva posećuju tokom letnje sezone i odlaze na odmore zbog mora, a vrlo

retko možemo zamisliti da ostrvo posetimo i zbog drugog razloga, a ne samo da bismo se deset dana odmorili na plaži.

Grčka agencija sa sedištem na Kritu, **KALAMAKI TRAVEL**, u svom trodnevnom programu provešće vas kroz prirodne lepote i drugu najlepšu klišuru ostrva Krit koju tokom sezone dnevno poseti stotine posetilaca, ljubitelja pešačenja i prirode.

Pejzaž koji vas okružuje je predivan a tura ne mora biti naporna, jer se može prilagoditi svakome, u trajanju od 2 sata.

Nakon što ovakav program na ostrvu počne, drugog dana po dolasku na



Krit, pešačenje (trekking) se završava ručkom u jednom od tradicionalnih taverni u blizini Klisure Imbros. Meni obrok će biti posebno pripremljen, tako da možete osetiti i ukus



ovog kraja. Nakon predaha u restoranu sledi još privlačniji predah na najlepšim plažama Krita, ništa lepše nakon aktivnosti u prirodi i obilnog obroka. Poseta ostrvu svakako ne može proći bez sportskih aktivnosti na vodi, pa se drugi dan upuštate u Olimpijadu ostrva Krit!

Sportska takmičenja možete organizovati u vaterpolu, odbojki na pesku, plivanju sa konjima i jahanju u vodi, kajakarenju, streljaštvu, mini fudbalu... Završetak dana provešćete u obilasku grada Retimna, i gala večeri u jednom od restorana - klubova uz zvuke internacionalne muzike.



PREMIER
Hotel Montenegro



Best Western Premier Hotel Montenegro nalazi se u srcu poslovnog kvarta Podgorice, okružen ministarstvima, konzulatima i drugim međunarodnim institucijama. Centar grada je na samo 10 min lagane šetnje, a do aerodroma „Podgorica“ se stiže za 15 min. vožnje. U hotelu ima 48 soba i mogu se podeliti na 5 kategorija: Single standard, Single deluxe, Queen, Double i Suite.

Best Western Premier Hotel Montenegro
Boulevard Sv. Petra Cetinjskog 145
81 000 Podgorica, Montenegro
Tel: +382 (0)20 406 500, fax: +382 (0)20 406 599
E-mail: office@hotel-montenegro.com
Web: www.bestwestern-ce.com/montenegro



APART HOTEL
PREMIER



Novosagrađeni Apart Hotel „Premier“, ukoliko planirate svoj boravak u Podgorici, savršeno je mjesto za vaš boravak, koktel, poslovni sastanak ili konferenciju, a koji se nalazi na samo nekoliko metara udaljenosti od Best Western Premier Hotela Montenegro. Apart Hotel „Premier“ je hotel modernog dizajna, koji predstavlja kombinaciju elegancije i komfora namjenjen savremenom poslovnom čovjeku.

Apart Hotel Premier
Bul. Mihaila Lalića br. 1
81 000 Podgorica, Montenegro
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Fax: +382 (0)20 409 999
E-mail: office@aparthotelpremier.com

Analysis of incentive travel in the region

HOW MUCH “INCENTIVE TRAVEL” IS INCENTIVE TO THE REGION?

Motivational incentive travel, without doubt, makes a part of the business tourism and the so-called MICE tourism (Meetings, Incentives, Conferences and Exhibitions) and its main purpose is to motivate employees by their companies in order to reward their exceptional effort and success in sales, as well as their creativity and achievement in individual or team work.

The South-East Europe region is a vast new market offering numerous possibilities for the incentive tourism.

In communication with the partners of the website www.kongresnitarizam.com – agencies engaged in organising business events, incentive and team building activities, we have made a research on the presence of the incentive travel in this market, current situation and potential for its future development. We have also prepared several most appealing offers of incentive programmes by professional agencies.

“Working people easily understand the importance of the INCENTIVE travel. Not only do they understand, but they are aware of the great possibility that the dream would become the reality. It is only one project, a few overtime hours, another working weekend apart from that unforgettable experience...” – this is the experience of the company Business Travel Partner from Belgrade. “In the world, companies plan budgets for reward travel ahead, whereas in Serbia, the whole process of encouraging and using this type of compensation is still emerging. Researches show that travel is remembered longer than monetary compensation and that memories are treasured more than cash which is anyway consumed very quickly. Travel takes you away from your workplace physically and at the same time, it is mentally satisfying, because all the work and effort you have invested is acknowledged and rewarded” – says Mr. Miloš Milanović, project manager at the agency.

In **Serbia**, there are no registered DMCs (Destination Management Company) engaged exclusively in

the organisation of the incentive and business travel yet. The percentage of the realisation of this type of travel by Serbian receptive tourist agencies takes the share of 40-50% of their business, and on average, 10 incentive and corporate trips are organised per year. The peak season for organising these tours in Serbia is spring and summer, and especially September, as the month dominant in business gatherings. Corporations ordering the organisation of the corporate and incentive travel predominantly come from the mobile telephony, IT sector, car industry, health care and agronomy, and the most practised activities in Serbia are sightseeing of cities, always on the top of the list, followed by team building activities as an inseparable part of a corporate tour, night life, cultural tours, creative workshops and sports. The events are always finished with a gala dinner and entertainment. The number of incentive travel participants ranges from 30 to 100, and to carry out such programmes, most agencies rely, in addition to their own employees, on external professionals engaged for certain duties and activities.

If we take **Croatia** and its experiences in the incentive travel field, we observe a rather developed ‘market’ (offer and demand) and a large number of realised tours tailored to client wishes and possessing variety. Incentive tours are designed according to each request separately and adjusted to the demand. The season when the incentive travel is most demanded and most realistic to organise in Croatia matches the general trend of the incentive travel organisation, being spring and autumn. However, inter-

“In the world, companies plan budgets for reward travel ahead, whereas in Serbia, the whole process of encouraging and using this type of compensation is still emerging. Researches show that travel is remembered longer than monetary compensation and that memories are treasured more than cash which is anyway consumed very quickly. Travel takes you away from your workplace physically and at the same time, it is mentally satisfying, because all the work and effort you have invested is acknowledged and rewarded”

est is growing in Croatia for summer months as well. Sailing, motorboat excursions and cruises are the sea programmes suitable for everybody and ideal for the Croatian indented coastline. From spring to autumn (excluding the period of summer holidays), these activities have the highest demand, and if the weather and temperature are suitable for swimming, they can be hardly competed. Croatian DMC agencies, the partners of the website www.kongresnitarizam.com participating in the survey, focused their activities primarily to the corporate tourism, where incentive travel takes 35%, and the rest is classical business tourism, organisation of corporate meetings, seminars and conferences or production of events (although in some agencies, the incentive travel takes as much as 75% of the business!). The number of participants is impossible to assess, since there are 40 incentive tours per year on average, having between 6

and 400 participants, and the programme is adjusted to the number of participants. Croatian incentive tours are predominated by sea-related programmes implying sailing boats, motorboats and ships, as well as cultural tours and unconventional city sightseeing (e.g. Vespa tours).

“Working people easily understand the importance of the INCENTIVE travel. Not only do they understand, but they are aware of the great possibility that the dream would become the reality. It is only one project, a few overtime hours, another working weekend apart from that unforgettable experience...”

Popular are also programmes involving team games, cooking, painting, creative workshops and the unavoidable Croatian gastronomy always including wine cellars and wine tours. The frequency of activities naturally depends on the season, and the programme always encompasses activities characteristic of the actual region, age of the group, ratio of men and women, previous experiences and activities, etc.

Croatian agencies claim that in recent years, the car industry share in incentive travel requests has decreased, compensated by the growing share of the clients from the pharmaceutical industry definitely taking the top position and followed by the IT sector, telecommunications, banking and financial institutions and food industry.

Programmes of these agencies are a combination of their own powers, know-how and capacities and, not less important, reliable suppliers and experts necessary for certain activities included in more demanding and complex programmes.

Montenegro is an unfailing source of inspiration for creating unique, original programmes suited for each client individually. Agencies engaged in the MICE tourism realise around 35 groups per year, regardless of the season. The peak period for incentive

programmes is, as usual, March, April, May, June, September and October, but there are also groups going for organised skiing in the ski centre in Kolašin. Our analysis has shown that creativity for incentive programmes is not deficient, but, according to Snežana Vejnovic from the Talas-M agency, there are not enough choppers to boost the dynamics, landscape variety and activity range of the programmes. Realised programmes depend on the type of the activity and location chosen by the client. In addition to extreme sports, cultural programmes are often realised with unusual tours of cultural and historical sites, always ‘spiced’ by small but important details, attractions and discoveries. The regional trend of the pharmaceutical industry being the most important client is present here as well, followed by financial companies and the fashion and car industry.

Considering the potentials of **Bulgaria** and the increasing interest of clients for this destination, Bulgarian agencies engage more and more in the organisation of incentive tours, creating ideas and team activities, with their share being nearly 50% even now. Incentive programmes may be organised in Bulgaria during the whole year, with the most popular periods being spring and autumn months, when the number of visitors to Bulgaria is smaller after summer and winter seasons when the capacities of sea side shore, mountains and modern ski centres are rather full.

The number of participants mostly ranges around 100, and the most popular activities in Bulgaria are thematic in character and include entertainment and sports (pirate party, James Bond role or the Olympics). Sofia, as the city with four equally colourful seasons, a mountain close by and its history, may offer a large number of interesting and appealing experiences which could make the basis for planning and creating incentive programmes.

Greece is an appropriate location for incentives, conferences and meetings.

It offers mild weather year round, a large number of venues, a great variety of hotel accommodation, numerous museums and archaeological sites accrediting its 4000 years of history and -over and above- hospitality and personal care. Greece has a long and rich cultural history whose evolution has proven especially influential in Europe, North Africa, and the Middle East. Greek culture had its beginnings thousands of years ago in Ancient Greece and has been influenced by the Roman Empire, the Byzantine Empire, the Ottoman Empire, and finally, modern times.

Furthermore, Greece’s unique influences include the novel ideas and cultures of the many travelers who have passed through the country because of its geographical position as a crossroad between the East and the West. These rich influences are part of why the Greeks have been considered always open minded with a particular ability for combining the past with newer ideas and innovations.

Crete island is the largest of Greece and is located in the south of the Aegean Sea and is often visited with Santorini. It is separated in 4 prefectures: Chania, Heraklion, Lassithi and Rethymno. The island has everything to offer: mountainous landscapes, a coast with many beautiful beaches and rocky coves, beautiful towns and charming villages and harbors, excellent food, ruins like Knossos, of the Minoan Civilization, one of the greatest civilization ever, an exciting nightlife...

According to information from Cretan DMC agency 25% of business is related to incentive tours and business packages on this beautiful island, and most of the business relies on sea side holidays. Best period for incentive programs are in April, May and in October and most enquired activities are team building games and historical/natural excursions through the island or to Santorini. Standard number of delegates is around 40 PAX and the main clients come from pharmaceutical companies and oil companies.

J.C.

GET INVOLVED IN THE TRADITIONAL CULTURE AND LOCAL CUSTOMS



have the opportunity to take part in the grape harvest in Vojvodina and, doing this, get to know Sremski Karlovci – SERBIAN CAPITAL OF WINE!

The programme starts with seeing the sights of Sremski Karlovci, the city which, in addition to its cultural treasures, is valued as a city for genuine wine lovers and people who truly

know about the method of work and, in the end, evaluate and award you for your efforts. After the interesting and exhausting day, the participants go back to the wine cellar for a grape-stomping session and dinner which involves a wine-drinking competition the winner of which is declared the Wine Knight. This one-day programme may be extended to a two-day experience of household crafts: on the second day the participants would get to know how to make the souvenirs characteristic for the Vojvodina region.

Increasingly larger demand in incentive tours is that for the activities that involve visiting the traditional households and the possibility of experiencing something that is unusual and different from the tourist's culture and traditions.

One of the programmes we are presenting is the programme of the **BON VOYAGE** tourist agency from Serbia. The participants of this programme

know how to have fun. After exploring this baroque little town of Vojvodina and visiting the wine cellar, there follows a unique tractor ride to the vineyards. When they arrive to the location, the participants divide into two teams and the harvest may begin! You will uncover clandestine wine traditions of Karlovac wines and get to know a part of the wine making process. Your host will let you



WAKE UP YOUR ADRENALIN AND INVESTIGATORY SPIRIT

Treasure Hunting in Speed Boats, a programme of the Croatian agency called **RINA TRAVEL** takes place among 140 islands, rocks and reefs of the Kornati National Park. This amazing adventur-

ous endeavour is embedded into the legends and landscapes of the Mid Adriatic archipelago. The participants are divided in teams; they follow traces from island to island, resolve

enigmas and tasks trying to reach the little cove where the treasure is buried before others can. This marine adventure enables the tracers to, only in a day, get to know the entire national park, all of the most impressive natural and historical



sites, but also to taste the gourmet specificities of the Adriatic. This combination of a cruise and adrenalin is a fast and exiting sea venture. After the deftest team literally excavates the treasure, the excursion continues at a more relaxed pace. Stopovers beneath the sea cliffs or anchorages in turquoise sand bays are simply made for you to jump into the deep blue. Have a breakfast on one, a lunch on a second, and a coffee on a third little island – who would not find it appealing?



Treasure Hunting in Speed Boats-Rina travel

TAKE A THEMATIC ROLE

Bulgarian agency called **ALEXANDER TOUR** offers a programme tour in which you take a role of James Bond, the agent, considering that the Sofia tourist offer includes a visit to the largest film studio of Bulgaria in which in only ten minutes you get to visit several different sets, set up in different time periods and locations. Being the agent in this tour, you will receive tasks and get familiar with the musical culture and sounds of Bulgaria, as well as with their cinematography; all this will be accompanied by the transportation and going out to restaurants, cafes and clubs, as is only fitting for an agent. The programme starts by going round Sofia and seeing its most significant sites, in a limousine which takes you to meet a famous music producer. He will take you into the studio and assign a new

mission to you. Who knows, you may record a musical track of your own...? In the course of a three-day programme you will visit the old city of Sofia, have a pleasant evening in restaur-

rants, drink a cocktail in the piano bar, go to a casino, meet a DJ who will give you a mixing lesson... all in the style of the famous agent. Experience Bulgaria in this way!



ALEXANDER TOUR

HISTORICAL EVENTS WITH MODERN FUN



RATHANEA DMC

A reputable incentive agency offering wonderful ideas, **RATHANEA DMC**, pulled out of its large, 12 years old box of programmes, a genuine three-day incentive programme – Dubrovnik CEE Meeting of Roland Strategy Consultants in 2006. Namely, for more than 120 young

consultants it organised a full package that included a video conference with Germany and Austria. Daily events were organised on the islands, whilst the evening ones took place on the shore.

On the little island of Lokrum, just in front of Dubrovnik, the games without limits and the search for Duke's abducted daughter took place con-

currently. When his daughter was found, the Duke, as the head of state of the Republic of Dubrovnik, together with his entourage, declared the best competitors the honoured citizens of Dubrovnik and handed them the charters.

The games without limit were really funny considering that three teams at the same time played football us-



RATHANEA DMC



RATHANEA DMC

fried anchovies and grilled fish and danced at the DJ's rhythm till dawn. A dignified gala dinner with string orchestra took place in Sponza Palace, in front of the Roland's Column in the historical heart of Dubrovnik where the state notary, in the name of the Duke, distributed the charters of honoured citizen. On the third day, all 120 participants from 10 countries got quite emotional when they were to leave the Dubrovnik Palace Hotel and the City of Dubrovnik.

ing two balls, others played tennis holding apples in their mouths, some played volleyball with three nets, etc. The second day these venture grew more complete with a historical ship of Karaka from the 16th century which used to sail around the Elaphite Islands with their renaissance style villas and stone cottages. At the end of cultural sightseeing, Karaka anchored in a hidden little sand cove of Šunj on Lopud and visitors played sand volleyball, enjoyed



RATHANEA DMC

ENJOY THE NATURE: SEE HOW BEAUTIFUL ARE THE ISLANDS AND TAKE PART IN THE ISLANDS' OLYMPICS



KALAMAKI TRAVEL

times and almost always promise different exotics. People grew a habit to visit the islands during the summer season and take their holidays there because of the sea. It is only rarely that we think of going to an island for reasons other than relaxing on the beach for a week or so. **KALAMA-**

Greek islands are an unexhaustive source of inspiration when it comes to creating interesting and always exciting programmes for a tourist. The islands are fascinating all the

KI TRAVEL, a Greek agency with a registered office on Crete will use its three-day programme to take you through the natural splendours and the second most beautiful gorge of



KALAMAKI TRAVEL


the Island of Crete which is every season visited by hundreds of people who enjoy hiking and the nature. The countryside that surrounds you is magnificent and the tour does not need to be overly exhausting, namely, lasting for two hours, it can be tailored to everyone's specific needs.

After such a programme starts on the island, on the second day after you arrive to Crete, the trekking ends up with a lunch in a traditional tavern near the Imbros Gorge. The menu will be especially composed for you to be able to taste the flavours of the local area. Taking it easy in the restaurant is followed by an even more appealing rest on the most beautiful beaches of Crete: nothing can be more enjoyable than this after you have been active outdoors and had a large meal. A visit to this island cannot be imagined without involvement in water



sports. Therefore, on the second day you will join in the Crete Island's Olympics! You may organise competitions in water polo, sand volleyball, swimming with horses and horse riding in




water, kayaking, archery, futsal, etc. In the end of this day you will see the City of Rethymno and have gala dinner in one of the club-restaurants listening to the sounds of the traditional music.



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Radisson Blu Resort & Spa Dubrovnik Sun Gardens

IDEALNO MJESTO ZA VAŠ POSLOVNI SKUP

Smješten na atraktivnoj lokaciji nadomak Dubrovnika, Radisson Blu Resort & Spa, Dubrovnik Sun Gardens svim poslovnim ljudima pruža jednu od najkompletnijih MICE usluga u regiji, a sa svojih 8 prostiranih kongresnih dvorana najmodernije infrastrukture i tehničke opreme, otvoren je za sve oblike kongresnog turizma.

The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens smjestio se u priobalnom dijelu mjesta Orašac, sjeverozapadno od Dubrovnika u sklopu turističkog naselja „Dubrovački Vrtovi Sunca“. Poznati Dubrovački Vrtovi Sunca, prvotno otvoreni 1987. godine, ponovo su zasjali u srpnju 2009. godine kao Radisson Blu Resort & Spa, Dubrovnik Sun Gardens. Na svega 10 minuta udaljenosti od povijesne jezgre Dubrovnika i 30 km od Zračne luke Dubrovnik, omogućuje gostima hotela jednostavnu i brzu prometnu komunikaciju do i od hotela. The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens idealno je mjesto koje pruža sve usluge potrebne za uspješne sastanke, motivacijske incentive skupove, konferencije, izložbe, promocije proizvoda, bankete, svečanosti, korporativna i posebna događanja, uz tehnološke inovacije, fleksibilnost i kreativnost. Osim atraktivne lokacije i mnoštva odmorišnih sadržaja, hotel raspolaže sa 8 elegantnih kongresnih dvorana ukupne površine 1.102m² koje odišu dnevnim svjetlom. Posebnu vrijednost svakako daje i neovisni ulaz u kongresni centar, tako da svi sudionici, bez obzira na to jesu li gosti hotela ili nisu, mogu brzo i nesmetano prići prostorijama za sastanke. Na raspolaganju su velika dvorana veličine 756m², koja se može podijeliti u 3 sekcije sa predprostorom, koja prima 900 sudionika, zatim konferencijska dvorana veličine 110m² djeljiva u 2 sekcije, te dodatne



4 prostorije (meeting / board rooms) pogodne za manje sastanke. Višejezično osoblje, multifunkcionalni prostori i najnovija audio-vizualna oprema samo su neke od usluga koje resort nudi pri organizaciji vašeg događaja. The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens u svojoj ponudi



objedinjuje 2 segmenta smještajnih kapaciteta: hotel sa 201 sobom, te apartmansko naselje koje broji 207 luksuznih jednosobnih, dvosobnih i trosobnih apartmana sa pogledom na Elafitski akvatorij. Gastro i eno ponuda zasigurno je jedan od najvećih aduta koji posjeduje ovaj resort. U samom

hotelu nalaze se 3 objekta *Lounge bar Maraska*, *Restaurant Origano* te *Restaurant Tartufo* koji raznolikošću svoje ponude zadovoljavaju zahtjeve svakog gurmana.

Resort u svojoj bogatoj ponudi broji čak 14 različitih

ugostiteljskih objekata od kojih je 6 smještenih na glavnoj šetnici resorta. Kao idealno mjesto za noćne provode, zatvorene zabave ili after partije svakako je *lounge bar Ginja* - trendovska kombinacija bara i restorana sa azijskom „fusion“ kuhinjom. Za savršeno opuštanje u svakom trenutku tu je luksuzni *Anne Semonin Spa centar*, jedan od najvećih u Dalmaciji, a za one naklonjenije aktivnom odmoru na raspolaganju je Sportski centar sa tennis terena, squash igralištem, sand volleyball, nogometnim igralištem sa tri vanjska bazena i plaža koja nudi razne aktivnosti na moru, idelani ambijent za team building.

Hotel raspolaže vlastitim voznim parkom za transfere, kružne vožnje, izlete na kopnu i na moru, te nudi bogatu paletu vozila za najam (rent-a-car). Broj parkirnih mjesta kojima resort raspolaže značajan je i broji ukupno 414 na otvorenim, te 250 garažnih, uređenim parkiralištima.

Stoga, ne propustite priliku spajanja ugodnog s korisnim! Organizirajte svoje poslovno okupljanje u najljepšem i najopremljenijem resortu u Hrvatskoj istodobno uživajući u svim čarima i ljepotama koje vam pruža The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens.

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The Radisson Blu Resort & Spa Dubrovnik Sun Gardens

IDEAL PLACE FOR YOUR BUSINESS MEETING

Located at the attractive coastline in the very vicinity of Dubrovnik, The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens offers to all businessmen one of the most complete MICE services in the region. With its 8 spacious congress halls, modern infrastructure and technical equipment, it is suitable for all kinds of congress tourism.



The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens has set at the north-west from Dubrovnik at the Orašac place as part of the „Dubrovački Vrtovi sunca“ complex. Well known „Dubrovački Vrtovi Sunca“ built in 1987 were reconstructed and reopened in July 2009 as The Radisson Blu Resort & Spa, Dubrovnik Sun



Gardens. Only 10 minutes away from the historical center of Dubrovnik and only 30 minutes from Dubrovnik Airport makes traffic communication to and from the resort easy and fast. The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens is an ideal place that offers all services necessary for the successful meetings, incentives, conferences, exhibitions, promotions, banquettes, and festivities, corporate and special events with the latest technical equipment, team flexibility and creativity at disposal. Beside the attractive location, and numerous leisure activities, the resort is proud at its 8 spacious, and elegant congress halls with 1.102 m² in overall size. All congress halls have day light. Special

feature of this conference complex is certainly the separate entrance to the conference center, so no matter if the guests are staying in house or not, they can enter the meeting rooms at ease. Resort offers spacious ballroom with the total area of 756m² dividable in 3 sections with the pre function area accommodating up to 900 people; conference hall of 110m² dividable in 2 sections, and 4 additional meeting rooms suitable for the smaller, private meetings. Multilingual personnel, multifunctional space and the latest audio visual equipment are just some of the services that the resort offers for the professional organization of your event. The Radisson Blu Resort & Spa Dubrovnik Sun Gardens in its offer merges 2 segments of the accommodation capacities – hotel with 201 room, and 207 luxury one bedroom, two and three bedroom apartments with the stunning view to the nearby Elaphite islands. Gastro and wine offer is the strong suite of the resort. There are three objects in the hotel - *Lounge bar Maraska*, *Restaurant Origano* and *Restaurant Tartufo* which with its diversity would please every gourmet. In its rich offer the resort counts 14 different food and beverage outlets situated along the main promenade. As the ideal place for the memorable summer nights, private or after parties there is the *lounge bar Ginja* - trendy combination of bar and re-

staurant offering Asian fusion cuisine. One of the biggest luxury Spa centers in Dalmatia, the *Anne Semonin Spa Center* is the perfect place for the relaxation at any moment. For those who seek more active vacation, Sport center with tennis and football courts, sand volleyball, free climbing wall, squash court as well as with three outdoor swimming pools and beautiful beaches with the different sea activities are at disposal not only for leisure activities but also for team building activities. The hotel has its own transfer services for all sorts of transfers, sightseeing and excursion drives, both at the land and the sea, and it also offers rich palette of cars for rental. Total number of parking lots at the resort is 414 outside, 250 in the garage.

Therefore, do not miss the chance to combine business with pleasure! Organize your business meeting in one of the most beautiful and fully equipped resorts in Croatia enjoying at the same time in all enchantments and beauties of the The Radisson Blu Resort & Spa, Dubrovnik Sun Gardens.

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Posao i zadovoljstvo

ESPRESO KAFA ŽIVI DVA MINUTA

Italijani piju espresso sa šećerom, Nemci i Švajcarci sa podjednakim delovima tople čokolade, Meksikanci sa cimetom, Belgijanci – sa čokoladom. U Maroku se u kafu stavljaju zrna bibera, a u Etiopiji – tri prsta soli. Ljubitelji kafe na Bliskom istoku svojim napicima obično dodaju kardamon i druge začine. Šlag je omiljen među Austrijancima a Egipćani obožavaju čistu i jaku kafu i retko joj dodaju šećer, mleko ili pavlaku. Na pogrebima služe nezasladenu kafu, a na venčanjima slatku. Italijani su nenadmašni majstori u pripremanju espresa. Ova umešnost zarazila je i komšijski Balkan. Bez kafe, nema poslovnog dana.



Otkriće kafe

Postoje razne priče o tome kako je kafa postala najomiljeniji napitak na svetu. Većina od njih se poziva na istorijske izvore, i svako bi po malo da bude genije koji je otkrio ovu magičnu biljku. Zato je teško reći šta je istina, ali je lako izabrati legendu: „Bio jednom jedan čobanin, po imenu

Kaldi. Ali ne običan čoban, nego čoban iz Etiopije! Kafa je otkrivena u Etiopiji, pre nešto više od 1000 godina. Priča (ili legenda) se vezuje sa pastira Kaldija koji je čuvajući svoje stado koza primetio da one ostaju duže budne nego inače. Odlučio je da ih posmatra i tom prilikom video da one svakog dana konzumiraju zanimljive crvene bobice iz okolnih grmova.

Odlučio je i on da ih proba. Ispržio je bobice i pripremio sebi napitak jedinstvenog ukusa i dejstva.

Oblast u Etiopiji gde je Kaldi živio je Kaffa, po čemu je i ovaj jedinstveni napitak i ova jedinstvena biljka danas dobila ime. Biljka koju prati ova-ko zanimljiva priča jako brzo postaje nezaobilazna u paketu svakog trgovačkog putnika. Putuje preko Azije, Evrope, Severne, Centrale Amerike i početkom 18. veka dolazi do Brazila. Godina dolaska u Brazil je 1727. i ovo je jako značajna godina za kafu jer su tada napravljene prve plantaže kafe i na taj način stvoreni uslovi za industrijsku proizvodnju kafe.

Početkom 20. veka kafa se vraća u Etiopiju ali sada kao industrijska biljka i danas se značajne količine kafe proizvode u ovoj zemlji.

Espresso kafa živi dva minuta?

Savršeni espresso je onaj koji ima kompaktnu penu debljine dva do četiri milimetra, lešnik braon boje. Ako vam konobar posluži espresso kafu čija će

Pravilo četiri „M“ za savršen espresso

Za savršeni espresso potrebna su četiri „M“.

- To su kvalitetna mešavina kafe, dobra mašina, mlin koji dobro radi, i manuel, odnosno ruka majstora. Svaki od ta četiri elementa učestvuje sa po 25 odsto, ali mislim da je ovaj četvrti faktor presudan.

Često vam se događa da u jednom kafiću prepodne kafa bude dobra, a popodne loša. Nije se promenila ni mešavina kafe, ni mašina, već se promenio barista.

Najbolja pohvala za jedan kafić je kad kažemo da u njega idemo jer tamo prave dobru kafu - kaže Svetlana Božović iz „Donkafea“.



se pena razbiti čim je promešate kašičicom, to znači da nešto nije u redu. Svetlana Božović, trener za pravljenje espresa u Donkafe-u napominje da takvu šoljicu kafe treba da odbijemo, bez griže savesti.

- Kuriozitet kada govorimo o espressu je u tome što se ta reč nigde u svetu ne prevodi. To je kafa za brzu pripremu i brzo ispijanje. Kažu da je život jednog espresa dva minuta jer toliko vremena prođe od momenta ekstrakcije do momenta ispijanja. Kada govorimo o karakteristikama espresa mislimo na kafu bez mleka, u maloj šoljici - kaže za „SEEBtm“ Svetlana Božović, Trening menadžer i menadžer servisno-tehničkog sektora u „Donkafeu“. Espresso ima tri karakteristike, a od ostalih kafa se razlikuje po peni.

- Po peni znamo da li je espresso dobar ili nije. Pena ima svoju definiciju, treba da bude kompaktna, od 2 do 4 milimetra debljine, lešnik braon boje. Šoljica mora da bude prekrivena penom koja ne sme da se razbije čak ni kada je mešamo kašičicom. To znači da je kafa dobra. Druga karakteristika espresa je izražena gustina, a treća



aroma koja predstavlja spoj mirisa i ukusa. Za espresso kafu se kaže da ima izuzetno izraženu aromu - kaže Svetlana Božović.

Za pripremu savršenog espresa potrebna je temperatura vode koja mora da bude od 90 do 95 stepeni. Ona utiče na penu jer ako temperatura padne ispod 90 stepeni dobija se jako svetla pena, koja brzo nestaje, a kafa nema izraženu aromu. S druge strane, ako temperatura pređe 95 stepeni do-

bija se tamna pena koja brzo nestaje, a kafa ima opor i izgoreo ukus. Drugi neophodan uslov za savršeni espresso je pritisak koji mora da bude 9 bara, i gramaža kafe od 7 grama. "Espresso se služi u porcelanskim šoljicama jer porcelan lako prima temperaturu koju dugo zadržava. Temperatura šoljice mora da bude od 35 do 40 stepeni. Ako je šoljica hladna, pena se brzo razbije a to utiče na aromu kafe" - objašnjava Svetlana.

Muzej kafe – odličan Incentive! Napravite svoju savršenu mešavinu kafe



U Centru za posetioce u Doncafe fabrici možete da doživite pravu čaroliju pripremanja kafe. U muzeju TRAG U KAFI u Šimanovcima razgledajte starinske, ručne i kamene mlinove i pržionike, poslušajte priču o neobičnom istorijatu kafe i uživajte u filmu "Od plantaže do šoljice".

Muzej kafe "Trag u kafi" povezan je pasarelom od magacina sirove kafe, preko pržionika, do mašina za njeno pakovanje. Iznad ovog prostora, na pasareli, postoji i soba za kaping, što je naziv za metod ocenjivanja kvaliteta i arome, a gde posetioci mogu i sami da naprave svoju mešavinu kafe koju će poneti. Tu prisustvuju, pre svega, procesu prženja, koji je jedan od najvažnijih tehnoloških procesa tokom koga se oslobađa više od hiljadu različitih aromatičnih jedinjenja. Mlevenje koje usledi posle prženja, takođe je zanimljiv proces. Radi se na četiri mlina, sa najefikasnijim sistemom prečišćavanja, a odatle se po zakonu gravitacije spušta u silose i odvodi do mašina za pakovanje. Posetioci kažu da im je najveće iznenađenje gotovo potpuna automatizacija postupka proizvodnje kafe. Istovremeno, saznaju da je to i najbolji način da se očuva aroma koja se dobija u procesu prženja i koja kafu čini jedinstvenim napitkom.

U Muzeju mogu da se vide eksponati starih mlinova i pržionika, o kojima posetioci dobijaju stručna objašnjenja fabričkih tehnologa koji su preuzeli i ulogu kustosa. Muzej kafe ne postoji u okruženju, a ideja o otvaranju je nastala kao trend da se prikaže sam proces proizvodnje, ali i da se sačuvaju tragovi prošlosti.

U Centru za posetioce u Doncafe fabrici možete da doživite pravu čaroliju pripremanja kafe. U muzeju TRAG U KAFI u Šimanovcima razgledajte starinske, ručne i kamene mlinove i pržionike, poslušajte priču o neobičnom istorijatu kafe i uživajte u filmu "Od plantaže do šoljice".

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RUČNI MLIN ZA KAFU

Business & pleasure

ESPRESSO TWO-MINUTE LIVING

The Italians drink espresso with sugar, the Germans and the Swiss take theirs with equal shares of hot chocolate, the Mexicans take it with cinnamon, the Belgians – with chocolate. In Morocco, they put pepper grains into their coffee, and in Ethiopia – three pinches of salt. The coffee connoisseurs in the Middle East normally add cardamine or other spices to their drinks. Whipped cream is popular among the Austrians, while the Egyptians adore pure and strong coffee and seldom add sugar, milk or cream. At funerals, they serve unsweetened coffee, while at weddings they serve it sweetened. The Italians are unrivalled masters in making espresso. This skill spread like some disease to the neighbouring Balkans too. No coffee, no business day.

Discovery of coffee

There are so many stories about how coffee has become the favourite drink worldwide. Most of them refer to historical sources, and each and everyone would like to be a bit of a genius who has discovered this magical plant.

That is why it's hard to tell what the truth is, but then again it's easy to opt for the legend:

"Once upon a time, there was a goatherd named Kaldi. But he was no ordinary goatherd, oh no, he was an Ethiopian goatherd!

Coffee was discovered in Ethiopia, some 1000 years ago. The tale (or legend) gives an account of a goatherd named Kaldi who noticed that his goats were awake longer than usually. He decided to observe them and then he found that they nibbled on interesting red berries in the nearby bushes every day. Then he decided to try them too. He roasted the berries and made himself a drink of a



unique taste and effect. The region in Ethiopia where Kaldi lived is called Kaffa, which this unique drink and the unique plant were named after.

The plant inspiring such an interesting story had quickly become an indispensable item in every salesman's pack. It travelled through Asia, Eu-

rope, North and Central America to reach Brazil in early 18th century. The year of its arrival to Brazil is 1727, being a most important year for coffee as the first coffee plantations were grown then creating the conditions for the industrial coffee production. In early 20th century, coffee comes back home to Ethiopia, but now as an in-

Four "M's of perfect espresso

A perfect espresso takes four "M's."

- They are a quality coffee Mix, good Machine, proper Mill, and Manual, that is the master's hand. Each of these four elements takes up 25 percent, but I believe that the factor number four is crucial. It happens often that in one and the same coffee shop you get a good coffee in the morning and a poor one in the evening. Neither did the coffee mix change, nor the machine, but the operator did. The best recommendation for a coffee shop is when we say we go there since they make a good coffee – says Svetlana Božović from Doncafe.





dustrial plant. Today, all major coffee production is made in this country.

Espresso two minute living?

The perfect espresso is the one with a compact two to four millimetre thick froth in hazelnut colour. If a waiter serves an espresso with froth that disperses the moment you stir it with a spoon, it means that there's something wrong. Svetlana Božović, Espresso Trainer with Doncafe says

that we should refuse such a cup of coffee without any regret.

- The curiosity, speaking of espresso of course, is that the word is never translated anywhere in the world. It's a quick-made, quick-sip coffee. They say that espresso lives for two minutes since that is how long it takes from the moment it's made to the moment you drink it. Speaking of espresso properties, we refer to coffee without milk, in a small cup - says Svetlana Božović, Training Manager and Technical-Service Manager with Doncafe, for SEEBtm.

Espresso features three specifics, and froth makes it different to other coffees.

- It's froth that tells us if espresso is good or not. Froth has its own definition. It should be compact, 2 to 4 millimetres thick in hazelnut colour. The cup has to be covered in froth which must not be dispersed even when stirred. That is a good coffee.

The other espresso specific is high density, and the third one is aroma as a mix of taste and smell. Espresso is said to have a very strong aroma - Božović says.

To make a perfect espresso we need water heated at 90 to 95 degrees. It affects the froth in the way that if it heats below 90 degrees the froth is very light and it quickly disappears, while the coffee aroma is weak. On the other hand, if it heats over 95 degrees, the froth is dark and quickly disappears, while the coffee tastes astringent and burnt. The other necessary condition for a perfect espresso are the mandatory 9-bar pressure and the 7-gram coffee amount.

- Espresso is never served in china cups as china easily absorbs and retains heat for quite some time. The cup must be from 35 to 40 degree warm. If the cup is cold, froth is quickly dispersed which affects the coffee aroma - Svetlana explains.

Coffee Museum – great Incentive! Make your own perfect coffee mix

In the Visitor Centre in Doncafe plant, you can experience a real coffee-making magic. In the museum, TRAIL IN COFFEE, located in Šimanovci, you can see antique, hand-made and stone mills and roasters, you can hear the coffee's extraordinary historical account and enjoy the film "From the Plantation to the Cup".

The coffee museum, Trail in Coffee, is connected via a gateway from the raw coffee warehouse, through roasters to packing machines. Above this area, at the gateway, there is a room for capping (a method for assessing coffee quality and aroma), where the visitors can make their own coffee mix to take home with them. First of all, they are presented to the roasting process, which is one of the key technological processes in the course of which over a thousand diverse aromatic compounds are released.

The milling which comes after the roasting is also an interesting process. It is done in four mills with the most efficient refining system, wherefrom by the force of gravity coffee goes down to silos and then it is conveyed to the packing machines. The visitors say that the

biggest surprise for them is that the coffee production is almost a fully automated process.

At the same time, they learn that it is the best way to preserve the aroma which is produced in the roasting process and which makes coffee the unique drink.

In the museum, one can see exhibits of ancient mills and roasters, accompanied by specialist explanations from the plant technologists who have also taken the role of curators.

There is no coffee museum in the region, and the idea to open one came up as a trend of showing the very production process, but also as the way to preserve the traces of the past.





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Web::Strategija 7 - Dobri developerski duh

Konferencija za one koji pokreću ili proširuju svoje poslovanje na internetu



Najavljujemo regionalno najposjećeniju edukativnu konferenciju za napredne i početne korisnike interneta - "Web::Strategiju 7 - Dobri developerski duh", koja će se održati 18.03.2010. (četvrtak) u najvećem konferencijskom centru Hypo EXPO XXI u Zagrebu.

Sve sudionike dočekat će zanimljiva, ali ponajviše konkretna edukativna predavanja namijenjena direktorima, poduzetnicima i voditeljima odjela koji trebaju ili su već angažirali web programere za svoj projekt izrade web stranica, web aplikacija ili web servisa. Naučit će kako prepoznati dobrog web programera tj. web development tvrtku, saznati da li su odabrali prave ljude za posao, te ako nisu - kako da ih odaberu? Saznati će i koliko stvarno vrijedi posao dobrog web developera. Ujedno, pruža se svima i jedinstvena mogućnost na konferenciji da započnu razgovor sa prisutnim programerima u neformalnom i opuštenom tonu te pronađu idealnu osobu ili tvrtku kojoj će povjeriti razvoj svog sljedećeg važnog web projekta. Osim toga, poslije ručka, u popodnevним satima slijede edukativna predavanja koja su izravno vezana uz web development kroz koja će predavači educirati sudionike o tome kako poboljšati znanje, ali i radnu atmosferu u tvrtki za razvoj web aplikacija ili izradu web stranica. Predavači će biti iskusni web profesionalci iz struke koji će otkriti neke od svojih poslovnih tajni. Svi sudionici ostvaruju i velike popuste dan kasnije - 19.03.2010. na seminare u sklopu projekta Web::Edukacija, a to su: SEO (Search Engine Optimization) seminar, SEO programer, Google Analytics seminar i drugi.



Sedma Web::Strategija će se održati pod srebrnim pokroviteljstvom CPP - OnLine knjigovodstva, zatim Microsofta, tvrtke za izradu web stranica Virtus Dizajn i online oglasne agencije Httpool.



Medijski konferenciju prate i renomirani mediji - Banka, VIDI, tportal.hr, Monitor.hr i Etarget mreža za kontekstualno oglašavanje. Organizacijsku pomoć konferenciji pružit će partneri: Timgraf media, FatDUX, Escape, Hypo EXPO XXI, Imperito, Stimulans i Web User Group, a službeno vozilo konferencije osigurava HM rent-a-car.

Prijave za Web::Strategiju su otvorene na službenoj web stranici www.webstrategija.com/07 po povoljnijim cijenama.



Svi sudionici Web::Strategije imat će mogućnost iskoristiti 3 besplatna mjeseca online poslovnog sustava CPP (www.PoslovnaPodrska.com)

SITE - Society of Incentive & Travel Executives

Udruženje organizatora incentive -a i putovanja - Vodeća svetska asocijacija na polju incentive putovanja i motivacionih programa. Osnovana 1973. godine, SITE je jedina međunarodna, neprofitna i profesionalna organizacija posvećena težnji za izuzetnošću u incentive industriji, globalnoj industriji koja se meri u milijardama dolara. SITE organizuje obrazovne seminare i informativne usluge za one koji kreiraju, razvijaju, promovišu, prodaju, administriraju i vode motivacione programe kao incentive za postizanje boljih rezultata u poslu. Trenutno, SITE broji preko 2.100 članova u 87 zemalja i 34 lokalna i regionalna ogranka. Članstvo obuhvata izvršne direktore, incentive kompanije, kompanije koje se bave organizacijom destinacija i planiranjem putovanja i događaja, zvanične turističke organizacije, kompanije koje se bave transportom, hotele i odmarališta, linije za krstarenje, trgovinske publikacije i organizacije koje se bave prpratnim sadržajima, kao što su restorani i atrakcije za posetioce. www.site-intl.org

CIC (The Convention Industry Council)

Savet kongresne industrije je neprofitna profesionalna organizacija onih koji se bave promocijom kongresa. Osnovana je u Njujorku 1949. godine, sada sa sedištem u Vašingtonu. Čine ga 32 organizacije-članice, što predstavlja broj od ukupno 103.500 individualnih članova. To podrazumeva edukaciju, upravljanje i filantropiju. Savet je uključen u CMP – Program sertifikacije organizatora konferencija (Certified Meeting Professional Program).

Event management

Upravljanje događajima predstavlja praktičnu primenu upravljanja projektima u kreiranju i realizaciji festivala i događaja. Upravljanje događajima obuhvata proučavanje specifičnosti brenda, identifikaciju ciljne grupe, osmišljavanje koncepta događaja, planiranje logistike i koordinisanje tehničkog aspekta pre samog izvršavanja modaliteta predloženog događaja. Upravljanje događajima smatra se jednim od alata strateškog marketinga i komunikacije od strane kompanija svih veličina. Od plasiranja proizvoda do konferencija za novinare, kompanije organizuju promotivne događaje kako bi im pomogli u komunikaciji sa klijentima i potencijalnim klijentima.

Travel incentives

Podsticajna/motivaciona putovanja. Incentive putovanja predstavljaju jedan od načina promocije poslovanja kompanije i povećanja njene prodaje nuđenjem besplatnog putovanja ili putovanja pod povoljnijim uslovima svojim klijentima. Mnoge kompanije nude incentive putovanja kao bonus za ostvarenu kupovinu, kao na primer krstarenje uz kupovinu novog automobila. Incentive turizam se obično koristi kao način nagrađivanja zaposlenih od strane kompanije ili organizacije za ispunjene ili premašene ciljeve ili za dobro obavljen posao. Za razliku od drugih vidova MICE turizma, incentive turizam se obično koristi samo za zabavu, a ne u profesionalne ili obrazovne svrhe.

UNWTO (The United Nations World Tourism Organization)

Svetska turistička organizacija UN. Agencija Ujedinjenih nacija, sa sedištem u Madridu u Španiji, koja se bavi pitanjima u vezi sa turizmom. Ona obavlja Svetsko turističko rangiranje (World Tourism Rankings). Svetska turistička organizacija je nesumnjivo najznačajnije globalno telo koje se bavi prikupljanjem i obradom statističkih podataka o međunarodnom turizmu. Ova organizacija predstavlja turističke organizacije iz javnog sektora većine zemalja sveta, a podaci koje ona objavljuje omogućavaju poređenje pravaca i rasta turizma na globalnom nivou.

SITE - Society of Incentive & Travel Executives

The leading association worldwide for incentive travel and motivational events Founded in 1973, SITE is the only international, not-for-profit, professional association devoted to the pursuit of excellence in incentives, a multi-billion dollar global industry. SITE provides educational seminars and information services to those who design, develop, promote, sell, administer, and operate motivational programs as an incentive to increase productivity in business. Currently SITE has over 2,100 members in 87 countries, with 34 local and regional chapters. Members represent corporate executives, incentive companies, destination management companies, travel & event planners, official tourist organizations, transportation companies, hotels and resorts, cruise lines, trade publications, and supporting organizations such as restaurants and visitors attractions. www.site-intl.org

CIC (The Convention Industry Council)

is a non-profit professional organization for people involved in the promotion of conventions. Founded in New York, New York in 1949, the CIC is currently headquartered in Washington, DC. They consist of 32 member organizations totalling with 103,500 individuals. This includes education, management, and philanthropy. They are involved in the Certified Management Professional (CMP) program.

Event management

is the application of the management practice of project management to the creation and development of festivals and events. Event Management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Event management is considered one of the strategic marketing and communication tools by companies of all sizes. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients.

Travel incentives

Travel incentives are a way for companies to promote their business and increase sales by offering a free or discounted travel package to their customers. Many companies offer these incentives as a bonus for making a purchase, such as a cruise with the purchase of a new car. Incentive tourism is usually undertaken as a type of employee reward by an company or institution for targets met or exceeded, or a job well done. Unlike the other types of MICE tourism, incentive tourism is usually conducted purely for entertainment, rather than professional or educational purposes.

UNWTO (The United Nations World Tourism Organization)

Headquartered in Madrid, Spain, is a United Nations agency dealing with questions relating to tourism. It compiles the World Tourism Rankings. The World Tourism Organization is undoubtedly the most significant global body concerned with the collection and collation of statistical information on international tourism. This organization represents public sector tourism bodies from most countries in the world and the publication of its data makes possible comparisons of the flow and growth of tourism on a global scale.

NUDISTIČKA KRSTARENJA HIT U 2010. GODINI



Jedan od hit aranžmana u 2010. biće krstarenja na nudističkim kruzerima. Stručnjaci koji se bave turističkim trendovima najavljuju da će, i pored krize, brodovi puni nudista sledeće godine krstariti egzotičnim morima. Za sada ovakav vid krstarenja postoji samo u Americi, odakle od 1991. godine isplavljava 2.200 nagih putnika.

POKRENULI NOVI VID TURIZMA – AVANTURIZAM

Ivan Nastić i Nemanja Nešković članovi su tima mladih ljudi zaljubljenika u prirodu i avanturu, a okupljenih u grupu "Wild Serbia" (www.wildserbia.com). „Pokrenuli smo novi vid turizma u Srbiji – avanturizam. U pitanju je aktivni vid odmora u kojem organizujemo uglavnom jednodnevne i dvodnevne izlete, timbilinge na Valjevskim planinama. Turistima su na raspolaganju kanjoni, pećine, jame, klisure, strme stene i vodopadi, uz vodstvo i pratnju članova našeg tima. Ovo je avantura od koje garantovano skače adrenalin“, kaže Ivan.



VLADA MALDIVA SEDNICOM POD VODOM UPOZORILA SVET



Vlada Maldiva održala je krajem 2009. godine sednicu ispod površine mora, čime je na simboličan način želela da skrene pažnju svetske javnosti na globalno zagrevanje i podizanje nivoa mora, što bi moglo da dovede do potapanja većine ostrva koja čine ovu islamsku republiku. Mohamed Nešid, predsednik Republike Maldivi, zajedno sa 13 ministara održao je sednicu šest metara ispod površine mora. Tom prilikom on je potpisao dokument kojim se pozivaju sve zemlje sveta da ukinu emisiju gasova koji sadrže ugljenik. To pitanje je jedno od najvažnijih koje je bilo razmatrano na decembarskom Samitu Ujedinjenih nacija o klimatskim promenama u Kopenhagenu. Na istom sastanku se diskutovalo i o daljem smanjenju emisije gasova koji izazivaju efekat staklene bašte. Predstavnici maldivske vlade

pohađali su obuku za ovu neuobičajenu akciju, dok je predsednik Nešid već iskusan ronilac sa licencom. Predstavnici vlade su u ronilačkoj opremi u zalivu glavnog grada Malea za potopljenim stolovima komunicirali pomoću tabli sa pisaljka i pokretima ruku. O traženju novog mesta za život gotovo 400 hiljada stanovnika Maldiva Nešid je počeo da razmišlja još novembra 2008. godine, nakon predsedničkih izbora. Jedno od rešenja je izdvajanje dela od milijardu dolara vrednog prihoda od turizma, kojim bi se kupila nova teritorija za stanovništvo. Neke od mogućnosti su zemljišta u posedu Šri Lanke i Indije, jer imaju sličnu kulturu, kuhinju i klimu kao Maldivi.

ZARADIO NA KRIZI 2,5 MILIJARDE DOLARA

Devid Teper, osnivač i menadžer hedž-fonda „Apalusa“, jedan je od onih koji su najviše profitirali od globalne ekonomske krize. Ulažući u deonice problematičnih banaka „City group“ i „Bank of America“ Teper je zaradio 2.5 milijarde dolara! Akcije tih banaka su od februara ove godine porasle čak četiri puta, a Teper, koji je imao hrabrosti da ih kupi dok su bile jeftine i dok je postojala moguća opasnost da će i dalje padati, ostvario je jednu od najvećih godišnjih zarada u istoriji. Teper (50), koga mediji nazivaju „finansijskim žonglerom“, kupovinom deonica banaka zaradio je za fond sedam milijardi dolara.



OTVORENA NAJVIŠA ZGRADA NA SVETU



Početak 2010. godine Dubai je otvorio najviši toranj na svetu sa ambicijom da pomakne granice arhitekture, ali i nadom da će projekat na simboličan način označiti prekretnicu, posle godine obeležene finansijskom krizom. Uz veličanstven vatromet i u prisustvu 6.000 zvanica, zvanično je otvoren Burdž Dubai, najviša kula na svetu, gigant od čelika i stakla, visoka više od 800 metara, koja ima 200 spratova, od kojih je 160 namenjeno stanovanju i poslovnom prostoru, sa najvećim trgovačkim centrom na svetu. U njenom sklopu, nalazi se i luksuzni hotel „Armani“ sa spa centrom i više restorana koji će biti otvoreni u martu ove godine. Zgrada se vidi na udaljenosti od 95 kilometara. Radove na izgradnji započetoj 2004. godine ostvarile su južnokorejska, belgijska i emiratska kompanija.

VOZ "ULETEO" U HOTEL



Problemi i kvarovi u železničkom saobraćaju se ne dešavaju samo kod nas. Naime, u Helsinkiju, putnički voz, koji je bio prazan zbog kvara na kočionom sistemu završio je putovanje, uletevši u hotel na železničkoj stanici u Helsinkiju i tom prilikom jedno lice je lakše povređeno, saopštila je finska železnička kompanija. Četiri vagona regionalnog voza otkočila su se i nekontrolisano se kretala šinama. Konvoj vagona je po inerciji probio blokadu i uleteo, ni manje ni više, nego u salu za sastanke u hotelu u blizini stanice, koja je na sreću bila prazna. Hotel je evakuisan iz bezbednosnih razloga jer postoji mogućnost urušavanja zgrade. Na železničkoj stanici osam šina je zatvoreno zbog čega je otežan železnički saobraćaj.

AUSTRALIJANCI NAJZADUŽENIJI NA SVETU

Australija je zauzela neslavnu prvu poziciju na rang listi zemalja sa najvećom zaduženosti domaćinstava, pri čemu je visina njihovih dugova premašila bruto domaći proizvod te zemlje. Preračunato po glavi stanovnika, Australijanci su već premašili i Sjedinjene Američke Države prema dugovanjima domaćinstava, po osnovu hipoteka na nekretnine, kreditne zaduženosti i korišćenja kreditnih kartica, pokazali su podaci australijske centralne banke. Svaki odrasli Amerikanac duguje finansijskim institucijama u proseku 44.000 američkih dolara, dok Australijanac mora da im plaća do 56.000 dolara. U vrednosti tih dugova, pozajmice radi obezbeđivanja stambenog prostora predstavljaju čak 90 %, a ostalo su dugovanja po osnovu drugih kredita i upotrebe kreditnih kartica. Istraživačka firma "Fudžicu konsalting" procenjuje da se do 39 odsto prihoda prosečne australijske porodice koristi za nadoknadu tih dugova, kao i za kamate i druge dažbine u vezi sa njima. Očekuje se da će od januara 2010. godine troškovi na te finansijske pozajmice biti povećani, tako da će zaduženost otplatama kredita za australijske porodice biti još veća.



NAĐEN AVION IZ 1911. NA ANTARKTIKU



Grupa australijskih istraživača otkrila je pod naslagama leda na Južnom polu olupinu aviona iz 1911. godine i utvrđeno je da je reč o jednoj od prvih letelica na svetu. Avion jednosed prvi je primerak proizveden u britanskoj kompaniji Vickers osam godina nakon što su braća Vrajt izveli prvi let. Zanimljivo je da istraživač Daglas Mouson nije s njim doleteo na Antarktiku, jer je to bilo nemoguće, već ga je transportovao na Južni pol da bi mu služio kao traktor za vuču sanki. Letelicu je 1939. godine ostavio u bazi ekspedicije u Kejp Denisonu i trup aviona je nakon toga ostao zarobljen u ledu. Zahvaljujući brzom otapanju leda u poslednje vreme, što je rezultat klimatskih promena, australijski istraživači su prvog dana nove godine ugledali trup aviona i do kraja meseca će ga dopremiti u Australiju.

KO SU PUTNICI PAKLA?

Korisni sajt TripAdvisor sastavio je listu putnika iz pakla koji užasavaju većinu turista. Tu su oni koji svoju ruku ili nogu bez ikakvog pardona stavljaju tamo gde ne bi trebalo ili oni koji vam zaspe na ramenu. Slede nervozna gundala, nezaustavljive pričalice, oni koji šmrču, kijaju, znoje se, perutaju, kao i putnici koji osvajaju tuđ prostor svojim prekomernim prtljagom, pa svoje torbe trpaju ispod vašeg sedišta. Na dnu liste su oni koji jedu hranu neprijatnog mirisa, kao i deca bez nadzora odraslih.



SKIJANJE U KOLORADU UZ MARIHUANU



Skijalište Breckenridž u Koloradu dozvoljava pušenje marihuane. Jedina barijera je uzrast turista, jer da biste pušili morate imati najmanje 21 godinu. Osim marihuane, u hotelima možete da dobijete i sav potreban pribor, od rizli do lula. Iako je dozvoljeno pušenje, strogo je zabranjeno prodavanje i uzgajanje marihuane. A s obzirom na to da je bilo nekoliko fatalnih nesreća na skijalištima, uvedena je zabrana pušenja marihuane na samim stazama.

NUDIST CRUISES HIT IN 2010



In 2010, nudist cruises will be one of the hit travel arrangements. Experts in tourist trends claim that, in spite of the crisis, ships full of nudists will cruise over exotic seas next year. Currently, such cruises are offered only in the USA where 2.2000 naked passengers go sailing since 1991.

THEY INITIATE NEW TYPE OF TOURISM – ADVENTURISM

Ivan Nastić and Nemanja Nešković are members of a team of young people – nature and adventure lovers – making the group “Wild Serbia” (www.wildserbia.com). “We have initiated a new type of tourism in Serbia – adventurism. It is active holiday where we mostly organise one-day and two-day excursions, team building programmes, on the mountains of the town of Valjevo. Tourists are offered canyons, caves, pits, gorges, steep cliffs and waterfalls, with the guidance of the members of our team. This is an adventure guaranteeing an adrenaline rush”, Ivan said.



MALDIVES GOVERNMENT WARNS THE WORLD WITH AN UNDERWATER CABINET MEETING



The Government of the Maldives held, at 2009 end, a cabinet meeting below the sea surface to symbolically attract the international attention to the global warming and raising of the sea-level, putting the majority of the islands comprising this Islamic republic at the risk of being swamped. Mohamed Nasheed, the President of the Republic of Maldives, together with 13 ministers, held the meeting six metres below the sea-level. On this occasion, he signed a document calling for global cuts in the emission of carbon gases. This is one of the key issues discussed at the December UN Climate Change Conference in Copenhagen. Another issue discussed at the Conference has been further reduction of greenhouse gases.

The Maldivian cabinet members took diving lessons in preparation for this unusual activity, and President Nasheed was already an experienced certified scuba diver. In scuba-diving gear, in the capital Male bay, the ministers communicated by white boards and hand signals at tables placed at the bottom of the sea.

Nasheed started considering a new place to live for nearly 400 thousand Maldivians in November 2008 already, after the presidential elections. One of the solutions would be to allocate a portion of the billion dollar worth income from tourism to buy a new territory for the nation. Considered is land possessed by Sri Lanka and India, since these countries share similar culture, cuisine and climate with the Maldives.

EARNS 2.5 BILLION USD ON THE CRISIS



David Tepper, the founder and manager of the hedge fund Appaloosa Management, is among those who profited most from the global economic crisis. By investing in shares of the crisis-battered banks Citigroup and Bank of America, Tepper has earned 2.5 billion USD! The prices of the shares of these banks rose as much as four times from February this year, and Tepper, who had the courage to buy them while they were cheap and bearing the risk of falling further, made one of the top annual incomes in history. Tepper (50), the “financial juggler” as the media call him, earned 7 billion USD for the fund by buying bank shares.

WORLD'S TALLEST BUILDING OPENS

At 2010 start, Dubai opened the world's tallest tower, aiming at pushing the limits of architecture but hoping also the project would make a symbolic turning point after the year marked by the financial crisis. With magnificent fireworks and attended by 6.000 guests, Burj Dubai was officially opened, the highest tower in the world, a steel and glass giant, over 800 m high, having 200 floors, 160 being residential and business areas, and the largest world's shopping centre.

The building includes the luxurious hotel Armani with a spa centre and several restaurants to be opened in March this year. The building can be seen 95 km away. The construction, which started in 2004, was performed by a South Korean, a Belgian and an Emirates company.



TRAIN CRASHES INTO HOTEL



Problems and malfunctioning in railway traffic do not happen only in our country. Namely, in Helsinki, a passenger train with no passengers on board ended its ride by running into a hotel by Helsinki's railway station due to a brake failure, causing minor injury to one person, as the Finnish rail administration said. Four railcars of an intercity train disconnected and uncontrollably travelled across rails. The group of carriages smashed through a buffer stop before running into a conference room of a hotel nearby the station which was luckily empty at the time. The hotel was evacuated from safety reasons due to the risk that the building would collapse. Eight tracks were closed at the station, causing serious delays to the services.

AUSTRALIANS LEAD THE WORLD IN PERSONAL DEBT

Australia has taken the infamous first place at the list of countries with highest household indebtedness, with the value of their debt exceeding the gross domestic product. Calculated per capita, the Australians already surpassed the USA in the household debt for real estate mortgages, loans and credit cards, according to the Australia's central bank data. Every adult American owes to financial institutions on average 44.000 USD, whereas an adult Australian must repay up to 56.000 USD. This debt is comprised of housing loans as much as 90 %, and the remainder goes to debts from other loans and credit cards. The research company Fujitsu Consulting estimates that up to 39 % of the income of an average Australian household is used for servicing these debts, interests and other charges related to them. With the cost of borrowing set to rise as soon as January 2010, the burden of debt servicing is going to get even more onerous for Australian households.



PLANE FROM 1911 FOUND IN ANTARCTICA



A team of Australian explorers discovered under ice layers on the South Pole pieces of a 1911 plane established to be one of the first aircrafts in the world. The monoplane was the first model ever produced in the British company Vickers eight years after the Wright brothers had taken their first flight. Noteworthy, since it was impossible for the explorer Douglas Mawson to fly to Antarctica by the plane, he transported it to the South Pole to use it as a tractor for sledge drive. In 1939, he left the aircraft at the expedition base at Cape Denison and then the body of the plane got captured in the ice. Due to the recent rapid ice melting as the result of climate changes, Australian explorers spotted the body of the plane on the first day of New Year, and it would be transported to Australia until the end of the month.

WHO ARE PASSENGERS FROM HELL?

The advisory website TripAdvisor has made a list of passengers from hell who horrify most of tourists. The list is topped by the Space Intruder who invades your personal space with an arm or a knee or falls asleep on your shoulder. He is followed by the Nervous Wreck, the Chatterbox, the Bio-Hazard – sneezing, sniffing, sweating and having dandruff, Cary Carry-All who fills the entire space with excessive luggage and stuffs the bags below your seat. The bottom of the list is reserved for the Smelly Food Snacker and the Oblivious Parent.



SKIING IN COLORADO WITH MARIJUANA



The ski resort Brackenridge in Colorado allows using of marijuana. The only barrier is the age of tourists; you need to be over 21 in order to smoke it. In addition to marijuana, you can get the entire paraphernalia, from pot to pipes. Although smoking is allowed, selling and growing of marijuana is strictly forbidden. After a number of fatal accidents on skiing, ban on marijuana smoking on trails has been introduced.

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