



TEMA BROJA:

URBANO ILI RURALNO?

DOGAĐAJI U GRADU I U PRIRODI:
**KOJE AKTIVNOSTI
DA ORGANIZUJEM?**

OD IDEJE DO REALIZACIJE:
**KAKO SMANJITI UTICAJ
DOGAĐAJA NA ŽIVOTNU SREDINU?**

COVER STORY:

URBAN OR RURAL?

EVENTS IN CITY AND IN NATURE:
**WHICH ACTIVITIES
SHOULD I ORGANIZE?**

FROM THE IDEA TO THE REALIZATION:
**HOW TO REDUCE THE IMPACT
OF EVENTS ON THE ENVIRONMENT?**



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Procenjuje se da će za nekoliko godina procenat ukupnog stanovništva sveta koje živi u gradovima, povećati na oko 60 odsto.

Početak 19. veka svega tri procenta populacije planete živelo je u gradovima, da bi početkom sledećeg veka taj procenat porastao na 13, a već krajem 20. veka na 47%. Ne tako davno, 1950. godine postojala su samo dva takozvana megagrađa – Njujork i Tokio, a od 2011. godine ih ima preko 20, koji imaju oko 20 miliona stanovnika.

Ove brojke se prilično rapidno povećavaju. Zabrinjavajuće?

Globalna urbanizacija, pored razvoja i napretka, donela je sa sobom i čitav niz ozbiljnih ekonomskih, socijalnih i ekoloških pitanja. Prenaseljenost gradova dovodi do povećanja nezaposlenosti i siromaštva, ogromnog pritiska na infrastrukturu, kao i zagađenja vode, zemlje i vazduha ogromnih razmera. Problem zagađenosti vazduha u Pekingu, poslednjih meseci, slikovito dočarava situaciju u kojoj se nalazimo. U Pekingu to zovu „erpokalipsa“, od engleskih reči „air“ (vazduh) i „apocalypse“. Čitav grad je doslovno okovan gustim i prljivim smogom usled kojeg je čak i požar u jednoj fabrici nameštaja ostao 3 sata neprimećen.

Sredinom 20. veka osećala se glad za urbanizacijom, tehnološkim inovacijama, automatizacijom procesa, ljudi su sa poletom jurili ka boljem i lagodnijem životu kojem bi to sve trebalo da vodi. Poslednjih godina, ljudi se sele u gradove zbog pukog preživljavanja.

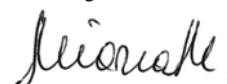
Postao je luksuz jesti prirodnu hranu i udisati svež vazduh.

Sa druge strane, gradovi jesu i ostaće privredne sile koje pokreću svet, oduvek su bili stecište kulture, umetnosti, mode, arhitekture, nauke, tehnologije. Mnogi gradovi su, sa razlogom, bili inspiracija pesnicima, književnicima, naučnicima.

Hoćemo li uspeti da napravimo ravnotežu u svemu tome? Možemo li da se opustimo u potpunosti dok ležimo na travi, podbočeni na drvo hrasta, uživajući u prizoru savršenog pejzaža? Ili će nam pažnju okupirati činjenica da nema WiFi kako bi proverili mejl ili sherovali sliku slatkog teleta kojeg smo malopre uslikali?

Vreme će pokazati. U međuvremenu, u ovom broju SEEbtm magazina ukažaćemo na prednosti, kako urbane, tako i ruralne sredine za organizaciju događaja, daćemo predloge na koje načine možemo uticati na očuvanje životne sredine u tim slučajevima, kao i zanimljive aktivnosti u kojima delegati mogu da učestvuju ili dožive u urbanoj, a koje u ruralnoj sredini.

Miona Milić,
glavni i odgovorni urednik




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The world's total urban population is expected to increase within the next several years by approximately 60 per cent.

At the start of the 19th century, only three percent of the planet's population lived in cities. At the outset of the next century this number rose to 13 percent and continued to grow, reaching 47 percent at the close of the 20th century.

Not so long ago, in 1950, there were only two so-called metropolises – New York and Tokyo, while in 2011 there were over 20 of them with populations of about 20 million people.

These figures are rapidly increasing. Should we be concerned?

Global urbanization, in addition to development and progress, has also brought with it a number of serious economic, social, and ecological issues.

Urban overpopulation increases unemployment and poverty, puts strain on the infrastructure, and causes excessive water, earth, and air pollution. The air pollution crisis in Beijing in recent months illustrates the situation we are in. In Beijing they call it the "airpocalypse", derived from the words "air" and "apocalypse". The entire city is literally engulfed in dense, foul smog as a result of which the fire that broke out in a furniture factory went unnoticed for three whole hours.

The mid-20th century ushered in a strong desire for urbanization, technological innovation, and automation, prompting people to rush towards a better and more comfortable life which these things were believed to guarantee. Towards the close of the century, the mere struggle for survival drove people to move to the cities.


Eating natural food and breathing fresh air has become a luxury.

On the other hand, cities are and will remain economic giants propelling the world forward. Since antiquity they have been the centers of culture, art, fashion, architecture, science, and technology. Many cities, not without reason, have served as inspiration to poets, writers, and scientists alike.

Will we manage to get things under control and create balance? Can we fully relax as we lie on the grass or lean against an oak, enjoying the view of a perfect landscape? Or will our attention be disrupted by the lack of WiFi and the fact that we can't check our Inbox or share the photo we just took of a cute calf?

Time will show. Meanwhile, in this issue of SEEbtm magazine we'll point to the advantages of both urban and rural environments as settings for event organization, propose ways in which we can contribute to environment protection in these cases, and indicate interesting activities event participants can enjoy or experience in urban or, rural surroundings.

Miona Milic,
Editor-in-Chief






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SAMIT SKIJALIŠTA CENTRALNE EVROPE - MoReSCE, MK MOUNTAIN RESORT, KOPAONIK, SRBIJA



Prvi Samit skijališta Centralne Evrope pod nazivom MoReSCE održan je od 27. do 29. juna 2013. god. na Kopaoniku, sa ciljem stvaranja platforme ekonomskog razvoja planinskih centara Centralne Evrope i edukacije zaposlenih u oblasti razvoja i promocije ovih turističkih destinacija.

Više od 130 delegata iz 13 zemalja razmenilo je znanja i iskustva, sa ciljem boljeg i bržeg razvoja ove oblasti turizma.

Samit je okupio predstavnike ski centara Evrope, proizvođače opreme neophodne za rad skijališta, planere, menadžere, investitore, kao i predstavnike gorskih službi spasavanja iz regiona.

Kroz dvodnevni rad, tokom šest različitih panela diskutovalo se o primerima dobre prakse, infrastrukturi ski centara, novim trendovima i unapređenju ponude u ski centrima Jugoistočne Evrope. Samit su obeležila značajna imena ski centara i ski asocijacija jugoistočne Evrope. Više o Samitu na www.moresce.org

8. KONGRES EVROPSKOG UDRUŽENJA KOLOPROKTologa, BEOGRAD, SRBIJA



Od 25. do 27. septembra 2013. godine u Sava Centru u Beogradu, u Srbiji, održaće se 8. Kongres Evropskog udruženja koloproktologa – ESCP 2013.

ESCP se bavi promovisanjem i unapređenjem nauke, znanja i prakse u domenu koloproktologije kroz organizovanje visokokvalitetnih multidisciplinarnih godišnjih kliničkih i naučnih skupova.

Kongres će obuhvatiti čitav niz tema uključujući karličnu hirurģiju za rak debelog creva, rekto-urogenitalne fistule i nova saznanja u oblasti Kronove bolesti, itd.

Priznati stručnjaci iz ovih oblasti održaće pet vrhunskih predavanja, propraćenih diskusijama i drugim uobičajenim sadržajima, kao što je „Kutak za konsultante“.



SAVREMENI TRENDovi U TURIZMU I UGOSTITELJSTVU (CTTH) 2013, NOVI SAD, SRBIJA

15. Međunarodna konferencija o savremenim trendovima u turizmu i ugostiteljstvu – CTTH 2013 biće održana u periodu od 26. do 27. septembra 2013. godine u Kongresnom centru Novosadskog sajma u Novom Sadu, u Srbiji.

CTTH 2013 je međunarodna konferencija o istraživanjima u turizmu, slobodnom vremenu, hotelijerstvu, gastronomiji i multidisciplinarnim studijama.

Tema CTTH 2013 je Mir, Kultura i Turizam. Konferenciju organizuje Departman za geografiju, turizam i hotelijerstvo Prirodno-matematičkog fakulteta Univerziteta u Novom Sadu. CTTH se tradicionalno organizuje od 1997. godine, a 15. put ove godine. Do 2009. godine konferencija se održavala svake godine, a od tada se održava svake druge godine.

19. KONGRES DERMATOVENEROLOGA SRBIJE, BEOGRAD, SRBIJA

19. Kongres dermatovenerologa Srbije održan je u periodu od 13. do 15. juna 2013. godine u Sava Centru u Beogradu, u Srbiji, u organizaciji Udruženja dermatovenerologa Srbije.



Na Kongresu je bilo prisutno više od 30 predavača iz inostranstva, a svi su prepoznati i priznati eksperti u oblastima kojima se bave.

Neke od glavnih tema kongresa bile su: dermatoonkologija, psorijaza, autoimunske bulozne i inflamatorne dermatoze i estetska dermatologija.

BALCOR 2013, BEOGRAD I ZLATIBOR, SRBIJA



BALCOR 2013 će biti održan od 7. do 10. septembra 2013. godine u Beogradu i na Zlatiboru, u Srbiji.

BALCOR je međunarodna konferencija koja tradicionalno okuplja operacione istraživače sa ciljem da se predstave rezultati teorijskih i praktičnih istraživanja, kao i primene u praksi. Konferencija će omogućiti uspešnu razmenu ideja i informacija od interesa za operaciona istraživanja i unapređenje međunarodne saradnje, posebno među balkanskim zemljama.

Nacionalni 50. Simpozijum o operacionim istraživanjima – SYMOP-IS 2013 biće održan istovremeno sa 11. Balkanskom konferencijom o operacionim istraživanjima – BALCOR 2013 kao zajednički međunarodni skup. Ovo je zajednički poduhvat Univerziteta u Beogradu, Fakulteta organizacionih nauka i srpskog Društva operacionih istraživača.

MAISTRA IZ HRVATSKE PROGLAŠENA LIDEROM ELITNOG TURIZMA U REGIONU

Hotelskom lancu Maistra dodeljena je „Brand Leader Award 2013“ kao lideru elitnog turizma u regiji jugoistočne Evrope, zato što je pažljivo biranim inovativnim i razvojnim strategijama postao primer dobre prakse i sinonim elitnog i poslovnog turizma u jugoistočnoj Evropi.



Turistički proizvod Maistre čini 10 hotela, 8 naselja i 7 kampova za preko 34.000 gostiju, što je stavlja u red najvećih evropskih hotelijerskih grupacija.

„Maistra je svoj turistički proizvod visoko pozicionirala na globalnoj turističkoj karti, čime je značajno doprinela stvaranju novog imidža ovog dela Istre te je time dala veliki doprinos jačanju ugleda turističke industrije cele jugoistočne Evrope“, kaže se u obrazloženju nagrade.

Nagrada „Brand Leader Award“ dodeljuje se već devet godina na temelju niza standardizovanih kriterijuma koji podrazumevaju inovativnost, visok stepen tržišne prepoznatljivosti i pozicioniranja autentičnog proizvoda. Dodelom nagrade afirmišu se najistaknutije kompanije, institucije, pojedinci i mediji koji stalnim pozitivnim razvojem i inovativnim strategijama postavljaju više standarde i unapređuju tržište, te daju veliki doprinos u popularizaciji privrednog potencijala i kreiranja konkurentnog tržišnog imidža jugoistočne Evrope.

2. MEĐUNARODNA JAVA CRO'13 KONFERENCIJA, TUHELJSKE TOPLICE, HRVATSKA

U periodu od 3. do 5. juna 2013. godine održana je 2. Međunarodna Java Cro'13 konferencija u hotelu Well u Termama Tuhelj, u Hrvatskoj. Hotel poseduje novi kongresni centar sa dve polivalentne dvorane ukupnog kapaciteta do 500 osoba. Organizatori konferencije su za 3 radna dana okupili oko 300 učesnika na više od 50 predavanja u 3 paralelna niza.

Na ovogodišnjoj konferenciji predavanja su se odnosila na planarna i keynote predavanja, trendove i budućnost, rešenja i poslovne slučajeve (Case Studies, razvojna iskustva, rešenja proizvoda i usluga), metodologiju i alate, itd. Među predavačima na Java Cro konferenciji bili su C. Leau, D. Topić, D. Vukmanović, i G. Wielenga.



12. ISCVI D SIMPOZIJUM, RADISSON BLU RESORT & SPA U DUBROVAČKIM VRTOVIMA SUNCA, HRVATSKA

U periodu od 19. do 21. maja 2013. godine u Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca održan je 12. Međunarodni simpozijum o modernom pristupu endokarditisu i kardiovaskularnim infekcijama, organizovan od strane Internacionalnog društva za kardiovaskularne infektivne bolesti (ISCVI D).



Radisson Blu Resort & Spa u Dubrovačkim Vrtovima Sunca raspolaže sa potrebnom infrastrukturom, sadržajima i uslugama kako bi se osigurao prvoklasan događaj poput ovoga; hotel je obezbedio konferencijsku salu sa kapacitetom za 600 učesnika i 3 dodatne potpuno opremljene sale koje su bile na raspolaganju učesnicima ISCVI D 2013. Sve sale su opremljene brzim bežičnim internetom, kao i najmodernijom audiovizualnom opremom.

Učesnici su bili smešteni u elegantnim i komfornim sobama i rezidencijama Resorta sa 5*, uživali su u svim dodatnim uslugama i sadržajima poput Spa, sportskog centra, spoljašnjeg i unutrašnjeg bazena, kao i u kulinarskim specijalitetima prvoklasnih kuvara u okruženju istinske Mediteranske lepote.

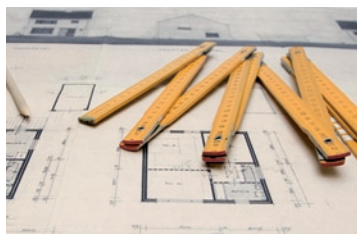
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53. MEĐUNARODNI KONGRES NEUROPSIHIJATARA U PULI, HRVATSKA

53. Međunarodni kongres neuropsihijatara u Puli – INPC, održan je u periodu od 19. do 22. juna 2013. godine u Hotelu Park Plaza Histria, u Hrvatskoj.

53. INPC kongres organizovalo je Društvo za neuropsihijatriju – SNP. Ovaj kongres jedan je od najstarijih medicinskih konferencija na svetu. INPC kongres postao je omiljeno mesto za skupove i kontinuiranu edukaciju o temama iz oblasti neurologije i psihijatrije, kao i za razmenu iskustava brojnih naučnika i stručnjaka iz srednje, južne i istočne Evrope i drugih kontinenata.

Glavne teme obuhvatile su: zakon o psihoterapiji, forenzičku psihijatriju, depresiju i bol: kakva je međusobna veza?, dijagnoza i lečenje bola u donjem predelu leđa, itd.



4. KONGRES HRVATSKIH ARHITEKATA, OSIJEK, HRVATSKA

4. Kongres hrvatskih arhitekata pod imenom Zemlja održaće se u periodu od 27. do 29. septembra 2013. godine u hotelu Osijek, u Hrvatskoj, u organizaciji Hrvatske komore arhitekata i Udruženja hrvatskih arhitekata.

Ovogodišnjim kongresom organizatori će prošire područje razgovora na komplementarne i srodne discipline arhitekture, pa očekuju učešće međunarodnih i domaćih arhitekata, sociologa, ekonomista, pravnika, agronoma, zaposlenih u kulturi i dr.

Dolazak na kongres su potvrdili eminentni inostrani stručnjaci, kao što su Louis Becker iz Danske, Dickon Robinson i Angela Brady iz Velike Britanije, Tobia Scarpa i Mario Cucinella iz Italije.

BAGECO 12, LJUBLJANA, SLOVENIJA



12. Simpozijum o genetiци bakterija i ekologiji održan je u periodu od 9. do 13. juna 2013. godine u Grand Hotel Union Executive u Ljubljani, u Sloveniji.

BAGECO 12 okupio je najeminentnije naučnike iz ove oblasti koji su održali prezentacije o nedavnom napretku u evoluciji prokariota i horizontalnom transferu gena, sociomikrobiologiji i umrežavanju mikrobne zajednice, korisnim mikrobima itd.

Ove godine program je obuhvatio 36 usmenih i 230 poster prezentacija.

Organizatori su se nadali da će simpozijum pružiti najbolje okruženje za novo umrežavanje i saradnju, kao i kontakte putem društvenih mreža sa naučnom zajednicom koja se bavi mikrobnom ekologijom.

IATE 2013, LJUBLJANA, SLOVENIJA



4. Konferencija međunarodnog udruženja za ekonomiju turizma IATE 2013 održana je u periodu od 1. do 4. jula 2013. godine u Ljubljani, u Sloveniji.

IATE 2013 pružila je priliku istraživačima, teoretičarima i stručnjacima da se sastanu i razmene ideje o ključnim aspektima razvoja u oblasti ekonomije turizma.

Među istaknutim govornicima na konferenciji bili su Thea Chiesa, koja je govorila o problemima u razvoju T&T indeksa 2013 i implikacijama za konkurentnost destinacija, kao i Leo Jago koji je govorio o problemima u razvoju nacionalnog plana istraživanja u oblasti turizma kojim bi se unapredio ekonomski doprinos turizma.

ICNDT 2013, PORTOROŽ, SLOVENIJA



12. Međunarodna konferencija pod nazivom „Primena savremenog ispitivanja bez razaranja u inženjerstvu“ biće održana u periodu od 4. do 6. septembra 2013. godine u Portorožu, u Sloveniji.

Cilj konferencije jeste da se spoje stručnjaci iz akademskog i privrednog sektora u svim aspektima vezanim za nove oblasti i aplikacije ispitivanja bez razaranja.

Ključne teme biće primena metoda bez razaranja na ispitivanje konstrukcija, matematičko modeliranje u ispitivanju bez razaranja, inovacije u tehnikama ispitivanja bez razaranja, sredstva i oprema i odobravanje ispitivanja bez razaranja, standardi i primena standarda u oblastima ispitivanja bez razaranja.

PReS 2013, LJUBLJANA, SLOVENIJA



20. Evropski kongres pedijatrijske reumatologije biće održan od 25. do 29. septembra 2013. godine u Kulturnom i kongresnom centru Cankarjev dom, u Ljubljani, u Sloveniji.

Godišnji kongres Evropskog udruženja pedijatrijske reumatologije (PReS) postao je najveća međunarodna konferencija pedijatrijskih reumatologa na kojoj se predstavljaju najnovija otkrića i pomaci u svim oblastima vezanim za pedijatrijsku reumatologiju.

Glavne teme biće sistemski lupus, antifosfolipidni sindrom, autoinflamatorne bolesti, biološke terapije i ishodi pedijatrijskih reumatskih oboljenja, translacionalna istraživanja i vakcinacija kod reumatskih oboljenja. Organizatori kongresa očekuju prisustvo oko hiljadu delegata.



27. KONFERENCIJA EVROPSKOG DRUŠTVA ZA KOLOIDE I INTERFEJS (ECIS), SOFIJA, BUGARSKA

U periodu od 1. do 6. septembra 2013. godine u Hotelu Sofia Princess u Sofiji, u Bugarskoj, biće održana 27. Konferencija evropskog društva za koloide i interfejs (The European Colloid and Interface Society) – ECIS 2013.

Konferenciju organizuje Departman za interfejs i koloide (Institut za fizičku hemiju, BAS) i Departman za fizičku hemiju (Fakultet hemije i farmacije, SU).

Konferencija će pružiti široke mogućnosti za razmenu ideja, izveštaje o novim dostignućima u koloidnoj i interfejs nauci i o doprinosu napretku u oblastima biomedicine, farmacije, kozmetike, nanoelektronike, prehrambene i petrolejske industrije.

MEĐUNARODNA KONFERENCIJA KRITIČNIH TAČAKA U TURIZMU, SARAJEVO, BOSNA I HERCEGOVINA

Međunarodna konferencija kritičnih tačaka u turizmu (International Critical Tourism Studies Conference) održana je u periodu od 25. do 28. juna 2013. godine u Hotelu Europa u Sarajevu, u Bosni i Hercegovini.

Među najistaknutijim govornicima na ovogodišnjoj konferenciji bili su Michael Hall, Freya Higgins-Desbiolles i Kyle Powys-Whyte, Dorina Maria Buda i Sandro Carnicelli-Filho, Lynn Minnaert i Ross Klein, Tijana Rakić i Donna Chamber i Tomas Pernecky i Senija Čaušević.

Glavne teme bile su zeleni razvoj i turizam za održivu budućnost, nema nade za optimističan turizam, kritične tačke u turizmu i emocije, kreativna putovanja kroz vizuelna istraživanja turizma, turizam i mir.



2. MEĐUNARODNA EVROAZIJSKA KONFERENCIJA MATEMATIČKIH NAUKA I APLIKACIJA, SARAJEVO, BOSNA I HERCEGOVINA



2. Međunarodna evroazijska konferencija matematičkih nauka i aplikacija biće održana u periodu od 26. do 29. avgusta 2013. godine u Sarajevu, u Bosni i Hercegovini.

Cilj konferencije biće davanje doprinosa razvoju matematičkih nauka i njenih aplikacija i povezivanje članova matematičke zajednice interdisciplinarnih istraživanja iz celog sveta.

Na konferenciji će biti predstavljena nova dostignuća i budući izazovi u nizu kratkih govora i prezentacija putem poster prezentacija.

Prezentacije će biti održane na turskom, bošnjačkom i engleskom. Biće predstavljene i originalni, do sada neobjavljeni radovi na konferenciji IECMSA-2013. Rezimeji svih predstavljenih radova biće objavljeni u konferencijskom biltenu.

10. KONGRES DRUŠTVA OFTALMOLOGA JUGOISTOČNE EVROPE, OHRID, MAKEDONIJA

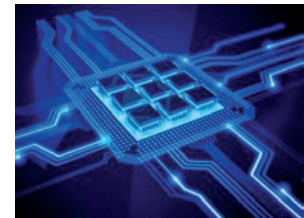
10. kongres Društva oftalmologa jugoistočne Evrope – SEEOS zajedno sa 3. kongresom Udruženja oftalmologa Makedonije sa međunarodnim učesćem održan je od 20. do 23. juna 2013. godine na Ohridu, u Makedoniji.



10. SEEOS Kongres omogućio je sumiranje i procenu zadataka koji su na početku 2004. godine stavljeni pred SEEOS kao regionalnog udruženja oftalmologa koje okuplja 18 zemalja jugoistočne Evrope. Istaknuti govornici na ovom kongresu bili su Prof. Leonidas Zografos, Prof. Keith Barton, Prof. Juan Duran De la Colina, Prof. Marie-Jose Tassignon, Prof. Hans Lemij.

ISEF 2013, OHRID, MAKEDONIJA

16. Međunarodni simpozijum o elektromagnetnim poljima u mehanotronici, elektrotehničkom i elektronskom inženjerstvu – ISEF 2013 biće održan od 12. do 14. septembra 2013. godine u Metropol Lake Resort-u na Ohridu, u Makedoniji. Teme konferencije pokriće širok spektar problematike u oblasti elektromagnetnih polja i dati jedinstvenu priliku naučnicima, istraživačima i inženjerima iz celog sveta da prodiskutuju aktuelno stanje i novine u izračunavanju, modeliranju, simulaciji, merenjima i primeni elektronskih polja.



Posebna pažnja će biti usmerena na probleme vezane za Bioelektromagnetizam i elektromagnetske opasnosti – novu stratešku oblast savremenog društva.



4. MEĐUNARODNA KONFERENCIJA O ENERGETICI I ODRŽIVOSTI, BUKUREŠT, RUMUNIJA

4. Međunarodna konferencija o energetici i održivosti održana je od 19. do 21. juna 2013. godine u Hotelu Interkontinental u Bukureštu, u Rumuniji.

Među ključnim temama ovogodišnje konferencije bile su energetska analiza i upravljanje, energija i transport, energija i zgrade, prenos i distribucija energije, pametne mreže, skladištenje energije, novi izvori energije, ekološki rizici, budućnost nuklearne energije, energetska politika, CO₂ sekvencijacija i skladištenje.

Konferencija je dala priliku naučnicima, stručnjacima, tvorcima politike i drugim zainteresovanim učesnicima da se upoznaju sa novinama u ovom sektoru koji karakterišu stalne promene.

Energetika i održivost 2013 bila je četvrta po redu međunarodna konferencija u ovoj seriji, nakon uspeha prvog skupa održanog u Wessex Institute of Technology u Nju Forestu, Velika Britanija (2007.); drugog održanog u Bolonji, Italija (2009.) i trećeg u Alikanteu, Španija (2011.).

MOUNTAIN RESORT SUMMIT CENTRAL EUROPE - MoReSCE, MK MOUNTAIN RESORT, KOPAONIK, SERBIA

The first Summit of ski resorts in Central Europe called MoReSCE was held from 27th to 29th June 2013, on Kopaonik, with the mission to establish platform for sustainable economic development in the mountain resorts of the region of Central Europe. More than 130 delegates from 13 countries exchanged their knowledge and experience with the aim of better and faster development of the tourism industry.



The summit brought together representatives of the ski centers in Europe, manufacturers of equipment necessary for operation of ski resorts, planners, managers, investors, and representatives of the mountain rescue services in the region. Within six different panels held over two days, the discussion covered topics such as exchange of best practices, infrastructure of ski resorts, new trends and ways of improving offer in ski centers of South East Europe.

The summit was attended by a great number of experts on the subject from Ski centers and Ski Association of South East Europe. More information on www.moresce.org

19TH CONGRESS OF THE SERBIAN ASSOCIATION OF DERMATOVENEROLOGISTS, BELGRADE, SERBIA

The 19th Congress of the Serbian Association of Dermatovenerologists was held in period from 13th to 15th June 2013 in Sava Center in Belgrade, Serbia organized by the Serbian Association of Dermatovenerologists. More than 30 foreign speakers, eminent experts in their respective fields, attended the Congress.



Some of the main topics of the Congress were: dermatology, psoriasis, autoimmune bullous and inflammatory dermatoses, and esthetic dermatology.

BALCOR 2013, BELGRADE AND ZLATIBOR, SERBIA



BALCOR 2013 will be held from 7th to 10th September 2013 in Belgrade and at Zlatibor, Serbia.

BALCOR is an international conference which traditionally gathers operational researchers with the objective to present the results of theoretical and applied work. One of the benefits is a successful exchange of ideas and information of interest to operational research and the promotion of international co-operation, particularly among the Balkan countries.

The 50th National Operational Research Symposium – SYM-OP-IS 2013 will be held in the same period as the 11th Balkan Conference on Operational Research – BALCOR 2013 as a Joint International Meeting. This is a joint effort of the University of Belgrade, Faculty of Organizational Sciences and the Serbian OR Society.

8TH CONGRESS OF THE EUROPEAN SOCIETY OF COLOPROCTOLOGY, BELGRADE, SERBIA



In period from 25th to 27th September 2013 in Sava Center in Belgrade, Serbia will be held 8th Congress of the European Society of Coloproctology – ESCP 2013.

ESCP is dedicated to promoting and advancing the science, knowledge and practice of coloproctology with high quality multidisciplinary annual clinical and scientific meetings. Congress will cover a wide range of topics including pelvic surgery for rectal cancer, recto-urogenital fistulas and an update on Crohn's, etc. There will be five "State of the Art" lectures delivered by recognized experts in the field, each followed by discussion and other popular regulars such as "Consultants' Corner" will feature again.

CONTEMPORARY TRENDS IN TOURISM AND HOSPITALITY (CTTH) 2013, NOVI SAD, SERBIA



15th International Conference Contemporary Trends in Tourism and Hospitality - CTTH 2013 will be held in period from 26th to 27th September 2013 in Congress Centre of the Novi Sad Fair in Novi Sad, Serbia. CTTH 2013 is an International conference regarding research in tourism, leisure, hotel management, gastronomy and multidisciplinary studies.

Theme of the CTTH 2013 is Peace, Culture and Tourism. Conference is organized by Department of Geography, Tourism and Hotel Management, Faculty of Sciences, University of Novi Sad. The CTTH

is traditionally organized since 1997, for the 15th time this year. Until 2009 it was annual, when it was rearranged as biennial event.

MAISTRA FROM CROATIA RECOGNIZED LEADER OF ELITE TOURISM IN THE REGION

The hotel chain Maistra has received the Brand Leader Award 2013 as the leader of elite tourism in the region of southeast Europe.



With its careful selection of innovation and development strategies it has become a model of good practice and a synonym for elite and business tourism in southeast Europe. Maistra's tourist product comprises 10 hotels, 8 villages, and 7 camps for over 34,000 guests, which places it alongside with the largest European hotel groups.

"Maistra has positioned its tourist product high on the global tourist map thereby significantly promoting the new image of this part of Istria and contributing to the positive reputation of the entire southeast European tourist industry", explained according to the award citation.

The Brand Leader Award has been awarded for nine years now, based on a set of standardized criteria comprising innovation, a highly defined market identity, and authentic product positioning. The prize is awarded to leading companies, institutions, individuals, or media whose positive development and innovation strategies set high standards and improve the market, contributing to popularisation of southeast Europe's economic potential and competitive market image.

12TH ISCVI D SYMPOSIUM, RADISSON BLU RESORT & SPA AT DUBROVNIK SUN GARDENS, CROATIA

In period from 19th to 21st May 2013 in Radisson Blu Resort & Spa at Dubrovnik Sun Gardens was held 12th International Symposium on



Modern Concepts in Endocarditis and Cardiovascular Infections, organized by International Society for Cardiovascular Infectious Diseases (ISCVI D).

Radisson Blu Resort & Spa at Dubrovnik Sun Gardens provides all necessary facilities, amenities and services to ensure a first-class event like this. Hotel has provided a conference hall with a capacity for 600 participants and three additional fully-equipped meeting rooms were at disposal to participants of ISCVI D 2013. All meeting rooms are equipped with high-speed Wireless internet access and state of the art audiovisual equipment. Participants were accommodated in a 5* elegant and comfortable rooms and residences, they enjoyed all the extra services and facilities such as SPA, Sports centre, indoor and outdoor pools and culinary delights of first-class chefs in a surrounding of genuine Mediterranean beauty.

2ND INTERNATIONAL JAVA CRO'13 CONFERENCE, TUHELJSKE TOPLICE, CROATIA

The 2nd International Java Cro'13 Conference was held in Hotel Well in Terme Tuhelj, Croatia. The hotel has a new congress centre with two multipurpose halls with total capacity for up to 500 people.



The three-day Conference garnered some 300 participants at more than 50 lectures organized in three parallel session series. This year's Conference involved plenary and keynote lectures, lectures on current trends and the future, solutions and case studies, development experience, product and services solutions, methodology and tools, etc.

The first lecturers to set the Java Cro Conference in motion were C. Leau, D. Topić, D. Vukmanović, and G. Wielenga.

53RD INTERNATIONAL NEUROPSYCHIATRIC PULA CONGRESS, CROATIA

53rd International Neuro-psychiatric Pula Congress - INPC was held in period



from 19th to 22nd June 2013 in hotel Park Plaza Histria in Croatia. 53rd INPC Congress was organized by Society for Neuropsychiatry - SNP. This Congress is one of the oldest medical conferences in the world.

INPC Congress has become a beloved place of meeting, venue for continuing education in topics of neurology and psychiatry and point of scientific and professional exchange of experience for a large number of scientists and professionals from the Central, Southern and Eastern Europe and from other continents as well.

Some of the main topics were: law on psychotherapy, forensic psychiatry, depression and pain: what is the link?, diagnosis and treatment of low back pain, and ect.



4TH CONGRESS OF CROATIAN ARCHITECTS, OSIJEK, CROATIA

The 4th Congress of Croatian Architects, titled Earth, will be held from 27th to 29th September 2013 in Hotel Osijek, Croatia, organized by the Croatian Chamber of Architects and the Association of Croatian Architects.

The organizers intend to broaden this year's Congress to include discussions about complementary and related disciplines of architecture and expect the participation of international and Croatian architects, sociologists, economists, lawyers, agronomists, people engaged in culture-related activities, etc. The invitation to take part in the Congress has been accepted by foreign experts including

Louis Becker from Denmark, Dickon Robinson and Angela Brady from the UK, Tobi Scarpa and Mario Cucinella from Italy.

BAGECO 12, LJUBLJANA, SLOVENIA



12th Symposium on Bacterial Genetics and Ecology was held in period from 9th to 13th June 2013 in Grand Hotel Union Executive in Ljubljana, Slovenia.

BAGECO 12 gathered the most renowned scientists in this field to give presentations on recent advances in prokaryotic evolution and horizontal gene transfer, sociomicrobiology and microbial community networking, beneficial microbes...

This year program was encompassed with 36 oral and 230 poster presentations.

The organizers hoped that the meeting will provide the best possible environment to establish new networks and collaborations and to enjoy social networking with the scientific microbial ecology community.

IATE 2013, LJUBLJANA, SLOVENIA



4th Conference of the International Association for Tourism Economics – IATE 2013 was held in period from 1st to 4th July 2013 in Ljubljana, Slovenia. IATE 2013 was an opportunity for researchers, scholars and practitioners to come together and exchange ideas for discussing key developments in the field of tourism economics. Keynotes at IATE 2013 were Thea Chiesa, and she talked about challenges of developing 2013 T&TC index and implications for destination competitiveness and Leo Jago who talked about challenges in developing a national tourism research agenda to enhance the economic contribution of tourism.

ICNDT 2013, PORTOROŽ, SLOVENIA



12th International Conference titled “Application of Contemporary Non-destructive testing in Engineering” will be held in period from 4th to 6th September 2013, in Portorož, Slovenia.

The aim of the conference series is to bring together colleagues from academia and industry in all novel NDT related research areas and applications.

Some of the main topics will be Applications of non-destructive methods for constructions testing, Mathematical modelling in non-destructive testing, Innovations in non-destructive testing techniques, Facilities and equipment qualification and Authorization of non-destructive testing, standards and application of standards in the fields of non-destructive testing.

PRes 2013, LJUBLJANA, SLOVENIA



20th European Pediatric Rheumatology Congress will be held from 25th to 29th September 2013, at the Cankarjev dom, Cultural and Congress Centre, in Ljubljana, Slovenia. The annual congress of the Pediatric Rheumatology European Society (PRes) has become the largest international pediatric rheumatology conference providing the latest discoveries and advances in all pediatric rheumatology related topics. Main topics will include childhood-onset systemic lupus erythematosus, antiphospholipid syndrome autoinflammatory diseases, biological therapy and outcomes in pediatric rheumatic diseases, translational research and vaccination in rheumatic diseases. Congress organizers are expecting about one thousand delegates to attend.



27TH CONFERENCE OF THE EUROPEAN COLLOID AND INTERFACE SOCIETY (ECIS), SOFIA, BULGARIA

In period from 1st to 6th September 2013 in Sofia Princess Hotel in Sofia, Bulgaria will be held 27th Conference of the European Colloid and Interface Society – ECIS 2013.

Conference will be organized by the Department of Interfaces and Colloids (Institute of Physical Chemistry, BAS) and the Department of Physical Chemistry (Faculty of Chemistry and Pharmacy, SU). The Conference is aimed to provide a wide opportunity for exchange of new ideas, for reports on recent achievements in colloid and interface science and on contributions to the progress in the areas of biomedicine, pharmaceuticals, cosmetics, nanoelectronics, food and petroleum industries.

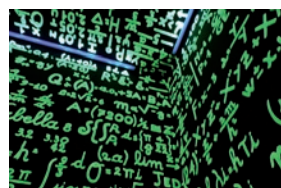
INTERNATIONAL CRITICAL TOURISM STUDIES CONFERENCE, SARAJEVO, BOSNIA AND HERZEGOVINA



International Critical Tourism Studies Conference was held in period from 25th to 28th June 2013, in Hotel Europa in Sarajevo, Bosnia and Herzegovina. Some of the key speakers at this year conference were Michael Hall, Freya Higgins-Desbiolles and Kyle Powys-Whyte, Dorina Maria Buda and Sandro Carnicelli-Filho, Lynn Minnaert and Ross Klein, Tijana Rakic and Donna Chamber and Tomas Pernecky and Senija Causevic. Main topics were Green Growth and Tourism for a Sustainable Future, No high hopes for hopeful tourism, Critical Tourism and Emotions, Creative journeys through visual tourism research, Tourism and Peace.

2ND INTERNATIONAL EURASIAN CONFERENCE ON MATHEMATICAL SCIENCES AND APPLICATIONS, SARAJEVO, BOSNIA AND HERZEGOVINA

2nd International Eurasian Conference on Mathematical Sciences and Applications will be held in period from 26th to 29th August 2013 in Sarajevo, Bosnia and Herzegovina.



The goal of the conference will be to contribute to the development of mathematical sciences and its applications and to bring together the members of the mathematics community, interdisciplinary researches from all over the world.

The conference will present new results and future challenges, in series of invited and short talks, poster presentations.

The presentations can be done in the language of Turkish, Bosnian and English. Also, original, unpublished papers are invited for presentation in the conference IECMSA-2013.

All presented paper's abstracts will be published in the conference proceeding.

10TH CONGRESS OF SOUTH-EAST EUROPEAN SOCIETY OF OPHTHALMOLOGY, OHRID, MACEDONIA

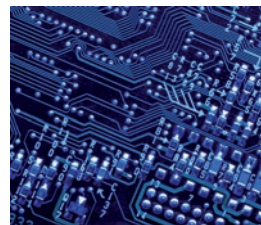
10th Congress of South-East European Society of Ophthalmology – SEEOS along with the 3rd Congress of Ophthalmologists from Macedonia with international participation was held from 20th to 23rd June 2013, at Ohrid, Macedonia. 10th SEEOS Congress gave an opportunity to summarize and evaluate the tasks that were put in front of SEEOS from the very beginning in 2004, as a regional association of ophthalmologists embracing 18 south-east European countries.



Key notes speakers at this congress were Prof. Leonidas Zografos, Prof. Keith Barton, Prof. Juan Duran De la Colina, Prof. Marie-Jose Tassignon, Prof. Hans Lemij.

ISEF 2013, OHRID, MACEDONIA

16th International Symposium on Electromagnetic Fields in Mechatronics, Electrical and Electronic Engineering – ISEF 2013 will be held from 12th to 14th September 2013 in Metropol Lake Resort, at Ohrid, Macedonia.



The conference topics will cover a wide spectrum of electromagnetic field problems and provide a unique opportunity, for scientists, researchers and engineers from all around the world, to discuss the state of the art and new developments in computation, modelling, simulation, measurements and application of electromagnetic fields.

Special emphasis will be put on the problems related to Bioelectromagnetism and Electromagnetic Hazards – a new strategic area of modern society.

4TH INTERNATIONAL CONFERENCE ON ENERGY AND SUSTAINABILITY, BUCHAREST, ROMANIA



4th International Conference on Energy and Sustainability was held from 19th to 21st June 2013 in Intercontinental Hotel in Bucharest, Romania.

Some of the main topics of this year Conference were Energy analysis and Management, Energy and transportation, Energy and buildings, Transmission and distribution of energy, Smart grids, Energy storage, New energy sources, Environmental risks, The future of nuclear energy, Energy policies and CO₂ sequestration and storage.

This conference offered an opportunity for scientists, professionals, policymakers and other parties to review recent developments in this rapidly changing environment.

Energy and Sustainability 2013 was the 4th International Conference in this series, following the success of the first meeting held at the Wessex Institute of Technology in the New Forest, UK (2007); the second in Bologna, Italy (2009) and the third in Alicante, Spain (2011).

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Proširenje kapaciteta hotela Zlatibor Mona, Srbija

Renovirani hotel Zlatibor Mona ovog proleća je obogaćen sa još 4 biznis sale kapaciteta do 30 mesta. Sve sale opremljene su kompjuterom, projektorom i platnom, klimom, ozvučenjem, flip chart-om itd. Sale su idealne za sastanke.

Predprostor među salama je mesto za kafe pauze i neformalne razgovore učesnika sastanaka. Sa kongresnim centrom „Koledo“, koji je otvoren početkom godine i kapaciteta 500 osoba, i uz novi biznis centar, Hotel Zlatibor Mona sada raspolaže sa preko 600 mesta za učesnike konferencija. U hotelu Zlatibor Mona održan je Kongres internističke medicine u periodu od 6. do 9. juna 2013. godine, koji je okupio preko 500 učesnika iz zemlje i inostranstva.

Renovirani Spa & Wellness centar kompleksa Kraljevi Čardaci na Kopaoniku

U maju 2013. godine završeno je renoviranje Spa & Wellness centra kompleksa Kraljevi Čardaci. U toku renoviranja radilo se na poboljšanju izgleda unutrašnjosti i spoljašnjosti samog hotela i Spa & Wellness centra. Hotel je u periodu renoviranja bio zatvoren, ali je od kraja maja gostima ponovo na raspolaganju.

Pored pomenutih renoviranja, gostima će na raspolaganju biti i otvoreni bazen. Kompleks Kraljevi Čardaci sadrži 150 apartmana i aparthotel izgrađenih u periodu 2009. - 2011. god. i spada u jedno od najlepših i najpopularnijih zdanja na Kopaoniku. U sklopu kompleksa Kraljevi Čardaci SPA postoje Apartmani Kraljevi Čardaci SPA i Aparthotel Kraljev Čardak SPA***.



Hotel Balkan Orient Express u Beogradu – sa novim partnerima ka novim promenama

Hotel Balkan, sadašnji hotel Balkan Orient Express, je promenio vlasničku strukturu i priključio se hotelskom lancu zajedno sa hotelom Queen's Astoria i hotelom Mr. President.

Restoran i konferencijske sale su renovirani, kao i predsednički apartman, ali u planu je još mnoštvo promena sa ciljem da se ispune očekivanja gostiju.

Menadžment teži da uslugu dovede na najviši nivo i želi da pošalje pozivnicu svima da zajedno učestvuju u ovim lepim promenama.

U vremenu promena, Balkan Orient Express je lepši nego ikada pre i nestpljiv da pokaže svoju velikodušnost i lepotu.

BW Hotel M – prvi kongresni hotel u Beogradu

Best Western hotel M je 2013. godine dobio kategorizaciju kongresnog hotela i tako postao prvi kongresni hotel u Beogradu. Prepoznatljiv i sa dugogodišnjom reputacijom na domaćem i međunarodnom tržištu, BW Hotel M je bio mesto održavanja 3.000 domaćih i međunarodnih skupova sa preko 250.000 učesnika.

Hotel raspolaže sa 180 soba (Premier, Lux i 8 apartmana), 10 konferencijskih sala kapaciteta od 20 do 500 mesta i obezbeđenim besplatnim parkingom za 150 automobila. Konferencijske sale su opremljene naprednim tehničko-tehnoškim uređajima, savremenom audio-vizuelnom opremom, kompletnom opremom za simultano prevodjenje, LED ekranima, monitorima, kompletnom informacionom tehnologijom za prenos dešavanja iz prostora u prostor. Uzimajući u obzir raspoložive kapacitete, nivo tehničke opremljenosti, profesionalno iskustvo u ovoj oblasti, BW hotel M ima vrlo značajnu i uvaženu poziciju u razvoju kongresnog turizma u Srbiji. Takođe, svih ovih godina od otvaranja hotela do današnjih dana verni gosti hotela bili su i sportisti svih sportskih disciplina – pojedinačnih i kolektivnih. Oni su zaposlenima u hotelu prenosili takmičarski duh, timski organizovan i sistemski rad, pobjednički elan i upornost, ukazujući da prosečnost ne donosi rezultate.



Izgradnja Aman Resort-a Cavtat u Dubrovniku, Hrvatska

Aman Resort Cavtat biće izgrađen na mestu nekadašnjeg hotela Makedonija, a ukupna površina koju će resort zauzimati iznosiće 7.063 m².

Investicije koje će biti uložene u izgradnju iznosiće 29,5 miliona evra, a pri izgradnji koristeće se lokalni tradicionalni elementi, kako bi se gostima hotela preneo utisak mesta u kojem će se resort nalaziti. Hotel će imati 30 soba i 10 apartmana, a gostima će na raspolaganju biti i restoran, biblioteka, bar, Spa i vrtni restoran.

Aman Resort Cavtat, čije je otvaranje planirano za maj 2014. godine imaće 5 plus zvezdica i biće prvi hotel u Hrvatskoj te kategorije.



Obnova malološinjskog hotela Bellevue, Hrvatska

Grupacija Lošinj Hotels & Villas, hotelski brend kompanije Jadranka hoteli, na jesen kreće s obnovom hotela Bellevue, smeštenog u gustoj borovoj šumi uvale Čikat. Investicija vredna 17 miliona evra, podići će uslugu ovog hotela na visoke četiri plus zvezdice, a posebnost hotela biće Wellness centar, kao i velika kongresna sala za 300 osoba. Nakon završetka radova, hotel Bellevue će svoja vrata otvoriti u junu 2014. godine. Ovo je nastavak investicionog ciklusa započetog 2008. godine, koji je podigao kvalitet usluge u hotelima Aurora, Vespera i Punta na četiri zvezdice. Nakon rekonstrukcije, upravo ovi hoteli na tržištu su najtraženiji i tokom godine najpopunjeniji.

Hotel Aurel – novi poslovni hotel u ponudi Podgorice

Moderan i jednostavan, a istovremeno primetno sofisticiran, hotel Aurel obećava boravak za pamćenje. Smešten u novoizgrađenoj poslovnoj zoni Podgorice, u blizini centra grada, idealan je kako za poslovne, tako i za goste koji dolaze na odmor. Izuzetno prostrane sobe predstavljaju pravi ugođaj prožimajući prijatnu i toplu atmosferu vrhunskim tehnološkim kreacijama. U hotelu Aurel možete organizovati bilo koju vrstu događaja. Višenamenska sala hotela je mesto gde se posao i zadovoljstvo spajaju.

Prostor od 116 m² nudi širok spektar mogućnosti po pitanju konferencijskih dešavanja. Sa mogućnošću podele na dve nezavisne prostorije, u hotelu se mogu organizovati dva odvojena događaja istovremeno.

Sala za sastanke je idealno mesto za susrete zatvorenog tipa.



Završeno renoviranje soba i apartmana u Hotelu Mediteran Ulcinj

Hotel Mediteran Ulcinj je nedavno renovirao 24 sobe i apartmana. Svaka soba je opremljena plazma televizorom sa satelitskim programom, internet priključkom, modernim kupatilom od kojih su neki sa Jacuzzi kadmom.

Renovirani apartmani su pogodni za individualne goste i porodice kojima je potreban smeštaj za 5-6 osoba i raspoložu velikom terasom sa pogledom na more.

U sklopu hotela nalazi se i restoran u kojem se služe sve vrste jela, a sa terase pruža se lep pogled na more i Stari Grad.

Moderno opremljena konferencijska sala pogodna je za organizovanje različitih vrsta skupova. Gosti koji borave u Hotelu Mediteran Ulcinj imaju na raspolaganju i otvoreni bazen, besplatan parking i Wi-Fi internet. Hotel je smešten na odličnoj lokaciji koja je udaljena od peskovite gradske plaže samo 200 metara kao i od trgovačkog dela grada, restorana i istorijskih spomenika.

Hotelski lanac Hilton od sledeće godine i u Skoplju

Potpisivanjem franšize između hotela Stone Bridge i Double Tree By Hilton potvrđena je izgradnja hotela Hilton u Skoplju.

Investicije koje će biti uložene u izgradnju ovog hotela će iznositi 30 miliona eura. U okviru hotela, koji će zauzimati površinu od 25.000 kvadratnih metara, pored soba za goste nalaziće se i konferencijske sale kao i prateći objekti.

Hotel će se nalaziti na obalama reke Vardar, a završetak radova se očekuje početkom 2014. godine.



Renovirani dvorac Strmol u Sloveniji – srednjovekovni zamak sa izvanrednom pričom

U središtu Slovenije, na samo 3 km od međunarodnog aerodroma „Jože Pučnik“ u Ljubljani, nalazi se prelep zamak iz 13. veka. Renoviran u periodu od 2010. do 2012. godine, predstavlja savršenu lokaciju za tematske događaje. Elegancija plemićke rezidencije je svakako pravi izbor za organizovanje predavanja, prezentacije, sastanke, radne grupe, pres konferencije, potpisivanje važnih dokumenata, male kulturne događaje, venčanja i prijeme. Zamak ima dušu, njegova luksuzna unutrašnjost priča o bogatom industrijalcu Rado Hribaru, vlasniku nepokretnosti Strmol iz 1936.-1944. Ovde, on i njegova supruga Ksenija, oboje veoma ekstravagantni, kosmopolite i ljubitelji umetnosti ugoštili su brojne ugledne članove slovenačkog i evropskog društva tog vremena. Njihov sofisticirani ukus za enterijerom prepoznatljiv je i danas. Posetite ovu plemićku rezidenciju sa izuzetno bogatom istorijom i avanturama bivših vlasnika.

Sala za sastanke je idealno mesto za susrete zatvorenog tipa.



Expansion of Capacity at Hotel Zlatibor Mona, Serbia

This spring, renovated Hotel Zlatibor Mona was enriched with 4 meetings rooms for up to 30 seats. All meeting rooms are equipped with a computer, projector and screen, air conditioning, sound system, flip chart, etc. Meetings rooms are ideal for smaller meetings. Hall between meetings rooms is a great place for coffee breaks and informal discussions between participants of the meetings. With the congress center "Koledo", which was opened earlier this year with capacity for up to 500 people, and a new business center, Hotel Zlatibor Mona now has over 600 seats for participants of the conference. In period from 6th to 9th June 2013 in hotel Zlatibor Mona was held Congress of Internal Medicine, which brought together over 500 participants from home and abroad.

Renovated Spa & Wellness Center of Kraljevi Čardaci Complex at Kopaonik

Renovation of Spa & Wellness Center of Kraljevi Čardaci Complex was completed in May 2013. During the renovation of the Spa & Wellness Center, it was also worked on improving the appearance of the interior and exterior of the Hotel. The hotel was closed in period of renovation, but since the end of May, it was available to guest. In addition to these renovations, guests will also have at their disposal an outdoor pool. The Complex Kraljevi Čardaci contains 150 suites and aparthotel, built in period from 2009 to 2011 and it is found to be the most beautiful and most popular edifice at the mountain Kopaonik. Within Kraljevi Čardaci Complex there are Kraljevi Čardaci SPA Suites and Aparthotel Kraljev Čardak SPA ***.



Hotel Balkan Orient Express in Belgrade – With New Partners to New Changes



Hotel Balkan, present Balkan Orient Express, has changed ownership structure and joined the hotel chain together with Queen's Astoria Hotel and Hotel Mr. President. Restaurant and meeting rooms have been renovated, as well as a Presidential suite, but there are many things to be done in order to meet guest's expectations. Management is seeking to bring the business into the highest level and would like to politely place an invitation to join them in this beautiful journey of success. In this time of change, Balkan Orient Express is prettier than ever before and eager to show its beauty and hospitality.

BW Hotel M – The First Congress Hotel in Belgrade

In 2013 Best Western Hotel M has got the categorization of congress hotel and became the first congress hotel in Belgrade. Recognizable for its long reputation in domestic and international markets, BW Hotel M was a host of 3,000 domestic and international meetings with more than 250,000 participants. The hotel has 180 rooms (Premier, Lux and 8 suites), 10 conference rooms with a capacity from 20 to 500 seats and secured free parking for 150 cars. Conference rooms are equipped with advanced technical and technological equipment, modern audio-visual equipment, full equipment for simultaneous translation, LED screens, monitors, full information technology for broadcasting events from place to place. Considering the available capacity, technical equipment, professional experience in this field, Best Western Hotel M has a very important and honorable position in the development of meeting industry in Serbia. Also, all the years from the opening of the hotel to this day the faithful hotel guests were and athletes of all disciplines - individual and collective. They were transmitting a competitive spirit to employees, team organized and systematic work, winning enthusiasm and persistence, indicating that mediocrity does not produce results.



Construction of Aman Resort Cavtat in Dubrovnik, Croatia

Aman Resort Cavtat will be built on the site of the former Hotel Macedonia, and the total area that the resort will occupy is 7,063 m². Investments which will be invested in the construction of the resort will amount to 29.5 million euro, and in the construction it will be used local, traditional elements so that the guests conveyed the impression of the place where the resort will be located. The hotel will have 30 rooms and 10 suites, and guests will have at their disposal a restaurant, library, bar, Spa and garden restaurant. Aman Resort Cavtat, which is planned to be open in May 2014 will have 5 plus stars and will be the first hotel in Croatia of that category.



Refurbishment of the Hotel Bellevue in Mali Lošinj, Croatia

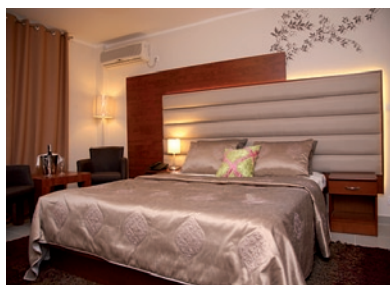
Lošinj Hotels & Villas Group, hotel brand of the company Jadranka hoteli, will start in autumn refurbishment of the hotel Bellevue, located in a dense pine forest of Čikat Bay. Investment is worth EUR 17 million, and it will raise the service of this hotel to the high four plus stars. The uniqueness of the hotel will be the wellness centre and a large conference hall for 300 people. After the completion of the works hotel Bellevue will open its doors in June 2014. It is a continuation of the investment cycle started in 2008, which raised the quality of service to four stars in the hotels Aurora, Vespera and Punta. After the refurbishment, these hotels are the most wanted in the market as well as the most occupied during the year.

Hotel Aurel – New Business Hotel in Podgorica

Modern and simple, but at the same time notably sophisticated, hotel Aurel promises a memorable stay. Located in a newly built business zone of Podgorica, in the very vicinity of the city center, it is ideal for both leisure and business travelers. Exceptionally spacious rooms unite highest technology creations and comfortably pleasant aura. Any kind of events can be easily held in Aurel's event venue. Hotel's multipurpose hall is a place where business and pleasure meet.

A conference hall with 116 m² offers wide range of possibilities. With an option of dividing into two completely independent rooms, hotel can deal with two separate events at the same time.

A meeting room is a perfect place for closed gatherings.



End of Rooms and Apartments Renovation in Hotel Mediteran Ulcinj

Hotel Mediteran Ulcinj recently finished a 4 star renovation of 24 room and suites. Rooms have a sea view and include flat panel TV with satellite, high speed internet, modern bathrooms with walk-in showers and Jacuzzi, expanded wet bar and a children's area.

Renovated suites cater to clients and families seeking spacious rooms that can accommodate up to 5-6 persons with large balconies overlooking the sea.

Hotel Mediteran Ulcinj also offers a restaurant which serves traditional old world cuisine and has a terrace with breathtaking views of the sea and Old town.

Remodeled Conference & Banquet facilities are available and accommodate 20-500 persons.

Guests staying at Hotel Mediteran Ulcinj have access to the sun deck pool, free parking, Wireless internet and various entertainment events. The hotel is located in the heart of town and is in walking distance (200 meters) to beaches, nightlife, shopping and historical monuments.

Hilton Hotel from Next Year in Skopje

By signing the franchise between the hotel Stone Bridge and Double Tree By Hilton it was confirmed the construction of Hilton hotel in Skopje.

Resources which will be invested in the construction of the hotel will be 30 million euro. Within the hotel, which will occupy an area of 25,000 square meters, in addition to guest rooms will be a conference rooms and other facilities. The hotel will be located on the banks of the Vardar River, and completion of works is expected early in 2014.



Renovated Castel Strmol in Slovenia – Medieval Castle with an Extraordinary Story

In the middle of Slovenia, just 3 km from Jože Pučnik, Ljubljana international airport, lies a beautiful castle from 13th century. Professionally renovated in 2010–2012 it represents a perfect location for boutique events. The elegance of a former noble residence certainly is the right choice for lectures, presentations, meetings, working groups, press conferences, signing an important document, small cultural event or smaller wedding ceremonies and receptions.

The castle has a soul; its luxurious interior tells the story of a rich industrial Rado Hribar, the owner of Strmol estate from 1936–1944. Here, he and his wife Ksenija, both very extravagant, cosmopolitans and art lovers hosted numerous respectable members of Slovenian and European society of the time. Their sophisticated taste for home décor is recognizable even today.

Take a guided tour of the ancient noble residence with extremely rich history, many stories and exciting adventures of former owners.

Prof. Alberto Martini, predsednik PReS-a

20. EVROPSKI KONGRES PEDIJATRIJSKE REUMATOLOGIJE - PReS 2013

20. Evropski kongres pedijatrijske reumatologije biće održan od 25. do 29. septembra 2013. godine u Kulturnom i kongresnom centru Cankarjev dom, u Ljubljani, Sloveniji.



Alberto Martini

PReS je evropsko naučno udruženje zdravstvenih radnika koji se bave pedijatrijskom reumatologijom.

Godišnji kongres Evropskog udruženja pedijatrijske reumatologije (PReS) postao je najveća međunarodna konferencija pedijatrijskih reumatologa na kojoj se predstavljaju najnovija otkrića i pomaci u svim oblastima vezanim za pedijatrijsku reumatologiju. Kongres 2011. godine u Brižu okupio je više od 870 učesnika, a naredni kongres, 2012. godine u Berlinu, takođe je zabeležio izvanrednu posećenost.

U očekivanju PReS-a 2013, imali smo čast da razgovaramo sa profesorom **Albertom Martinijem**, predsednikom PReS-a.

1. Kongres PReS je godišnji kongres pedijatrijskih reumatologa. Šta se može očekivati od ovogodišnjeg kongresa?

Jedan čitav dan biće posvećen sistemskom lupusu eritematozusu kod dece, koji se javlja u detinjstvu, kao i antifosfolipidnom sindromu.

Glavne teme biće i autoinflamatorne bolesti, biološke terapije i ishodi pe-

Zvaničnom programu Kongresa PReS 2013 prethodiće interaktivni Sastanak mladih istraživača (Young Investigators Meeting - YIM) na kome će mladi naučnici imati priliku da predstave svoj rad i druže se u prijateljskoj atmosferi sa kolegama iz čitavog sveta.

dijatrijskih reumatskih oboljenja, translacionalna istraživanja i vakcinacija kod reumatskih oboljenja. Očekujemo prisustvo oko hiljadu delegata.

2. Domaćin ove godine biće Ljubljana. Zašto ste baš izabrali Sloveniju i njen glavni grad?

Zahvaljujući njenoj poziciji u centralnom delu Evrope, u Ljubljani se lako može doputovati iz svih evropskih zemalja, a posebno iz zemalja Balkana.

3. Prethodnih godina, zemlje domaćini bili su, između ostalih, Belgija i Nemačka. Naredni kongres, PReS 2014, biće održan u regionu Jugoistočne Evrope, u Srbiji. Koji je glavni razlog što ste fokusirani na ovaj region?

Udruženje želi da deo svojih aktivnosti posveti prenošenju lekarima iz is-

„Jedan od najvećih izazova u organizaciji svih medicinskih kongresa u ovom trenutku je da obezbedimo podršku industrije u skladu sa prethodno postavljenim ciljevima. S tim u vezi, naučni sadržaj kongresnih sesija postaje još značajniji. Kako bi obezbedili da učesnici prisustvuju kongresima, ma gde se oni održavali, sesije i pozvani govornici moraju biti najvišeg kvaliteta. Taj izazov je zadatak za Naučni komitet kongresa koji sastavlja program.“

Organizator kongresa PReS 2013
MCI SUISSE

točne Evrope znanja o pedijatrijskim reumatskim oboljenjima, kako bi se podstakao razvoj pedijatrijske reumatologije, imajući u vidu sve veće potrebe tog važnog evropskog regiona.

S. G.

PReS



Ljubljana, Slovenija

Prof. Alberto Martini, President of PReS

20TH EUROPEAN PEDIATRIC RHEUMATOLOGY CONGRESS - PReS 2013

The 20th European Pediatric Rheumatology Congress will be held from 25th to 29th September 2013, at the Cankarjev dom, Cultural and Congress Centre, in Ljubljana, Slovenia.



PReS is a European scientific society for healthcare professionals in the field of pediatric rheumatology.

The annual congress of the Pediatric Rheumatology European Society has become the largest international pediatric rheumatology conference providing the latest discoveries and advances in all pediatric rheumatology related topics. In 2011 it hosted over 870 participants in Bruges, then, in 2012 in Berlin, congress had the impressive number of participants again. In anticipation of PReS 2013, we had the honor to speak with Prof. **Alberto Martini**, President of PReS.

1. PReS Congress is the annual congress in pediatric rheumatology. What will be highlights of this year's congress?

One entire day will be devoted to childhood-onset systemic lupus erythematosus and to antiphospholipid syn-

The PReS 2013 Congress official program will be preceded by a highly interactive **Young Investigators Meeting (YIM)** providing an opportunity for young researchers to present their work and interact in a friendly atmosphere with colleagues from around the world.

drome. Other main topics will include autoinflammatory diseases, biological therapy and outcomes in pediatric rheumatic diseases, translational research and vaccination in rheumatic diseases. We are expecting about one thousand delegates to attend.

2. This year's host will be Ljubljana. Could you tell us the main reasons for choosing Slovenia and its capital?

Ljubljana has a central location in Europe and can be easily reached from all European countries and particularly from those of the Balkan area.

3. Previous years your country hosts were Belgium, Germany etc. Next, PReS 2014 will be held also in the SEE region, in Serbia. What is the main reason now to be focused in this region?

"One of the biggest challenges across the organisation of all medical congresses at this time is to secure industry support in line with previous targets. In relation to this, the scientific content of the congress sessions becomes even more important than it already was.

In order to ensure that participants attend the congresses, wherever they are held, the sessions and invited speakers must be of the highest quality – in fact this challenge lies with the Scientific Committee of the congress who put together the programme."

Meeting organisers of PReS 2013
MCI SUISSE

The society is willing to concentrate part of its efforts in making available the knowledge of pediatric rheumatic diseases to Eastern European doctors and therefore foster the development of pediatric rheumatology given the growth and the increased needs of this important European region.

S. G.



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Najstariji teniski turnir na svetu

TENISKI TURNIR VIMBLDON

Teniski turnir Wimbledon ima izuzetno dugu tradiciju organizovanja turnira u tenisu, uzimajući u obzir činjenicu da je prvo prvenstvo održano davne 1877. godine. Ovogodišnji turnir održava se od 24. juna do 7. jula u Londonu.

Redovno poslovanje turnira vodi AELTC, koji je u isključivom vlasništvu kompanije The All England Lawn Tennis & Croquet Club Limited (odnosno „Kluba“).

Klub je osnovan 23. jula 1868. godine pod imenom „The All England Croquet Club“. Ime je neznatno promenjeno nekoliko puta, da bi 1. avgusta 2011. godine, Klub bio transformisan u društvo sa ograničenom odgovornošću pod imenom „The All England Lawn Tennis & Croquet Club Limited“. Aktivnosti Kluba u smislu privatnog članstva vode se odvojeno od onih koje se odnose na turnir.

Wimbledon je jedan od četiri Grend slem teniskih turnira (Majors), a sastoji se od pet glavnih turnira, četiri junior turnira i četiri pozivna turnira. Glavni turniri su muški singlovi, ženski singlovi, muški dublovi, ženski dublovi i miks dublovi.



Foto: AELTC

Za ovo izdanje SEEbtm magazina, imali smo čast da razgovaramo sa Džonijem Perkinsom, PR-om kompanije The Championships Ltd., AELTC.

1. Teniski turnir u Wimbledonu je poznat kao najveći turnir u tenisu na svetu. Da li biste nam predstavili ovaj turnir u par rečenica?

Wimbledon je vodeći teniski turnir na svetu, na travi, i predstavlja zaista jedinstvenu i posebnu tradiciju.

Wimbledon je najstariji teniski turnir na svetu, događaj ovenčan istorijom i tradicijom i jedini Grend Slem turnir koji se igra na travi. Dugo smatran i od strane igrača i publike za najpre-



Foto: AELTC

Jedan od osnovnih ciljeva jeste da se **Vimbldon afirmiše i dodatno unapredi** kao vodeće mesto za održavanje sportskih takmičenja od nacionalnog i međunarodnog značaja. Zatim, da se obezbede **prvoklasna sredstva, objekti i okruženje** u kojima će posetioci uživati; **podjednako važno je i nastojanje da se smanji emisija štetnih gasova sa kompleksa.**

stižnji turnir na svetu, Vimbldon predstavlja vrhunski sportski i društveni događaj.

2. Možete li nam reći nešto više o Vimbldon Master Planu?

Vimbldon Master Plan predstavlja viziju budućnosti celokupnog kompleksa i postaviće okvire daljem razvoju i usavršavanju.

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Zatim, da se obezbede **prvoklasna sredstva, objekti i okruženje** u kojima će posetioci uživati; **podjednako važno je i nastojanje da se smanji em-**

Uspeh Vimbldona u velikoj meri zavisi od napora i entuzijazma preko 6.000 zaposlenih.



Foto: AELTC

Tamno zelena i ljubičasta su tradicionalne boje Vimbldona.

isija štetnih gasova sa kompleksa; kao i **da se reše glavni operativni problemi** u cilju nesmetanog odvijanja turnira sada i u budućnosti.

Jedan od ciljeva je i uspostavljanje okvira koji će osigurati da se dalji dugoročni razvoj odvija na koordinisan, održiv i fleksibilan način.

Imajući u vidu ove ciljeve, definisali smo svoju viziju Master Plana za Vimbldon, koji će poslužiti kao osnov za dalja razmišljanja i studije.

Ukupna površina kompleksa, uključujući parking prostore Kluba, prostire se na 42 jutra i može da primi 38.500 gledalaca.

3. Koliko ljudi je uključeno u organizaciju turnira?

Uspeh Vimbldona u velikoj meri zavisi od napora i entuzijazma preko **6.000 zaposlenih** – uključujući dečake i devojčice koji skupljaju lopte, glavne i

Svake godine na turniru učestvuje 250 dečaka i devojčica koji skupljaju loptice, a tokom turnira upotrebi se 54.250 loptica.



Foto: AELTC

Vimbldon je najstariji teniski turnir na svetu, događaj ovenčan istorijom i tradicijom i jedini Grend Slem turnir koji se igra na travi.

linijske sudije, osobe koje se brinu za osveženje, obezbeđenje, ljude zadužene za terene, za transport i mnoge druge koji svake godine rade na Vimbldonskom turniru.

4. Kada počinjete sa pripremama za sledeći turnir?

Turnir je u stalnom razvoju i rad na njegovom unapređenju i poboljšanju nikada ne prestaje.

5. Šta biste naveli kao najzahtevniji zadatak celokupne organizacije?

Turnir uključuje više različitih ali podjednako bitnih elemenata čije **sinhronizovano funkcionisanje je ključno za uspeh celokupnog turnira.**

S. G.

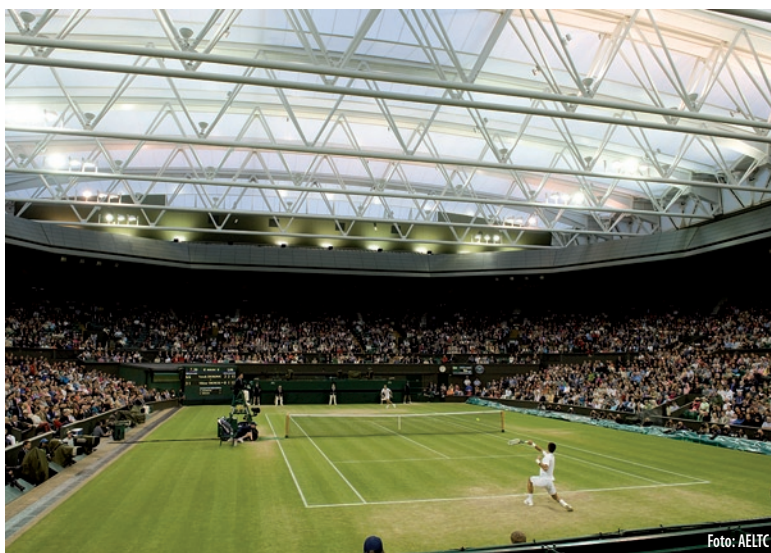


Foto: AELTC

Obilazak kompleksa – Turnir pruža fantastičnu mogućnost obilaska celokupnog vimbldonskog kompleksa. Obilazak u trajanju od sat i po vremena daje priliku posetiocima da vide njegove najpoznatije i najekskluzivnije delove.

Vimbldonski muzej

Ovde su izloženi dragoceni eksponati sa turnira, od prvog, održanog 1877. godine do onih najskorijih, a postavka uključuje opremu, odeću i druge predmete koji su pripadali najvećim igračima koji su ikada kročili na Centralni teren.

Tu su i predmeti koje su velikodušno donirali veliki igrači današnjice, kao i oprema najuspešnijih šampiona vimbldonskih turnira za singlove, uključujući Pita Samprasa i Martinu Navratilovu, zatim oprema Rožera Federera i Endija Mareja, kao i takozvanih „Vudija“ (Toda Vudbridža i Marka Vudforda), jednim od najboljih teniskih dubl tandema svih vremena.



Foto: AELTC

U skladu sa tradicijom Vimbldona, posetioci i kraljevska svita uživaju u jagodama sa šlagom. Oko 28.000 kg, odnosno 142.000 porcija jagoda konzumira se tokom dvonedelnog turnira. Kako bi ostale sveže, jagode se beru samo dan pre serviranja, stižu u Vimbldon oko 5:30 gde prolaze strogu inspekciju pre nego što budu pripremljene za goste.



Foto: AELTC

The Oldest Tennis Tournament in the World

THE WIMBLEDON CHAMPIONSHIPS

The Wimbledon Championship has a very long tradition in organizing tennis tournaments, considering the fact that the first Championship was held in 1877. This year's Championships takes place from 24th June to 7th July in London, United Kingdom.

The day-to-day operations of The Championships are led and conducted by the AELTC. The AELTC is a wholly owned subsidiary of The All England Lawn Tennis & Croquet Club Limited ("the Club").

The Club was founded on 23th July 1868 as The All England Croquet Club. Its name was changed in 1877 to The All England Croquet and Lawn Tennis Club and in 1899 to The All England Lawn Tennis and Croquet Club. On 1st August 2011 the Club was converted into a company limited by guarantee under the name The All England Lawn Tennis & Croquet Club Limited.

The activities of the Club, as a private members' club, are conducted separately from The Championships.

Wimbledon is one of the four Grand Slam tennis tournaments (Majors), and it consists of five main events, four junior events and four invitation events. The main events are Gentle-

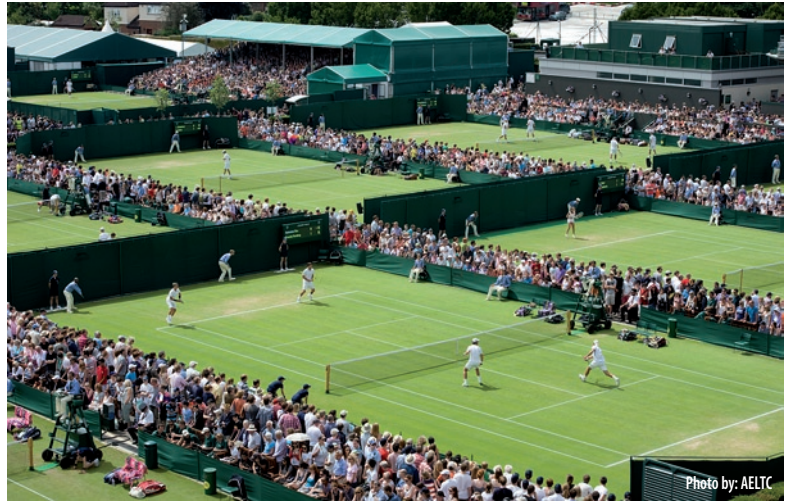


Photo by: AELTC

men's Singles, Ladies' Singles, Gentlemen's Doubles, Ladies' Doubles, Mixed Doubles.

For this issue of SEEbtm magazine we had the honor to speak with Johnny Perkins, PR of The Championships Ltd, AELTC.

1. The Wimbledon Championship is known as a world's best tennis tournament. Could you present this championship in a few sentences and facts?

The Championships is the premier tennis tournament in the world and on grass and presents a unique and special heritage.



Photo by: AELTC

One of Key objectives is to strengthen and enhance Wimbledon as a world class sporting venue of national and international significance. Then, to develop the finest setting and facilities for the entertainment and enjoyment of all visitors; to reduce carbon emissions from the grounds.

Wimbledon is **the oldest tennis tournament in the world**, an event steeped in history and tradition and the only Grand Slam still played on grass. Long considered the most prestigious tournament in the world by players and fans alike, the Championships is a highlight of the sporting and social calendar.



Photo by: AELTC

2. Could you tell us more about The Wimbledon Master Plan?

The Wimbledon Master Plan sets out the All England Club's vision for the future of the Club's grounds and is a framework against which new development will be assessed and refined. One of Key objectives is to strengthen and enhance Wimbledon as a world class sporting venue of national and international significance. Then, to develop **the finest setting**

The success of the Championships is, in no small way, down to the efforts and enthusiasm of the more than 6,000 staff.

Dark green and purple are the traditional Wimbledon colors.

and facilities for the entertainment and enjoyment of all visitors; to **reduce carbon emissions** from the grounds; to **resolve key operational issues** to ensure the smooth running of The Championships for now and in the future.

Also, objective is to establish a long term framework to ensure that future development is carried out in a coordinated, sustainable and resilient manner.

Based on these objectives, we have developed our vision for the Wimbledon Master Plan on which further

The Grounds' total area, including the Club's car parks, covers over 42 acres with capacity for 38,500 spectators.

detailed consultation and study will take place.

3. How many people are involved in organization of the tournament?

The success of the Championships is, in no small way, down to the efforts and enthusiasm of the more than

There are approximately 250 ball boys and girls every year, and 54,250 balls are used during The Championships period.



Photo by: AELTC

Wimbledon is the oldest tennis tournament in the world, an event steeped in history and tradition and the only Grand Slam still played on grass.

6,000 staff - including ball boys & girls, umpires & line judges, caterers, security staff, groundsmen and transport to name a few - who work at Wimbledon every year.

4. When are you starting with preparations for next year?

The Championships is constantly evolving and work on improving and developing the event never stops.

5. Could you name something as most demanding in whole organization?

The Championships is made up of many different and diverse, but equally important elements that **all must work together for the event to succeed.**

S. G.



Photo by: AELTC

Explore the Grounds - the tour is a fantastic opportunity to experience the home of The Championships. It lasts around an hour and a half and takes visitors to the most recognizable and exclusive places in the Grounds.

Wimbledon Lawn Tennis Museum

Treasures from the first Championship in 1877 to the most recent are on display, including equipment, clothing, and mementos belonging to the greatest players to set foot on Centre Court.

The generous donations from the great players of today, as well as the outfits of the most successful champions of the Wimbledon Singles tournament, including Pete Sampras and Martina Navratilova.

The outfits from Roger Federer and Andy Murray, as well as from the "Woodies", one of the greatest doubles tennis partnerships of all time.



Photo by: AELTC

Wimbledon traditions include the eating of strawberries and cream by the spectators, and Royal patronage. Around 28,000 kg and 142,000 portions of strawberries are consumed during the fortnight. To ensure utmost freshness, strawberries are picked the day before being served, arrive at Wimbledon at around 5.30 a.m. where inspected before being hulled.



Photo by: AELTC

Nikola Avram, generalni direktor MK Mountain Resort-a

USPEH U POZICIONIRANJU KOPAONIKA KAO MODERNE KONGRESNE DESTINACIJE

MK Mountain Resort se nalazi u središtu turističkog centra i Nacionalnog parka Kopaonik, u najprestižnijem ski centru Srbije. U njegovom sastavu su Grand Hotel & Spa****, Family Hotel Angella***** i Apartments Konaci****. Sa vrhunskom ponudom, kako za aktivan porodični odmor tako i organizaciju najzahtevnijih manifestacija i kongresa, resort može biti savršen izbor tokom cele godine. Takođe, ljubiteljima odličnog spa ugođaja, na raspolaganju su sve blagodeti luksuznog SPA & Wellness centra „Grand Oaza“ na 1.800 m², opremljenog po uzoru na svetske SPA centre.

G-din **Nikola Avram**, generalni direktor MK Mountain Resort-a, govori o poslovanju, nagradama i planovima za podizanje nivoa usluga na još viši nivo.

1. MK Mountain Resort predstavlja jednu od vodećih kongresnih destinacija u Srbiji. Možete li nam reći koji su Vaši glavni aduti i ono što čini da MK Mountain Resort već godinama bude top kongresna destinacija?

Kao lideri hotelske ponude na Kopaoniku, trudimo se da držimo korak i sa zahtevima koje nameće moderna kongresna industrija.

Mnogo okolnosti doprinosi tome da je Kopaonik već godinama u samom vrhu pri izboru destinacija za organizaciju poslovnih skupova.

Izdvojio bih ispred ostalih činilaca **kvalitetnu uslugu i otvoren odnos koji imamo sa našim klijentima.**



Nikola Avram

Dobrim rezultatima sigurno doprinosi veliki izbor sadržaja u samom hotelu ali i izvanredne mogućnosti koje prirodno okruženje nudi, zbog čega je naš najveći adut mogućnost da iza-

đemo u susret gotovo svakom zahtevu klijenta.

Resort raspolaže sa nekoliko manjih sala i jednom većom koja ima kapacitet



tet za pet stotina učesnika, što nam takođe pored velikog smeštajnog kapaciteta omogućava realizaciju više događaja istovremeno.

Poseban raritet je sportska sala koja se prostire na 1.350 m² i arhitektonski je spretno ušuškana unutar hotela Grand. Spa centar na 1.800 m², otvoreni i zatvoreni bazen, kuglana, veliki kongresni kapacitet, sve su to elementi koji predstavljaju našu komparativnu prednost.

Sve ostalo je u kreativnosti, predusretljivosti i u sposobnosti da se predvide potrebe i ciljevi klijenta. Na kraju, ali ne najmanje bitan element je direktni marketing i prisustvo u medijima u okviru interesne sfere.

2. Potvrda uspešnog poslovanja je i nagrada za biznis destinaciju 2012. godine u Londonu. Koji su kriterijumi bili ključni da MK Mountain Resort dobije ovo priznanje i šta ono predstavlja za dalji razvoj destinacije?

Priznanje „The Best Business Destination Travel Award” je namenjeno kompanijama čiji proizvodi i usluge predstavljaju vrhunac kongresne industrije u celoj Evropi.

Nagrada se dodeljuje u Londonu, petu godinu za redom, a žiri za dodelu

nagrade sačinjen je od rukovodilaca korporativnih putovanja, članova Udruženja ACTE (Association of Corporate Travel Executives), kao i drugih uticajnih članova zajednice poslovnih putovanja.

Najvažniji kriterijumi za odabir top destinacija su kvalitet i asortiman usluga, „vrednost za novac”, prisustvo u online medijima, web dizajn, održivost prakse, ekološka svest, korisnički servis i poslovna sposobnost.

Naša kongresna ponuda se našla u društvu eminentnih destinacija u vodećem magazinu o poslovnim putovanjima, u samom vrhu evropske kongresne industrije. Svako priznanje za nas je istovremeno podsticaj i uverenje da smo na pravom putu ka pozicioniranju Kopaonika kao moderne kongresne destinacije, ali istovremeno i podstrek za dalja ulaganja i napore koje moramo usmeriti ka praćenju evropskih trendova.

3. Koji su novi planovi na polju renoviranja i upotpunjavanja ponude MK Mountain Resort-a?

U narednom periodu, u planu je **kompletna rekonstrukcija najveće kongresne sale, uvođenje najsavremeni-**



jih digitalnih sistema za organizaciju i praćenje poslovnih događaja.

Sala će biti multifunkcionalna sa mogućnošću za neke od najzahtevnijih postavki, kao što je primera radi **auto show**, koji iziskuje nestandardni prilaz, visinu, kao i specifičnu rasvetu i tehničke performanse.

Ova ulaganja bi trebalo da daju poseban pečat sveukupnoj kongresnoj ponudi u Srbiji, a Kopaonik učvrste na liderskoj poziciji.



4. MK Mountain Resort je bio domaćin više od 70 skupova od početka 2013. godine, različitog poslovnog profila i zahtevnosti. Možete li nam reći koji su segmenti najzahtevniji i kako rešavate situacije na terenu?

Specifični zahtevi uvek postoje, s obzirom da svaki događaj treba da oslika imidž konkretne kompanije.

Za potrebe klijenata u mogućnosti smo da koristimo heliodrom na Kopaoniku, žičare u funkciji panoramske vožnje, formiramo ledene skulpture, izmeštamo delove scenaria u specifične prirodne ambijente, organizujemo team building u prirodi - orijentiring, alpinizam, koktele na istorijskim lokalitetima na području Nacionalnog parka...

Odlična saradnja sa JP Skijališta Srbije, Nacionalnim Parkom i TSO Raška, doprinose efikasnom rešavanju brojnih situacija u praksi.

Iz ugla klijenata

„U periodu 17.-19. maja 2013. godine, održan je I Kongres Glaukologa Srbije u MK Mountain Resort-u na Kopaoniku, gde su naši uvaženi lekari imali priliku da predstave rezultate svojih istraživanja i razmene iskustva sa kolegama iz regiona.

Na zadovoljstvo organizacionog odbora kao i tehničkog organizatora, agencije PanaComp, kongres je protekao besprekorno o čemu svedoči 300 zadovoljnih učesnika.

Veliku zahvalnost dugujemo kompletnom osoblju MK Mountain Resort-a na njihovoj profesionalnosti, strpljenju, gostoprimstvu i sposobnosti da izađu u susret svim našim zahtevima. Naši gosti su bili izuzetno zadovoljni smeštajem, kongresnim prostorom kao i kompletnim ugostiteljskim uslugama koje su pružene od strane iskusnog i ljubaznog osoblja i nadamo se da ćemo u budućnosti imati prilike da ponovo ovako uspešno saradjujemo“.

*Jadranka Petrović,
MICE direktor, PANACOMP -
Zemlja Čuda d.o.o, Novi Sad*

„Saradnja sa kompanijom MK Mountain Resort i njihovim stručnim osobljem nam godinama olakšava organizaciju Simpozijuma Saveza Farmaceutskih Udruženja Srbije koji je i ove godine tradicionalno organizovan u maju mesecu. Pored kvaliteta smeštaja i ugostiteljskih usluga posebno želimo da istaknemo veliku uslužnost osoblja, stručnost i spremnost da se izađe u susret svim potrebama i zahtevima koje uključuje naš skup.

Sa MK Mountain Resort imamo uspešnu dugogodišnju saradnju“.

*Radmila Maričić,
direktor,
Smart Travel Agencija Beograd*

„MK Mountain Resort je ispunio sva naša očekivanja pri organizaciji izuzetno zahtevnog projekta Škole za poslovođe, koji smo ove godine zajednički realizovali. Regionalno okupljanje velikog broj zaposlenih u kompaniji Mercator zahteva primenu visokih standarda u pogledu kapaciteta, multifunkcionalnosti prostora, upotrebe visoke tehnologije u sprovođenju kreativnih radionica.

Ključna reč za zadovoljstvo nije samo u raspoloživosti opreme najnovije tehnologije, već lično doživljeno iskustvo koje je svako od nas poneo zahvaljujući toploj i domaćinskoj atmosferi, stručnom i ljubaznom osoblju koje je izašlo u susret svim našim potrebama.

Zahvaljujući kompletnoj usluzi, MK Mountain Resort se sa razlogom ubraja među top ponude za najbolju biznis destinaciju na domaćem tržištu, ali i šire“.

*Mr Tatjana Knežević,
Izvršni direktor,
Mercator trgovine jugoistočne Evrope*



Nikola Avram, General Manager, MK Mountain Resort

SUCCESSFUL POSITIONING OF KOPAONIK AS A MODERN MEETING DESTINATION

MK Mountain Resort is located in the middle of the tourist center and National Park Kopaonik, Serbia's most prestigious ski center. The resort incorporates Grand Hotel & Spa****, Family Hotel Angella***** and Apartments Konaci *****. Its first-class amenities, suitable both for an active family vacation as for the organization of the most demanding events and congresses, make this resort the perfect choice for any time of the year. In addition to this, visitors who appreciate a good spa will find everything their hearts desire in the luxury "Grand Oasis" SPA & Wellness Center, spread over 1,800 sqm and furnished with state-of-the-art equipment.

Mr. **Nikola Avram**, General Manager of MK Mountain Resort shared with us his thoughts about business, awards, and plans for improving service of quality even further.

1. MK Mountain Resort is a leading meeting destination in Serbia. Can you tell us what the resort's key advantages are and what keeps MK Mountain Resort at the top of the list of meeting destinations??

As leaders of the Kopaonik hotel offer, we try to keep up with the demands of the modern meeting industry. There are many reasons why Kopaonik has constantly been one of the most popular destinations for event organization. Amongst other important aspects, I would set apart **quality of service and our open relationship with our clients.**

Good results are most certainly due to the hotel's broad range of facilities and amenities, as well as to the excep-



Nikola Avram

tional possibilities created by the natural surroundings, which allow us to respond to nearly every request our clients may have.

The resort has several smaller meeting rooms and a large hall with capa-

city for up to five hundred participants. These congress capacities with large accommodation capacity also provide the possibility for organizing several events at the same time.

A rare asset is the spacious sports hall with an area of 1,350 sqm, cleverly



incorporated in Grand Hotel & Spa. The 1,800 sqm Spa Center, outdoor and indoor pools, the bowling center, and the large congress capacity are just a few of the elements that give us a comparative advantage.

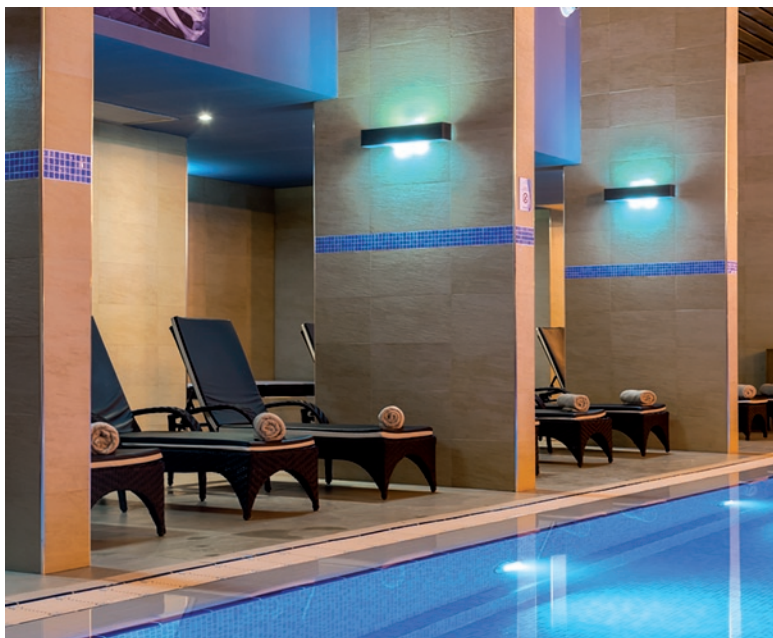
Everything else is a matter of creativity, hospitality, and resourcefulness in anticipating and responding to client requests. And last but not least, there is direct marketing and targeted media presence.

2. The Best Business Destination Travel Award 2012 which your resort received in London is proof of your successful operation. What criteria did MK Mountain Resort have to satisfy to receive this award and what does it mean in terms of the further development of this destination?

The Best Business Destination Travel Award is intended for companies whose products and services are among the best in the entire European meeting industry.

The prize was awarded for the fifth consecutive year in London, and the jury included corporate travel executives, members of ACTE (Association of Corporate Travel Executives) and other influential members of the business travel industry.

The main criteria for the selection of top destinations are quality and range of services, value for money,



online media presence, web design, practical sustainability, ecological awareness, customer services, and business skill.

Our meeting offer was placed among other leading destinations in a prime business travel magazine, at the very top of the European meeting industry. Every award we receive is not only an incentive but also confirmation that we are on the right path in positioning Kopaonik as a modern meeting destination.

Awards encourage us to continue investing resources and effort towards following European trends.

3. What are your plans for refreshing and improving the offer of MK Mountain Resort?

We are planning a **complete reconstruction of the largest congress hall, the introduction of state-of-the-art digital systems for event organization and monitoring.**

The new hall will be multifunctional, allowing the organization of demanding events such as **car shows**, which require non-standard access possibilities, specific height, lighting, and technical features of the show rooms. Investment in these features should give an extraordinary mark to the overall congress offer in Serbia, and should vouchsafe the leading position of Kopaonik in the meeting industry.

4. Since the start of 2013 MK Mountain Resort has hosted over 70 events of varying business profiles and complexity. Can you tell us which segments you find the most demanding and how you resolve practical issues?

Specific requirements are a part of every event since each event has to present the image of a particular company.

In answer to our clients' requests we can place at their disposal the helidrome on Kopaonik, cable cars



for sightseeing, we can make ice sculptures, position parts of the event scene into various natural surroundings, organize outdoor team building events, such as orienteering, alpinism, organize cocktails at historical sites in the National Park...

The excellent cooperation we have with JP Skijališta, the National Park, and the Tourist Organization Raška contribute to efficient problem solving in many practical situations.

From client's sight

"The 1st Serbian Glaucomatologists Congress was held in MK Mountain Resort from 17th to 19th May 2013, where esteemed physicians gathered to present the results of their research and exchange ideas with colleagues from the region.

To the satisfaction of the organizing board and the technical organizers, the PanaComp Agency, the congress was perfectly organized, proof of which are 300 satisfied participants. We are grateful to the entire staff of MK Mountain Resort for their professional attitude, patience, hospitality,

and readiness to respond to our demands. Our guests were extremely pleased with the accommodation and congress facilities, as with the restaurant services provided by experienced and pleasant staff and we hope that we will have the opportunity of repeating this delightful cooperation."

*Jadranka Petrović,
MICE Director, PANACOMP –
Zemlja Čuda d.o.o. Novi Sad*

"Cooperation with MK Mountain Resort and their expert staff has for years now facilitated the organization of the Symposium of the Pharmaceutical Association of Serbia, which was traditionally held in May this year.

In addition to the high quality of accommodation and catering services we would especially like to recommend the courtesy of the staff, their professional attitude and their resourcefulness in responding to the requirements and demands which a meeting such as ours presents.

MK Mountain Resort is our long standing business partner."

*Radmila Maričić,
Director,
Smart Travel Agency Belgrade*

"MK Mountain Resort has fulfilled all our expectations for the organization of the extremely demanding Accountants School project, which we carried out together this year.

The regional meeting of a large number of Mercator employees requires the implementation of high standards in terms of capacity, multifunctional meeting rooms, and use of high technology in setting up workshops.

The key factor for successful results is not only the availability of new technology but the personal impression each of us was left with thanks to the warm and hospitable atmosphere, the expert, courteous staff that responded to our every request.

Thanks to the all-round service they provide, MK Mountain Resort is justifiably numbered among the top business destinations on the home market and abroad."

*Mr Tatjana Knežević,
Executive Director, Mercator Trade
South Eastern Europe*



Kriterijumi za izbor

URBANA ILI RURALNA LOKACIJA ZA VAŠ DOGAĐAJ?

Kada organizujemo neki događaj, pored drugih, potrebno je doneti i odluku da li događaj da bude lociran u gradu ili nekom manje urbanom okruženju. Ova odluka zavisi od tri ključne stvari: koja vrsta događaja je u pitanju, koja je svrha okupljanja i odakle su učesnici.

Međunarodne konferencije i kongresi, po pravilu se održavaju u gradovima. Razloga za to ima više. Među najvažnijim su, blizina aerodroma i hotelski kapaciteti, kao i kapacitet kongresnog centra.

Učesnici međunarodnih konferencija dolaze iz više različitih zemalja, a obično su u pitanju naučnici, doktori, akademici, poslovni ljudi i sl.

Opcija da oni dolaze autobusom, vozom ili kolima, vožnjom od 5, 10, 15 ili više sati, prosto nije prihvatljiva.

Ili nije ni moguća kada je reč o učesnicima koji dolaze sa drugih kontinenta. To su zauzeti ljudi koju nemaju vremena i nisu navikli da putuju na taj način.

Zato je neophodno postojanje i blizina aerodroma, koji ima letove iz zemalja odakle dolaze delegati.



Takođe, kada je reč o ovakvim skupovima, oni po pravilu broje nekoliko hiljada učesnika.

U tom slučaju, kapacitet kongresnog centra i hotelskog smeštaja mogu da podrže uglavnom gradovi i eventualno, veliki hotelski kompleksi koji svo-

jim mnogobrojnim sadržajima čine grad u malom.

Tim bilding aktivnosti, razni oblici okupljanja i druženja zaposlenih, kao i incentive (motivacijska) putovanja, obično se održavaju van grada, u nekom prirodnom okruženju.



Za manje formalne i opuštenije događaje, kada je pored edukacije, cilj da se učesnici i malo odmora, opuste i zabave, dobar izbor je van grada, planina, more, reka ili jezero.

Cilj ovakvih okupljanja je da se učesnici opuste od svakodnevnog stresa i obaveza, da se bolje upoznaju i zabave. Naravno, okupljanje zaposlenih može biti i turistički obilazak baš nekog grada, obično u inostranstvu (tzv „city break“).

Kada to nije slučaj, i ukoliko učesnici nisu geografski dislocirani i putovanje van grada im ne predstavlja prepreku, lokacija u prirodi je pravi izbor.

Seminari, edukacije, obuke, sastanci upravnih odbora i sl., kao vrste

Međunarodne konferencije i kongresi, po pravilu se održavaju u gradovima.

događaja, mogu da se organizuju i u gradu i van grada.

Ukoliko je seminar jednodnevan i učesnici trebaju da prisustvuju nakon posla ili tokom radne nedelje, poželjno je da on bude u gradu, kako bi bio lakše dostupan i kako bi veći broj ljudi prisustvovao.

Takođe, ukoliko je događaj strogo formalan, prostor i hotel u gradu je bolji izbor.

Za manje formalne i opuštenije događaje, kada je pored edukacije, cilj da se učesnici i malo odmora, opuste i zabave, dobar izbor je van grada, planina, more, reka ili jezero.

U tom slučaju, u pitanju su višednevni događaji, s obzirom da nema puno smisla organizovati grupu na put van grada, da bi se vraćali istog dana.

Naravno, postoji još dosta finesa koje utiču na izbor urbane ili ruralne lokacije događaja, i zavise od organizatora do organizatora. Usklađivanje

Seminari, edukacije, obuke, sastanci upravnih odbora i sl., kao vrste događaja, mogu da se organizuju i u gradu i van grada.

zahteva i želja nadređenih, direktora i zaposlenih, prethodnih dobrih ili loših iskustava su samo neki od njih. Bilo da je događaj u gradu, van nje, ga, na selu, planini, moru, reci, jezeru,

Tim bilding aktivnosti, razni oblici okupljanja i druženja zaposlenih, kao i incentive (motivacijska) putovanja, obično se održavaju van grada, u nekom prirodnom okruženju.

ono što je za uspeh presudno, jesu dobra organizacija i pripremljenost, podjednako organizatora i domaćina, kao i pozitivan i optimistički stav kojim se pristupa, koji prosto vode tok događaja u dobrom ili, ne tako dobrom pravcu.

M. M.

Selection Criteria

CHOOSING A LOCATION FOR YOUR EVENT - URBAN OR RURAL?

One of the decisions to be made, when organizing an event, is whether it should be located in a city or in less urban surroundings. This decision depends on three things: the type of event in question, the purpose of the gathering, and the origin of the participants.

As a rule, **international conferences and congresses** are organized in cities. The reasons for this are many, amongst them most important are airport proximity and hotel and congress center capacity.

Participants of international conferences come from many different countries and are usually people involved in the world of science, medicine, higher education, business, etc.

The idea of their arrival by bus, train or car, and driving or traveling for 5, 10, 15 or more hours is simply unacceptable. Often it is not even possible, as in the case of participants arriving

from other continents. Conference participants are, generally speaking, very busy people with stringent schedules who are unused to traveling that way. Hence, the proximity and accessibility of an airport served by flights to and from the participants' countries of departure is a necessity. Conferences frequently involve the

Less formal events, providing not only educations but also rest, recreation, and entertainment, should be set outside the city, in the mountains or close to the sea, a river, or a lake.

participation of several thousand people. In that case, adequate congress hall capacity and hotel accommodation can only be found in cities or, at best, in large hotel resorts, whose offer of amenities parallels that of a small town.

Team building activities, various corporate gatherings and social events, and incentive trips are usually organized outside the city, in less urban surroundings. The purpose of these events is for participants to relax from their daily activities and stress, to get to know each other better, and to have fun. Needless to say, employee

As a rule, international conferences and congresses are organized in cities.

gatherings can take the form of a sightseeing tour, usually abroad (so called city-break). If this is not the case and if the participants are neither geographically dislocated nor prevented from traveling outside the city, a rural setting is a good choice of location.

Seminars, educational events, training, board meetings, and similar events can be organized both in and outside the city. A one-day seminar, which participants will be attending after work or in the course of the business week, is best organized in the city, thus ensuring accessibility and satisfactory attendance. Opting for facilities and a hotel in the city is also a wise choice when the event being organized is very formal.

Less formal events, providing not only educations but also rest, recre-

Seminars, educational events, training, board meetings, and similar events can be organized both in and outside the city.



ation, and entertainment, should be set outside the city, in the mountains or close to the sea, a river, or a lake. These events are planned to last several days as there is not much sense in taking a group of people outside the city only to have them return the same day. There are obviously many more factors impacting the decision whether to choose an urban or a rural setting for any particular event and they vary from one event organizer to the next. Balancing the demands and wishes of superiors, directors, and employees, and prior good and bad experiences are just a few of the factors to take into consideration.

Team building activities, various corporate gatherings and social events, and incentive trips are usually organized outside the city, in less urban surroundings.

Whether an event is set in or outside the city, on mountain, sea, river, or lake, the aspects that are crucial to its success will certainly be good organization and preparation on the part of the organizer and the host, as well as a positive, optimistic approach that can be vital in steering an event either in a good or in a less desirable direction.

M. M.



Utakmica između urbanog i ruralnog okruženja

GRAD VS PRIRODA

Sredinom 2013. godine časopis SEEBtm je sproveo anketu među kompanijama, ministarstvima i nevladinim organizacijama iz regiona Jugoistočne Evrope, o tome u kakvom okruženju organizatori događaja najradije i najčešće sprovode svoje aktivnosti. Istakli smo, na osnovu njihovog mišljenja i iskustva, prednosti urbane, kao i ruralne sredine i naveli zanimljive aktivnosti koje kompanije sprovode.

Mesto održavanja prvenstveno zavisi od vrste događaja, teme, kao i ciljne grupe.

Lične preferencije svakog od organizatora su različite, neki više vole grad i urbana okruženja, a neki prirodu. Taj odnos je 50 prema 40 u korist grada. Ostalih 10% smatra urbano i ruralno okruženje podjednako dobrim, i podjednako ih praktikuju i kombinuju.

U praksi, kada se zanemare lične preferencije, procenat organizovanja događaja u urbanom okruženju je još veći, tačnije, 60% njih je odgovorilo da je to slučaj.

Razlozi za to su uglavnom praktične prirode, **manje opterećenje zaposlenih u smislu vremena koje je potrebno izdvojiti za odlazak i povratak sa udaljenih skupova, lakše i „brže“ organizovanosti, bolja povezanost, lakša logistika.**

Za goste iz inostranstva, **blizina aerodroma i brz transfer** su važni razlozi



za izbor grada kao destinacije. Uz to, mogu da se vide **kulturne i istorijske znamenitosti grada**, kao i da se obavi dobar šoping.

Oni koji organizuju događaje u prirodnom okruženju, njih 30%, kao raz-

loge navode **izolaciju od svakodnevnih uticaja** sa kojima se susreću poslovni ljudi. Udaljenost od užurbanog grada, radne okoline i obaveza, pa su učesnici **opušteniji i posvećeni datom događaju, bolje se upoznaju i zblizavaju**. Prednost ruralnih okruženja, oni vide i u tome, što je to nešto **ново i drugačije**, u odnosu na gradsku sredinu, sa raznim sadržajima karakterističnim za prirodu i konkretno lokalno područje.

„Cilj je da se napravi neprimetni prelaz sa poslovnog na neobavezno i zanimljivo, a da se ipak učesnici događaja ne opterete informacijama i budu voljni da posle izleta nastave rad. Priroda je primamljiva, ali je mogućnost dolaska do mesta održavanja nažalost ograničena.

To daje prednost gradovima, pre svega prestonici i mestima koja su u neposrednoj blizini aerodroma, radi lakšeg transfera učesnika iz inostranstva“, smatra **Anđelka Milić, Project West Balkan.**



Uršula Kovač ispred Pošte Slovenije, kao dobitnu kombinaciju, ističe kombinaciju smeštaja u gradu, čija je prednost dobrih avionskih konekcija i ostalih infrastruktura, sa organizacijom dodatnih aktivnosti u prirodi u vidu kraćih izleta u blizini.

Nakon održanog seminara, kao dodatne aktivnosti, se najčešće organizuju obilasci znamenitosti i atraktivnih mesta na lokaciji gde se održava događaj.

Što se tiče dodatnih aktivnosti, neki od učesnika u anketi su bili više nego ljubazni, i podelili sa nama neke od njih u kojima su učestvovali i/ili organizovali, a koji su im ostali posebno u sećanju.

Mirna Arapović iz kompanije Ledo iz Hrvatske smatra da manje sredine nude različite zanimljive sadržaje koje zaposleni često nemaju priliku da posete ili vide u privatnom aranžmanu, pa je praksa pokazala da su lokalna

područja sa lokalnim običajima vrlo interesantna.

Kao jednu od mnogobrojnih interesantnih stvari koje je organizovala, g-đa Arapović izdvaja posetu privatnom gazdinstvu koji se bavi lončarstvom. Cela grupa je imala kratak kurs kako se radi sa glinom, nakon čega su imali zadatak da naprave posudu i svi su probali da vrte „kolo“ kao jedan od najstarijih zanata. Nakon 2 nedelje, poštom su im poslali ispečene radove koje su im ostale kao uspomena. Kao posebnu draž ove organizacije, g-đa Arapović ističe to što je cela grupa bila sačinjena, ni manje ni više, nego od muškaraca.

Spomenka Miljković ispred Ministarstva prosvjete i kulture Republike Srpske pamti poslovni sastanak u nacionalnom parku, koji se održao na otvorenom – u sred šume.

Nataša Jakovljević iz Apatinske pivare, kancelarija u Beogradu, navela je neke od aktivnosti koje oni or-

ganizuju, i to, u skoro svim vidovima ruralnog okruženja. Na jezeru su organizovali takmičenje u providnim loptama na naduvavanje, u kojima učesnici gaze po vodi od tačke A do tačke B. Na moru, g-đa Jakovljević izdvaja „igre bez granica“, dok su na planini organizovali „zimске olimpijske igre“, koje su, pored ostalih aktivnosti, podrazumevale spuštanje na gumama, sankanje sa kliskom i skijanje na kartonu.

Ipak, **u budućnosti, njih 40% prepoznaje ruralnu sredinu kao trend za organizaciju događaja**, najviše zbog raznih sadržaja koje je nemoguće dobiti u gradovima, kao i potrebe za izolacijom i bekstva iz svakodnevnice. Urbano okruženje, kao trend u budućnosti, vidi njih 35%, dok 25% smatra oba izbora podjednako zastupljenim, i to gradove za konferencije i poslovna okupljanja, a za tim bilding aktivnosti ruralnu sredinu.

M. M.

Game Between Urban and Rural Surroundings

CITY VS NATURE

In mid of 2013, SEEbtm magazine did a research among companies, ministries, and NGOs in Southeast Europe inquiring about the type of environment preferred by event organizers as the surrounding for their activities. Based on their opinions and experiences, here are some of the advantages of both urban and rural surroundings, as well as the interesting activities organized by these companies.

The location of event largely depends on the type of event, its theme, as well as the target group.

The organizers' personal preferences vary; some like the city and urban locations, while others prefer a rural surroundings. The ratio is 50:40 in favor of the city. The remaining 10% consider urban and rural locations equally suitable, and use either or a combination of both.

In practice, when we put personal preferences aside, the percent of events organized in urban surroundings is even greater, or more precisely, 60% of the participants in the survey said that was the case.



The reasons are mostly of a practical nature, **less pressure on working people in terms of the time needed to arrive to and return from displaced events, easier and “quicker” organization, better connections, easier logistics.** For foreign participants, **airport proximity and short transfer times** are important reasons for choosing a city location. In addition they can see **cultural and historical landmarks** of a city and do some shopping.

The reasons given by those who prefer to organize events in rural locations, which account for 30% of the surveyed participants, include **getting away from the daily pressure** faced by business people. Bringing event participants to a location away from the hustle and bustle of the city and from their work and duties makes them **more relaxed and focused on the event, and makes it easier for them to socialize and get to know each other.** Another advantage of rural surroundings is that it presents something **new and different** than the city, with various possibilities typical of natural surroundings or a specific local area.

“The idea is to create an imperceptible transition from business to leisure and entertainment, without burdening the participants with information and ensuring that they will be willing to continue working after an excursion. Setting an event in natural surroundings is an attractive idea but accessibility can be a problem. This gives cities an advantage, especially capital cities and locations close to airports, because it makes the transfer of foreign participants so much easier”, says **Anđelka Milić, Project West Balkan.**

Uršula Kovač from Post of Slovenia, as winning combination points out advantages of a combined event surroundings - accommodation in the city, facilitated by good air travel connections and the general urban infrastructure, with additional activities in a nearby natural environment, in the form of short field trips.

After a seminar, the additional acti-



vities most frequently organized are tours of landmarks and interesting places at the location where the seminar is taking place.

In regard to extracurricular activities, some of the surveyed participants readily shared with us some of the activities they either organized or taken part in which left a particular impression on them.

Mirna Arapović of Ledo from Croatia thinks smaller communities offer a variety of interesting things which event participants would probably not have a chance of visiting or seeing if they came on their own. Experience has shown that local areas with local customs are very interesting.

As one of the many interesting activities she has organized, Mrs. Arapović singles out a visit to a private estate engaged in pottery. The entire group of visitors was given a short course on working with clay and then tried to make pots and jugs, taking turns spinning the wheel and enjoying one of the oldest crafts in the world. Two weeks after, they received their handiwork by post as a keepsake. Another interesting aspect of this event, says Mrs. Arapović, is that the group consisted more or less entirely of men.

Spomenka Miljković of the Ministry of Education and Culture of Repub-

lic of Srpska remembers a business meeting held outdoors in a national park – right in the middle of a forest.

Nataša Jakovljević of Apatinska pivara, Belgrade office, listed some of the activities they organize, in nearly all forms of rural environments. They have organized competitions with transparent blowup balls, which the participants had to walk over to get from point A to point B.

At the sea coast, Mrs. Jakovljević singles out “Games without Borders”, while on the mountain they organized the “Winter Olympics” involving, amongst other things, snow sliding on car-tires, pan sliders, and carton.

Nevertheless, **40% of the surveyed participants see rural environments as a likely trend in future,** primarily due to **various aspects and facilities which the city cannot offer,** and due to the need to get away from the daily routine.

The likelihood that urban environments will prevail in the future was indicated by 35% participants, while 25% feel that both alternatives will be equally popular, with cities being chosen for conferences and business gatherings, and rural environments for team building activities.

M. M.

Svečano otvaranje Hotela Zlatibor Mona

120 SMEŠTAJNIH JEDINICA ZA 120 GODINA TURIZMA

Državni sekretar za turizam profesor dr Goran Petković, u prisustvu istaknutih zvaniča, svečano je otvorio renoviran hotel Zlatibor Mona na Zlatiboru. Na svečanosti otvaranja gospodin Petković je istakao da **Zlatibor ove godine proslavlja 120 godina turizma** i da je renoviran hotel Zlatibor Mona najlepší poklon koji je Zlatibor mogao dobiti. G-din Petković je zatim pohvalio upravu kompanije Mona koja je postavila nove standarde u nacionalnom hotelijerstvu i uložila velike napore u promociju turističkih kapaciteta Zapadne Srbije.

Privatizacijom 2005. godine hotel Zlatibor Mona je postao deo poslovnog sistema „MONA“ d.o.o. Beograd, a nakon dve faze renoviranja postao je *vodeći hotel* na Zlatiboru i jedan od *najbolje posećenih hotela u Srbiji*.

Prateći nove trendove u hotelijerstvu preduzeto je renoviranje postojećeg kapaciteta hotela i dogradnja novih **3.000 m²**.

U hotel je uloženo **4.000.000 evra**, a na renoviranju i izgradnji istog su radile brojne domaće firme sa preko 200 radnika u periodu od marta 2012. godine do marta 2013. godine.

Od kupovine hotela, preduzeće MONA je uložilo **12 miliona evra** i od običnog odmarališta sa 21 zaposlenim, danas je postao impozantni hotel sa 4 zvezdice i **95 zaposlenih**.

Posle druge faze renoviranja, hotel Zlatibor MONA raspolaže sa 120 smeštajnih jedinica sa 300 ležajeva, dva restorana nacionalne i internacional-



Svečano otvaranje Hotela Zlatibor Mona, 18. jun 2013. godine

ne kuhinje, barom, wellness centrom, igraonicom za decu sa kafe barom za odrasle, kao i sa multifunkcionalnim kongresnim centrom „Koledo“ kapaciteta do 500 osoba.

U pansionском restoranu Vila se služe obroci na bazi bife stola, gde gosta svako veče sačekava različita svetska kuhinja.

Lada bar je mesto gde gost može popiti kafu, pojesti omiljenu poslasticu, ali i uživati u divnoj bašti u borovoj šumi.

Ukoliko gost želi da oseti ukus i miris zlatiborske kuhinje i domaćih vina, restoran i vinski bar Perun je pravo mesto za to.

Nadaleko čuveni domaći specijaliteti, izvrsna vina, toplo ognjište, samo su neki od atributa ovog restorana, gde dolaze ne samo gosti hotela, već i gosti celog Zlatibora.

U hotelu MONA se posebno izdvajaju tri celine:

- Wellness centar MONA, prava oaza mira i relaksacije, nudi zatvoreni bazen, 2 saune, parno kupatilo, hidromasažne bazene, teratnu, kapsulu zdravlja, kao i brojne masaže i tretmane lica i tela autohtonim biljkama sa Zlatibora
- Igraonica za decu sa barom sa odrasle
- Kongresni centar „Koledo“ sa kapacitetom do 500 osoba.



Ceremonial Opening of the Hotel Zlatibor Mona

120 ACCOMMODATION UNITS FOR 120 YEARS OF TOURISM

The State Secretary for Tourism, Professor Dr. Goran Petković, opened ceremonially, in the presence of renowned guests, the renovated hotel Zlatibor Mona at Zlatibor. At this opening ceremony Mr. Petković underlined that **Zlatibor celebrates 120 years of tourism this year**, adding that the renovated hotel Zlatibor Mona is the most beautiful gift that Zlatibor could have received. Mr. Petković further praised the management of the company Mona that set new standards in the national hotel industry and invested great efforts in the promotion of tourism capacities of Western Serbia.

With its privatization in 2005 the hotel Zlatibor Mona became part of the business system "MONA" d.o.o. Beograd, and after two stages of renovation it became the *leading hotel* at Zlatibor and one of the *most visited hotels* in Serbia.

Following new trends in the hotel industry the existing capacity of the hotel was renovated and an additional capacity of **3,000 m²** was built.

4,000,000 EUR were invested in the hotel and the renovation and construction of the new capacity was done by numerous domestic companies with more than 200 workers in the period from March 2012 to March 2013. Since the purchase of the hotel, the company MONA has invested **12 million EUR**, transforming an ordinary holiday resort with 21 employees into a remarkable 4-star hotel with **95 employees**.

Now that the second renovation stage is completed, the hotel Zlatibor MONA disposes of 120 accommoda-



tion units with 300 beds, two restaurants with national and international cuisine, a bar, Wellness Centre, children's playroom with a coffee bar for adults, as well as a multifunctional congress centre "Koledo" with a capacity for up to 500 persons.

In the hotel restaurant Vila that serves according to board arrangements meals are served as buffets, where every night different world cuisine is waiting for the guests.

The Lada Bar is a place where guests can have a coffee, eat their favorite desserts, but also enjoy the beautiful garden in the pine forest. For guests who wish to taste and smell the Zlatibor cuisine and domestic wines, the restaurant and wine bar Perun is the real place for that. The widely known domestic specialties, excellent wines, warm fireplace are only some of the attributes of this restaurant, visited not only by the guests of this hotel, but also by all other tourists in Zlatibor.



The hotel MONA has three special separate units:

- The Wellness Centre MONA, a real oasis of peace and relaxation, offering an indoor swimming pool, 2 saunas, a steam bath, hydro massage tubs, a gym, a multifunctional spa bathtub, as well as numerous massages and face and body treatments with autochthonous plants from Zlatibor
- Children's playroom, including a bar for adults
- The Congress centre "Koledo" with a capacity for up to 500 persons.

Događaji u gradu i u prirodi

KOJE AKTIVNOSTI DA ORGANIZUJEM?

Kada organizujemo događaj, jedan od kriterijuma prilikom izbora lokacije i prostora, treba da budu aktivnosti koje je moguće realizovati u datom okruženju. Ukoliko konkretan događaj treba da obuhvati, pored formalnog dela, upoznavanje i druženje učesnika, opuštanje i zabavu, onda su aktivnosti neizostavni deo. U zavisnosti od vrste događaja, ali i od starosne i polne strukture grupe, obrazovanosti, kao i njihove kulture i običaja, zavisi koje aktivnosti su prikladne i u najboljoj meri zadovoljavaju njihove potrebe.

Aktivnosti mogu da variraju od razgledanja istorijskih i kulturnih znamenitosti područja u kojem se događaj održava, svečane večere ili partije, preko opuštanja u wellness i spa sadržajima, klasičnih sportskih aktivnosti, pa sve do organizovanih tim building igara i aktivnosti koje podižu adrenalin, i onih koje su nesvakidašnje i koje učesnici obično nemaju priliku da iskuse u sopstvenoj režiji.

Za ovaj broj SEEbtm magazina, pripremili smo za Vas ideje za organizaciju nestandardnih aktivnosti u gradu, kao i onih koje se održavaju u ruralnom okruženju.

Aktivnosti u gradu

Šta je karakteristično za gradove? Kulturne i istorijske znamenitosti i arhitektura. Nepregledan niz zgrada i solitera. Aerodrom i automobili. Sve ovo može da se iskoristi za organizaciju jedinstvenih i neobičnih aktivnosti. Evo i na koji način.

• Kraljevski bal

Povratak u prošlost je uvek interesantno iskustvo. Učesnici mogu da se,



makar na par sati, osete kao plemići i princeze, na organizovanom balu u velelepnom istorijskom zdanju, nekoj gradskoj palati, zamku ili vili.

Za grupe koje nisu prevelike, moguće je iznajmiti kostime i balske haljine. Uz muziku za bal i instruktore koji bi ih obučili karakterističnom plesu koji se pleše na balovima, svi će se osećati kao u bajci, a uz to će se i veoma zabaviti.

Poklon maska za bal, sa obeležjima naziva i datuma događaja, dodatno će ovo iskustvo učiniti nezaboravnim.

• Borba vitezova

U gradovima koji imaju ostatke srednjevekovnih tvrđava, ili na nekoj drugoj pogodnoj lokaciji, učesnici mogu da odmere snagu i veštine u borbi vitezova.

I u ovom slučaju, eksterijer i garderoba pojedinih učesnika može da se upotpuni kostimima, opremi, štitovima, improvizovanim oružjem, zastavama i drugim obeležjima.

Učesnici mogu posmatrati simulaciju borbi kostimiranih i improvizovanih vitezova, ili i sami da nauče neke viteške veštine i oprobaju se u njima.

To mogu biti: trka u vrećama, skok u dalj iz mesta, bacanje kamena, skok u vis iz mesta, obaranje ruke i nadvlačenje konopca.

• Taktika osvajanja u napuštenim zgradama

Jedna od aktivnosti u kojoj neizostavno proradi adrenalin i u kojoj je neophodno da učesnici sarađuju i razvijaju odnos međusobnog poverenja, a uz to se odlično zabavljaju jeste paintball. To je igra u kojoj se grupa podeli u dva tima kako bi jedan tim osvojio zastavu suparničkog tima, istovreme-





no štiteći svoju, i tako pobedio. Igra se odvija na zatvorenom ili otvorenom terenu.

U gradskim sredinama, često je u pitanju neki prostor napuštene zgrade prilagođen za ovu igru. Tokom igre, igrači pokušavaju da eliminišu suparnike tako što ih obeležavaju lopticom sa bojom (paintball) koja se izbacuje iz paintball puške.

• Daj gas

Adrenalin i borbeni duh će se svakako probuditi tokom brze i zabavne vožnje kartinga. Profesionalni kartodromi, pored organizovanja i realizacije same trke, obezbeđuju i dodelu pehara na postolju i prskanje šampanjcem, baš kao u Formuli 1.

• Postani pilot na jedan dan

U slučaju da želite da organizujete neponovljivo iskustvo za pojedince, postoje pilotske škole letenja koje omogućavaju iskustvo letenja 1 na 1 s instruktorom letenja.

Najpre se prolazi teorijski deo koji podrazumeva upoznavanje sa osnovama teorije leta, kontroli leta, vazдушnim procedurama, meteorologiji i dr. Nakon toga, učesnik seda za komande i vozi pravi avion, zajedno sa pilotom.

Doživljaj upotpunjuje i pilotska diploma koja se dobija nakon leta (koja naravno nije prava, ali dovoljno da izaziva osmeh i da se sačuva kao uspomena).

• Orijentiring

Orijentiring je sport koji se zasniva na navigacijskim sposobnostima takmičara.

Zadatak takmičara je da pomoću karte sa ucrtanim kontrolnim tačkama i kompasa, pronađe te kontrolne tačke na terenu za što kraće vreme.

Uglavnom je zadat i redosled kojim to

mora da se obavi, mada postoje i vrste u kojima takmičar sam bira kojim redom će posetiti kontrolne tačke.

Pored toga što se ova vrsta aktivnosti može organizovati u prirodi, veoma je popularna i kao aktivnost koja se odvija baš u gradu, ili nekoj urbanoj sredini, po gradskim ulicama, između zgrada i sl.

Aktivnosti u ruralnim sredinama

• Kampovanje u prirodi oko logorske vatre

Ne postoji veći osećaj slobode nego kada se spava pod otvorenim nebom. U predelima gde je dozvoljeno kampovanje, mogu da se organizuju dobri šatori, logorska vatra, pečenje krompira u žaru, i poneka gitara.

Takođe, u aktivnostima paljenja logorske vatre i postavljanja šatora, mogu da učestvuju svi prisutni, kao dodatan vid izgradnje tima i rekreacije.

Sa pogledom na predivne predele prirode koje svakim satom menjaju boje i zvukove, samo je nebo granica za nezaboravno iskustvo.

• Traženje „zakopanog blaga“

Priroda je sjajno okruženje za otkrivanje kako sebe, tako i stvari koje nas okružuju.

Zato je i aktivnost pronalaženja „blaga“ oduvek bila privlačna, kako pra-



vim tragačima za zlatom u vreme „zlatne groznice“, tako i svima koji učestvuju u ovoj vrsti igre.

Grupi se daju određene naznake i zadaci koje treba da reše kako bi došli do sledećeg putokaza koji na kraju vodi do cilja – „zakopanog blaga“.

Zadaci koje je potrebno da učesnici reše kako bi stigli do sledećeg putokaza, mogu da budu i neki zadaci iz struke i profesije kojom se oni bave, ili da budu neka karakteristična pitanja sa seminara koji je prethodno održan. Naravno, mogu biti i čisto zabavnog karaktera ili oni zadaci koji zahtevaju osnovne veštine orijentacije i poznavanje prirodnih zakona.

• Učestvovanje u seoskim zanatima i aktivnostima

Ono što se posebno izdvaja kao trend za aktivnosti u ruralnim sredinama jeste kreiranje autentičnog iskustva kroz upoznavanje i učestvovanje u starim zanatima, lokalnim običajima i tradiciji.



Nema ništa slađe nego pojesti tek ubrano voće. Ljudi u gradu uglavnom nemaju priliku za tako nešto, tako da je učestvovanje u okopavanju vinograda, voćnjaka ili bašte, branju voća i povrća, a zatim uživanje u njihovim plodovima, apsolutni doživljaj.

Ljudi postaju svesniji koji je proces, rad i trud, potreban kako bi imali činiju voća na stolu, a uz to uživaju u svežim, zdravim i neobrađenim plodovima.

Zanat obično karakterišu tradicionalna narodna znanja i upotreba tradicionalnih tehnologija. Grupa može da se odvede u seosko domaćinstvo ili staru zanatsku radionicu, gde im me-

štani pokazuju veštine i tajne određenog zanata. Nakon toga, učesnici se sami isprobaju u tome, uz pomoć i savete meštana. Učestvovanjem u tim aktivnostima, učesnicima se omogućava da vrlo lično dožive i iskuse lokalne običaje i kulturu, da ispolje kreativnost i umeće, a možda i da otkriju sopstvenu sklonost prema nekoj od tehnika ili vrstama umetnosti.

Ove aktivnosti mogu podrazumevati razne tradicionalne tehnike kao sto su pravljenje grnčarije, slikanje slamom i izrade suvenira od slame, izrada predmeta od domaćeg filca, pravljenje umetničkih dela u drvetu ili kamenu, zatim, pravljenje liciderskih kolača ili „liciderska srca“ za koje tzv „medičari“ mese i prave kolače, peku ih, a zatim crtaju i šaraju figurice lutaka, srca i konjanika.

Nakon učestvovanja u izradi ovih predmeta, svako sa sobom nosi svoj lično i ručno urađen primerak, za uspomenu, kao i mnoštvo ideja i autentičnog iskustva.

Mogućnosti su mnogobrojne, a ovo su samo neke od njih. Potrebno je samo iskoristiti tradiciju i običaje, lokalne zanate, prirodna bogatstva, kao i kreativnost i otvorenost uma za nove doživljaje.

M. M.



Events in City and in Nature

WHICH ACTIVITIES SHOULD I ORGANIZE?

When organizing an event, one of the main criteria in selecting location and venue should be the choice of activities that can be organized in those surroundings. If, in addition to the formal part, a given event is meant to involve socializing, entertainment, and fun activities for the participants then these activities have to be carefully organized. The right choice of activities will largely depend on the type of event planned and the participants' age, gender, education, as well as their cultural and ethnic makeup.

Activities can include anything from sightseeing tours of historical and cultural landmarks of the location where the event is taking place, formal dinners and parties, relaxing visits to Wellness and Spa centers, or sports activities to team building and adrenalin-pumping activities, and less ordinary games, which event participants usually have little chance of experiencing on their own.

This issue of SEEbtm Magazine will give you a few ideas for organizing non-standard activities in the city, and other equally interesting ones in rural surroundings.

City Activities

What's characteristic of cities? Cultural and historical landmarks and architecture. Never-ending rows of buildings and skyscrapers. Airports and cars.

All this can come in handy when organizing a unique and unusual activity. Here's how.



• Royal Ball

A journey into the past is always interesting. Participants can feel, for a couple of hours at least, like lords and ladies at a ball organized in an impressive historical building, a city palace, castle, or a villa.

If the group is not too big, costumes and ball gowns can be hired. With ball music and dance instructors teaching

them the steps danced long ago, participants will enjoy themselves and feel like they are in a fairy tale.

A complimentary ball-mask keepsake, bearing the name and date of the event, will add the finishing touch to an unforgettable evening.

• Knights' Tournament

In cities that have remnants of medieval fortresses or a similarly suitable location, event participants can return to the days of chivalry and take part in a knights' tournament.

The appearance and wardrobe of some of the participants can be adjusted to the occasion with costumes, medieval equipment, shields, improvised weapons, banners and other heraldic symbols.

Participants can watch simulated jousting of costumed and decorated knights or can learn and try some knightly skills on their own. They can take part in the sack race, the long jump, stone throwing, the high jump, arm wrestling, and tug of war.





• Conquest Games in Deserted Buildings

An activity that inevitably gets the adrenalin going and makes participants work together and develop mutual trust while having great fun is paintball. A group is divided into two teams whose aim is to try and conquer the other team's flag while defending their own. This game can be played either indoors or outdoors.

In urban environments, the adjusted inside of a deserted building can be a perfect setting for paintball. The players try to eliminate members of the opposite team by "shooting" them with balls of paint from a paintball rifle.

• Step on the Gas

A fast and fun karting drive is another sure way to boost adrenalin levels and keep spirits high. Professional karting circuits will take care of everything, from organizing and carrying out the kart race, to the cup-awarding ceremony, complete with spurting champagne, just like at the Formula 1 races.

• Become a Pilot for a Day

If you really want to organize an unforgettable experience for your event participants, there are pilot training schools offering a one-on-one flight experience with an instructor. The novice pilot first undergoes theoretic instruction, which gets him acquainted with the basic theory of flying, flight commands, navigation

procedures, meteorological data etc. After that, the participant gets in the pilot's seat and flies the plane together with the pilot instructor. The whole experience is made complete by the pilot's diploma awarded after the flight (fake, of course, but bound to get a smile out of the participant who receives it.)

• Orienteering

Orienteering is a sport that puts the competitors' orientation abilities to the test.

Their task is to find a series of checkpoints on a terrain in as little time as possible with the help of a marked map and compass. Usually the sequence in which the checkpoints should be found is also given, although some competitions allow the competitors to choose the order in which

they look for the checkpoints. Besides being an ideal outdoor pastime, this activity can be organized in urban surroundings, around city streets and buildings.

Activities for Rural Environments

• Camping around a Fire

There is nothing that spells freedom like sleeping under the open skies. In areas where camping is allowed, tents can be set up, a camp fire lit, potatoes roasted on the hot ashes, and guitar-playing is sure to follow. Setting up camp and lighting the campfire are activities that everyone can take part in as team building and recreational activities. With the beautiful sounds of nature and the view changing with every hour of the ebbing day, only the sky is the limit for this unforgettable experience.

• Treasury Hunt

Nature provides a great environment for discovering ourselves and the things that surround us. A treasure hunt



has always had its charm, not only for the true gold diggers of the “gold rush” era but for everyone taking part in this type of game.

A group is given a lead and a set of problems to be resolved in order to find the next mark that will lead them to the goal – the “buried treasure”.

The problems the participants have to resolve to get to the following mark can be something from their area of expertise or profession or can be typical questions from a seminar they have attended. Of course, they can also be simply entertaining in character or problems whose solving requires basic orientation skills or knowledge of natural laws.

• Village Arts and Crafts

A particularly interesting trend in activities organized in rural areas is creating an authentic experience through learning about and taking part in old arts and crafts and local customs and traditions.

Nothing tastes so good as freshly picked fruit. City dwellers rarely get the chance to do that so working in vineyards, orchards, and gardens, picking fruit and vegetables and then enjoying the fruit of their labors is a perfect experience.

People become aware of the process, work, and effort required to bring fr-



esh fruit to their table and they enjoy eating fresh, healthy, organic food to boot.

Arts and crafts are usually characterized by folk handiwork and the use of traditional techniques.

A group can be taken to a village household or an old crafts workshop, where locals will introduce them to the secrets and skills of an old trade.

Then the members of the group can try their hand making things with the help and instruction of the villagers. Taking part in these activities allows participants to experience first hand local customs and culture and to show their creativity and skillfulness, maybe even discover a talent for a certain technique or art form.



These activities can involve various traditional techniques like pottery, straw painting, and making souvenirs out of straw, making items from home-made felt, making artifacts in wood or stone or “licider” cakes for which dough is kneaded and baked and then decorated and painted with figures of dolls, hearts, and knights on horseback.

Those who took part in making these items will take handiwork home as keepsakes, along with plenty of ideas and a truly authentic experience.

The possibilities are endless, and the ones we have listed here are only a few of them. It’s simply of matter of turning to tradition and customs, local crafts, natural riches, and keeping a creative and open-minded approach to new experiences.

M. M.



S.A.B. International

KONGRES U RIMU - PODRŠKA OD PRVOG DO POSLEDNJEG DANA

Sa više od 4.500 učesnika, ESCEO13-IOF je postao najveći edukativni događaj i istraživački forum iz oblasti osteoporoze i osteoartrisa u Evropi. Rim kao kosmopolitski grad sa visokim standardima, zbog svoje harizme i veličanstvene istorije, bio je domaćin ESCEO13-IOF koji se održao od 17. do 20. aprila 2013. godine. Istovremeno, ovaj kongres je uspeo da se za samo nekoliko godina razvije u jedinstveni prolećni sastanak za doktore medicine, istraživače i mlade naučnike.



Za organizovana putovanja na stručan kongres, veoma je bitan izbor pravog partnera - agencije, na čiji profesionalizam i stručnost organizatori mogu da se oslone.

Za putovanje u Rim, 90 zdravstvenih radnika (fizijatara, reumatologa i ortopeda) iz Srbije i iz Crne Gore je svoje poverenje ukazalo agenciji **S.A.B. International**.

Agencija je pružila svoj maksimum i pored organizacije samog putovanja i turističkog programa u slobodno vreme, S.A.B. International je bio podrška u svakom smislu učesnicima kongresa od prvog do poslednjeg dana.

Da bi učesnici mogli da iskoriste vreme do otvaranja kongresa da se pripreme, odmire i razmene prve utiske, predstavnik agencije se pobrinuo za prethodno preuzimanje kongresnog materijala i distribuciju istog po dolasku grupe u hotel.

Tokom boravka u Rimu putnici su imali priliku da se za nekoliko dana trajanja kongresa u slobodno vreme upoznaju sa znamenitostima, istorijom i mnogim interesantnim sadržajima večnog grada.

Nezaobilazne atrakcije panoramskog razgledanja su bile Koloseum, Rimski forumi, Trajanova pijaca, Kapitol, Pjaca Venecija, Pjaca Republika, Barberinijeve fontane, Via Veneto, Park Borgeze i Pjaca del Popolo.

Najveću pažnju svakako je privukla poseta Vatikanu – vatikanskim muzejima, Sikstinskoj kapeli i Bazilici Sv. Petra, mada ni veličanstveni vrtovi vile D'Este sa mističnim fontanama nisu prošli bez iskrenog oduševljenja put-

nika italijanskom renesansom. Svesni da su vrhunac putovanja uspomene koje nastaju na najznačajnijim mestima, agencija pažljivo bira turističkog vodiča prema strukturi i interesovanjima putnika, što uz enciklopedijsko znanje i harizmu garantuje vrhunsko uživanje.

Sledeće godine, sa još većim entuzijazmom Agencija se priprema za svetski kongres osteoporoze i osteoartrisa ESCEO u Sevilji kao i za druge kongrese medicine i farmacije.

Odlična organizacija, pažljivo osmišljeno i izuzetna poslovnost od prvog kontakta. Socijalne aktivnosti uz interpretaciju Den Braunovog dela *Andeli i demoni* od strane turističkog vodiča – neprocenjivo!

*Prof. Dr Miroslav Milankov i
Prof. Dr Olgica Milankov*

Retko kada sam u dosadašnjem radu imao priliku da prepoznam profesionalizam kod partnera u svim fazama saradnje.

Dr Vladimir Krstić

Prava kongresna podrška uz kvalitetno animiranje u slobodno vreme, mlad i požrtvovan tim agencije bio je besprekoran u realizaciji putovanja!

Dr Hadi Mansouri

Agencija S.A.B. je zaista mislila o brojnim detaljima našeg puta, ljubaznost, poslovnost i posvećenost su ostavili najjači utisak. Znam preko koga ću putovati na buduće kongrese.

Prim. Dr Biljana Marjanović



S.A.B. International

CONGRESS IN ROME - SUPPORT FROM FIRST TO LAST DAY

With over 4,500 participants, ESCE013-IOF has become the largest educational event and most vibrant clinical research forum for osteoporosis and osteoarthritis in Europe. Rome, as a cosmopolitan city, with the high quality standards, charisma and glorious history, was the host for ESCE013-IOF, which was held from 17th to 20th April 2013. At the same time, this congress shortly succeeded to develop into unique European springtime meeting for healthcare professionals, researchers and young scientists.

For organizing groups to travel to conference, it is important to choose the right partner - agency, on which professionalism and expertise you can rely. For traveling to Rome, 90 healthcare professionals from Serbia and Montenegro as well (physiatrists, rheumatologists and orthopedists) entrusted the agency **S.A.B. International**. The agency made an utmost effort to provide not only the traveling services but to be a true support during the congress days. To enable participants to fully use the time before the opening ceremony on the first day of arrival, the agency representative distributed congress materials and badges collected a day before. During 5 days in Rome, many of the guests had an opportunity to be presented with the most famous sites and history after the congress lectures. Beautiful panoramic sightseeing highlighted Rome's must see attractions such as Colosseum, Roman Forum, Trajan's Market, Capitol, Piazza Venezia, Piazza Repubblica, Barberini Fountain, Via Veneto, Vila Borghese and Piazza del Popolo. The most attention brought a visit to the Vatican museums, Sistine Chapel and St Peters Basilica. Nevertheless, the significant and mysterious gardens with fountains of



Vila D'Este in Tivoli met a true delight with Italian renaissance and created a unique experience.

S.A.B International is well aware of the fact that highlights from the journey are actually memories which are created on the most important sites of the tour. Therefore, considerate choice of tour guide is made for every journey respectively, according to the structure and interests of the passengers which together with encyclopedic knowledge and charisma guarantee an utmost pleasure.

For next year, even with more enthusiasm, the Agency is preparing for the World Congress on Osteoporosis, Osteoarthritis and Musculoskeletal Diseases in Seville, as well as for other medical and pharmaceutical congresses throughout the world.



Excellent organization, carefully planned and extraordinary business etiquette from the very beginning. Social activities with interpretation of Dan Braun's *Angels and Demons* by the tour guide – priceless!

*Prof. Dr Miroslav Milankov &
Prof. Dr Olgica Milankov*

Seldom in my previous working career had I opportunity to recognize such a professional engagement with business partner in every part of the cooperation.

MD Vladimir Krstić

A true congress support with high quality animation in the free time, young and devoted team was impeccable in realization of the tour!

MD spec. Hadi Mansouri

Agency S.A.B. really paid attention to lots of details of our trip, where kindness, business etiquette and devotion leave the strongest impression. I know who will be my partner for future congresses.

Prim. Dr Biljana Marjanović

Život u 21. veku

URBANO ILI RURALNO?

Nagli društveni razvoj koji se desio nakon industrijske revolucije krajem 18. veka i početkom 19. veka uticao je na proces urbanizacije, tj. povećanje broja stanovnika u gradskim područjima i širenje gradskih područja.

Urbani rast za posledicu ima ubrzan ekonomski rast i razvoj, ali druga strana medalje jeste velika potrošnja energije, a time i rast njene cene, uvećanje broja motornih vozila, pritisak na infrastrukturu u svakom smislu, kao i oštećenje životne sredine.

Zagađenje vazduha i koncentracija ugljen-dioksida, gasa odgovornog za globalno zagrevanje, razne vrste otpada kao i nestašica vode, su sve problemi koji će se uvećavati.

Procenjuje se da oko 3 milijarde ljudi, koji čine većinu mase onih koji naseljavaju megagradeve, preživljava sa manje od 2 dolara dnevno. Sve su izraženije razlike između veoma bogatih i izrazito siromašnih.

Od postojećih tri milijarde stanovnika gradova, čak jedna trećina živi u sirotinjskim naseljima poput brazilskih faveli.



Ako i stavimo na stranu, ove, možda pesimističke podatke, ono što svakako jeste činjenica, je da mladi masovno napuštaju manja mesta i sela, i odlaze u gradove, što za posledicu ima izumiranje sela, poljoprivrede i stočarstva. Gradovi postaju prenaseljeni, zagađeni, sa porastom stope siromaštva i kriminala.

Oni koji su ostali na selu žive u kućama sa dvorištima, i jedu povrće i voće iz svoje bašte. Prvi komšija je udaljen kilometrima. Oni koji žive u gradovima, žive u proseku u nekih 10 kvadrata po

glavi stanovnika u slučaju da žive sa porodicom ili cimerima, plaćaju banoslovne kirije i/ili kredite, kupuju veštačko voće i povrće, a dok sede na terasi, ako je uopšte imaju, gledaju u zid ili ulicu zakrčenu automobilima. Prve komšije čuju i kroz cevi kupatila i kroz tanke zidove.

Više je nego očigledno, ravnoteža ne postoji.

Već decenijama unazad, postoji tendencija i potreba kod ljudi da se „vrate na selo“ u vidu bežanja iz grada



na vikend u neke ruralne predele. Da legnu na zelenu travu, gledaju u krošnje drveća, slušaju cvrkut ptica i udišu svež vazduh, bez gradske buke i napetosti. U teoriji, svi bi da se vrate prirodi. Ali ne peške.

Teško nam je da se odrekemo tzv. „luksuza“ koji nam omogućava život u urbanim sredinama.

Nije za nas kopanje motikom i muljanje u blatu oko tamo neke staje. Miris da ne pominjem.

Radije ćemo platiti fitness instruktora da nas cedi do poslednje kapi znoja, onako izmrcvarene posle posla u kancelariji, i udišaćemo miris izduvnih gasova u garaži nekog šoping centra.

Želimo, tačnije, postaje nam neophodno (ili nametnuto?), da je sve oko nas urbano, „fensi“ i u trendu. Moderna arhitektura, garderoba, izgled...

Život i misli po poslednjoj modi. Sve je to lepo. U čovekovoj je prirodi da radi, kako bi sebi olakšao život i učinio ga udobnijim. Ali granice i umerenost u svemu tome moraju da postoje.



Vrtoglava je brzina usklađivanja života, porodice i posla. Stalna je borba surove konkurencije i manjka vremena za toliko toga, što je savremenom čoveku u gradu nametnuto da mora da postigne kako bi bio srećan.

Da li gubimo sebe? Šta je ono što MI ZAISTA jesmo i želimo, a ne šta bi TREBALO da budemo kako bi bili URBANO USPEŠNI. Brza hrana, brz ljubavni život, brz život. Mir možemo da

pronađemo, makar na kratko, u nekom etno-selu, planini, morskoj uvali, ili na nekom, krišom preostalom, proplanku u gradu.

Da se malo saberemo, čujemo sopstvene misli i želje, pa da krenemo dalje u životne borbe.

Urbano ne može da postoji bez ruralnog, makar dugoročno gledano.

Sopstveni odnos urbanog i ruralnog, izbalansirajte sami.

M. M.

We speak your language

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21st Century Life

THE URBAN OR THE RURAL?

Sudden social development dating from the industrial revolution at the end of 18th and the beginning of the 19th century influenced the process of urbanization, that is, the increase in the number of inhabitants living in the city areas and their consequential expansion.

The urban growth resulted in accelerated economic growth and development, but on the other hand, we are facing huge energy consumption and increased prices of energy, increased number of motor vehicles, pressure on infrastructure in every sense, and finally the environmental pollution.

Air pollution accompanied with high concentrations of carbon monoxide, the gas responsible for global warming, various types of waste material as well as the shortage of water, all together represent the increasing problem.



It is estimated that 3 billion people, that make the majority of those living in megalopolises, survive with less than 2 dollars a day.

The gap between the very rich and the very poor is constantly growing.

Out of the existing three billion the city inhabitants, there is not less than one third living in shanty towns, such as Brazilian favelas.

Even if we put aside such, perhaps pessimistic, data, what certainly ma-



kes the reality is the fact that the young population is massively leaving small towns and villages. They are moving to big cities, which results in consequential dying away of the countryside, agriculture and animal husbandry, followed by the increased rate of poverty and criminal.

Those who decided to stay in the countryside, live in private houses and eat fruit and vegetables from their own garden. The first neighbour can be even a few kilometres away.

Those living in the cities, spend their life in 10 square meters per capita, in case they live with their family or roommates. They pay extremely high rent and/or credits, buy artificial fruit and vegetables, and while sit on the balcony, if they have one, watch at the wall or the street jammed with cars. They can hear their first neighbours through the pipes or through the walls.

It is more than obvious that there is no balance at all.

It has been a few decades now, that there has been a trend and a need to "go back to the countryside", through the weekend escape from the city to some rural area.

People spend their time lying on the green grass, watching the treetops, listening to the birds singing and breathing the fresh air, far away from the city noise and tension. Theoretically, everyone wants to go back to the nature. But not on foot.

It is hard for us to give up so called "luxury" that the life in urban areas provides for us. We were not made for hoe digging and spending our time in the mud surrounding some stable. Not to mention the smell.

We are more willing to hire a fitness instructor to squeeze us completely, overworked after the whole day in

the office, and we would rather breathe in the smell of exhaust gasses in a garage of some shopping centre.

We wish, or to be more precise, it is becoming necessary for us (or perhaps imposed?), to spend our lives in urban, "fancy" and trendy surroundings.

Modern architecture, clothes, appearance... life and attitudes dictated by the latest fashion.

That does not sound bad, on the contrary. It is in the nature of human beings to work, in order to make the living easier and more comfortable. Yet, there should be some limits and moderation.

The speed of coordination of life, family and work is dazzling. There is constant battle of brutal competition and the lack of time for so many

things imposed for the people living in the cities, which they must achieve in order to be happy.

Are we losing ourselves? What is it that WE REALLY are and want, and not what we SHOULD be in order to be URBANELY SUCCESSFUL?

Fast food, fast love life, fast life in general. We are able to find our peace, although just for short, in some ethno village, mountain, sea cove, or in some, secretly remaining city clearing... to get to ourselves, to hear our own thoughts and desires, and to continue to fight for life.

There is no urban without rural, at least that is a case for long-term period. Thus, make your own balance between the rural and the urban.

M. M.



Event different

IZRAZITE SVOJE IDEJE
U NAJBOLJEM EVENT HOTELU
U HRVATSKOJ

lone 

Hotel Lone nije još samo jedno mesto gde ćete da odradite poslovna događanja. Da se razumemo, ovde ćete pronaći sve „tehnikaliije“ koje su potrebne za uspešnu konferenciju, ali i ono nešto posebno. Prostor koji inspiriše, koji vas tera da razmišljate i delujete drugačije, prostor koji će vaš event podići na viši nivo.

Lone nudi:

Višenamensku kongresnu salu za 600 osoba, mogućnost pregrađivanja sale u 3 manja prostora, dodatne sale za poslovne sastanke, VIP lounge i business office, neiscrpan izvor inspiracije i prostor za kreativno razmišljanje

Budite naš gost, pošaljite nam upit na event@maistra.hr

Od ideje do realizacije

KAKO SMANJITI UTICAJ DOGAĐAJA NA ŽIVOTNU SREDINU?

Događaji, bez obzira da li se organizuju u urbanom ili ruralnom okruženju, utiču na životnu sredinu, u nekoliko nivoa, uključujući potrošnju vode, proizvodnju otpada i potrošnju energije, zagađenje vazduha i ostalo, a i na lokalnu zajednicu mesta gde se događaj organizuje.

Odluka i način da se uticaj na životnu sredinu u što većoj meri smanji, jeste na organizatorima događaja. Pomenutih načina ima dosta i u većini slučajeva su jednostavni i ne zahtevaju veća materijalna sredstva, a mi ćemo ukazati na neke od njih.

Kada se donosi odluka o **datumu događaja**, preporuka je da se izaberu topliji dani, čime bi se smanjila potrošnja energije za zagrevanje prostora kako hotelskih soba tako i kongresnih centara. Takođe, potrebno je izbegavati i letnje mesece, kada se potrošnja energije vezuje za klimatizacione sisteme i sisteme hlađenja prostorija.

Zatim, potrebno je pokrenuti **web sajt** koji će pratiti događaj.

Portal bi trebalo da pruža sve potrebne informacije o događaju i omogućiti

Olimpijske igre 2012 su proglašene „najzelenijim Igrama” u istoriji ovog događaja. Igre u Londonu su prve u istoriji ove manifestacije kojima je održivost bila glavni fokus od početka, pa su tako glavni napori bili usmereni na smanjenje ekološkog otiska.

elektronsku prijavu učesnika umesto pismenih prijava i slanja istih putem pošte.

Sve češće praksa organizatora je da izbegavaju slanje **pozivnica** poštom i njihovo štampanje, već to čine putem mejla. Ako se donese odluka o štampanju, koriste se reciklirani papiri i mastila na bazi soje.

Umesto deljenja štampanih **materijala**, sve važne informacije trebalo bi obezbediti u formi elektronskih prezentacija. A ukoliko je štampanje neophodno, saveti se odnose na dvostrano štampanje istih.

Promo materijali u vidu olovki, notesa, majci i poklon kesa su često sastavni deo konferencija i drugih događaja. U tom slučaju, sve češće se za navedene materijale koriste reciklirani materijali.

Dolazak delegata na događaj ili putovanje do nekih daljih mesta bi trebalo da bude organizovano korišćenjem autobusa ili molbom za učesnike da dolaze zajedno kolima, a ne svako posebno u svojim kolima, kako bi se potrošnja goriva i emisija izduvnih gasova svela na minimum.

Kada su u pitanju **ketering usluge**, izbor lokalne, organske i sezonske hrane može imati velike prednosti.

Kupovina lokalno uzgajanih proizvoda pomaže u podržavanju lokalnih zajednica i nudi svežije, sezonske i regionalne opcije, bez potrebe za transportom ovih namirnica.

Takođe, bitno je izabrati hranu na osnovu ličnih prioriteta učesnika. Ukoliko organizator određenog događaja poznaje lične prioritete grupe koja učestvuje na istom, shodno tome može da odredi, npr. da li je salata dovoljna da se posluži kao obrok, ili bi oni ipak više voleli ceo topli obrok, da li su vegeterijanci i sl.?

Služenje vode u bokalima na konferencijama, umesto u plastičnim flašama na jednoj konferenciji može da se uštedi i do 20.000 evra. Takođe, posluživanje dodatka hrani i piću (začina, mleka, bibera, šećera i sl.) u činijicama je jeftinije od serviranja pojedinačnih pakovanja. A naravno, utiče na smanjenje otpada.

Posluživanje ručkova i večera nezamislivo je sa jednokratnim servisima i escajgom. **Čaše, tanjiri i escajg** za jednokratnu upotrebu ne samo da će biti samo još jedan dodatak za depozitnu smeću, već ovakav pribor ne stvara isti utisak „servisa prve klase” za



ISO 20121:2012 - Upravljanje održivošću događaja je standard za sistem upravljanja koji je dizajniran da pomogne organizacijama u kongresnoj industriji da poboljšaju održivost njihovih aktivnosti, proizvoda i usluga, vezanih za događaje, smanjenjem uticaja na životnu sredinu.

goste. Prema Izveštaju Saveta odbrane životne sredine, korišćenje 1.000 jednokratnih, plastičnih kašičica troši preko 10 puta više energije i prirodnih resursa nego proizvodnja jedne kašičice od nerđajućeg čelika, koju je moguće oprati i 1.000 puta.

Korišćenje krpenih umesto papirnih salвета, takođe ostavlja i dodatni pozitivni utisak na goste, a mogu se koristiti više puta.

Imajući u vidu koliko **reciklažnog otpada** ostaje nakon jednog manjeg događaja, a pogotovo posle većih kongresa i konferencija, bitno je sav taj materijal razvrstati i reciklirati. Za sve



događaje moraju se utvrditi programi za reciklažu svih materijala (papir, plastika, staklo, metal) koji ostaju nakon realizacije događaja i obezbediti kontejneri predviđeni za reciklažu istih. Materijali i ostalo što nije za reciklažu može biti **donirano** lokalnim humanitarnim organizacijama.

Bitno je uvek staviti neku vrstu pečata na događaj i predstaviti ideje, prime-

re i načine kojima se smanjio uticaj na životnu sredinu baš tim konkretnim događajem.

Na ovaj način će delegati ali i ostali biti podstaknuti da bar deo viđenog primene na sopstvenim događajima, a šire gledano, podiže se svest o važnosti očuvanja životne sredine.

S. G.



DISCOVER CROATIA THE BEAUTIFUL

Your Hotel in the Heart of Zagreb



A mix of traditional and modern, Hotel Dubrovnik in the heart of Zagreb was built in 1929 and recently fully renovated to offer 5 star value a 4 star price. With 231 rooms and 8 suites, the Hotel is comprised of two parts – a classic hotel and a modern business hotel, which also offers new conference rooms for up to 350 people. Hotel Dubrovnik's prime central location makes it the perfect choice for business conferences, banquets, business dinners, board meetings, press conferences, and networking events.









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From the Idea to the Realization

HOW TO REDUCE THE IMPACT OF EVENTS ON THE ENVIRONMENT?

Events, regardless of whether they are organized in urban or rural surroundings, influence the environment at several levels, including water consumption, waste production and energy consumption, air pollution and other, but also have an impact on the local community of the event's destination. The decision and ways in which the impact on the environment can be reduced to the highest possible extent are responsibilities of the event organizers. There are plenty of ways to reduce the impact and in most cases their realization is simple and does not require larger material assets. Below in the text we will point to some of them.

When deciding about the **date of the event**, it is recommended to choose warmer days to reduce energy consumption for the heating of rooms, as well as congress centers. It is also necessary to avoid summer months, when the energy consumption is linked to air conditioning and cooling systems.

Further it is necessary to start a **web site** to follow the event.

The portal should provide all necessary information about the event and allow participants to submit electronic applications for the event instead of applications in writing and their sending per post.

A practice that is more and more common among organizers is that they avoid printing and sending **invitations** per post.

They rather do it per e-mail. Even when they decide to print invitations, they use recycled paper and soy-based inks.

Instead of distributing printed **materials**, all important information should be secured in the form of electro-

nic presentations. However, if printing is necessary, double-sided printing is advised.

Promotional materials in the form of pens, pocket books, T-shirts and gift bags are often an integral part of conferences and other events.

In this case too, recycled materials are used more and more often for the aforementioned materials.

The arrival of delegates to the event or the travel to some more distant places should be organized with buses or the participants should be asked to share cars when travelling to the venue, avoiding that everybody uses their own car so as to reduce fuel consumption and the emission of exhaust gases to the minimum.

As to **catering services**, the selection of local, organic and seasonal food can have great advantages.

The purchase of locally grown products is a support to local communities



The Olympic Games 2012 were recognized as the “The Greenest Games Ever” in the history of this event. The London Olympics are the first in the history of this event where sustainability was the main focus from the very beginning, so that the main efforts were directed at reducing the ecological footprint.

and offers more fresh, seasonal and regional options, without the need to transport these groceries.

It is also important to choose food based on the personal priorities of the participants. If the organizer of a certain event is familiar with the personal priorities of the group participating in that event, he can determine whether a salad will suffice as a meal or whether the participants would rather prefer a complete warm meal, whether they are vegetarians etc.



Serving water in carafes at conferences, instead of using plastic bottles, can save up to 20,000 EUR at one single conference.

Also, condiments for food and drinks (spices, milk, pepper, sugar etc.) are to be served in small bowls rather than in single sachets. This also reduces the amount of waste.



It is impossible to imagine serving lunches and dinners with one-time crockery and eating utensils.

Glasses, plates and cutlery for one-time use will only be an extra burden to the landfill and such utensils do not create the impression of “first-class service” for the guests.

According to the Report of the Natural Resources Defense Council, the use of 1,000 one-time plastic tea spoons consumes more than 10 times the energy and natural resources needed for the production of one tea spoon from stainless steel, which can be washed up to 1,000 times.

The use of cloth napkins instead of paper napkins also leaves an additional positive impression on the guests and can be used several times.

Bearing in mind how much **recyclable waste** remains after one smaller event and especially after larger congresses and conferences, it is necessary to sort and recycle all materials.

At all events recycling programs must be established for all materials (paper, plastic, glass, metal) that remain after the completion of the event and containers must be provided for recycling purposes.

ISO 20121:2012 – Event sustainability management is a standard for a management system designed to help organizations in the meeting industry to improve the sustainability of their activities, products and services related to events by reducing the impact on the environment.



Non-recyclable materials and other stuff may be **donated** to local humanitarian organizations.

It is always important to mark the event in a special way and to present ideas, examples and methods used to reduce negative impacts on the environment at that concrete event.

In this way the delegates and others will be encouraged to apply at their own events at least one part of what they saw and from broader perspective awareness is raised about the significance of preserving the environment.

S. G.



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Vaš Hotel u srcu Zagreba

HOTEL DUBROVNIK – STALNIM USAVRŠAVANJEM DO VISOKOG KVALITETA USLUGE

Hotel Dubrovnik u Zagrebu, izgrađen 1929. godine jedan je od simbola domaće hotelske tradicije poznat po besprijekornoj kvaliteti usluge i vrhunskim hotelijerskim standardima. Od svog otvaranja do današnjeg dana, usluga i sadržaji su neprestano unapređivani. U lipnju 2013. godine otvorena je nova recepcija s dvostruko većim prostorom te opremljenim predvorjem i aperitiv barom koja je zasjala modernim, svijetlim i svježim izgledom, stvarajući dobrodošlicu i opušten ambijent od trenutka kada se uđe u Hotel.

Unutrašnjost ovog jedinstvenog spomenika kulture, idealno smještenog na glavnom zagrebačkom trgu, u potpunosti je obnovljena i nova svježina se stapa s klasičnom elegancijom povijesne i kulturne baštine. Apartmani i sobe su renovirane što uključuje nov i moderan namještaj, rasvjetu, art décor, flat-screen HD televizore, bespla-

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tan žičani i bežični pristup internetu, kao i udobne krevete sa visoko kvalitetnom posteljinom s potpisom.

Renovirane sobe i kupaonice opremljene su luksuznim dodatnim sadržajima, a hotelski gosti imaju pristup u 24-satni poslovni centar kao i 24-satni fitness centar te poslugu u sobu.

Kroz 2013. godinu cijeli je Hotel unaprijeđen uvođenjem novih sadržaja, uključujući American Steak & Grill House restoran koji se izdiže iz prosječnosti nudeći uz prvoklasne i prepoznatljive odreske i pravi američki roštilj koji je jedinstven u ovom dijelu Europe. Uz stručno rukovanje iskusnih roštilj majstora educiranih za rad na američkom roštilju, ovaj će restoran jamčiti jedinstven kulinarski doživljaj. Uz dobar komad mesa, poslužuje se i širok izbor predjela i priloga, koji potiču uživanje u kombinacijama okusa i mirisa uz vrhunsku prezentaciju naglašenu iznimnom ponudom kvalitetnih vina.



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Uz već spomenute nove sadržaje, važno je istaknuti da će Vam nesmetan boravak u središtu grada i uživanje u svim ljepotama koje pruža Zagreb i Hotel Dubrovnik omogućiti i nadzirano parkiralište Hotela Dubrovnik.

Isto tako, na raspolaganju su fleksibilni prostori za kongrese i korporativne sastanke, vjenčanja i druga događanja gdje hotelsko catering osoblje na licu mjesta koordinira uslugu hrane i pića, a prostori su opremljeni naprednom tehnologijom i audiovizualnom opremom.

Posebnost Hotela Dubrovnik čini uistinu jedinstven položaj u samom srcu grada i pogled koji se pruža na živopisni Trg bana Josipa Jelačića.



Your Hotel in the Heart of Zagreb

HOTEL DUBROVNIK – CONTINUALLY UPGRADING FOR HIGH QUALITY OF SERVICE

Hotel Dubrovnik in Zagreb is a renowned hotel with history dating back to 1929, known for impeccable quality of service and top hotel standards. The hotel's facilities have been continually upgraded, with the last upgrade being the renovation of the entrance and reception area, finished in June 2013, which has now taken on a modern, light and crisp appearance creating a welcoming and relaxed ambiance from the moment the doors open.

The interior of this unique landmark, which is ideally located on the main Zagreb square, has been completely rejuvenated bringing a fresh, stylish look to the hotel's seven floors.

Guest suites and rooms have also been renovated and upgraded to include new modern furniture, lighting, art décor, flat-screen HD televisions, complimentary Wireless Internet as well as sweet sleeper beds with signature bedding.

The interior of this unique landmark, which is ideally located on the main Zagreb square, has been completely rejuvenated bringing a fresh, stylish look to the hotel's seven floors.

The hotel's facilities have been continually upgraded, with the last upgrade being the renovation of the entrance and reception area, finished in June 2013, which has now taken on a modern, light and crisp appearance.

All newly renovated rooms include bathrooms featuring granite surfaces and luxurious signature bath amenities. The hotel guests have access to a 24-hour Business Center, Fitness Center and room service.

Also opened in 2013 is the American Steak & Grill Restaurant. Hotel Dubrovnik has now catered to their many guests and friends who have longed for the 'Great American Steak' experience in Croatia. So far, the steaks and the menu have received rave reviews as many of the favorites like the T-bone steak, New York Strip Steak and the boneless Rib-Eye Steak are widely offered. A wide variety of entrees and side dishes are also included that derive enjoyment in combining flavors and fragrances accented with a diverse range of premium wines. With expert preparation by experienced grill masters, this restaurant will guarantee the unique



Also opened in 2013 is the American Steak & Grill Restaurant. Hotel Dubrovnik has now catered to their many guests and friends who have longed for the 'Great American Steak' experience in Croatia.

taste that could only be found back in the U.S. With all the aforementioned new offerings in Hotel Dubrovnik, it's important to highlight that parking is readily available for all guests.

Also worth mentioning are the fully renovated and state-of-the-art flexible indoor meeting and event spaces available for business functions, weddings and special events. The hotel's on-site catering staff coordinates food and beverage service in areas with advanced technology and audiovisual equipment.

Hotel Dubrovnik is an ideal choice for experiencing the liveliness of city. Indulge your senses and enjoy a bounteous selection of dishes served also at the hotel's beautiful outdoor terrace and enjoy the views across the picturesque city scenery.



Vlasinsko jezero kao destinacija aktivnog turizma

VREME JE DA UKUCATE VLASINU U GOOGLE

2011. godine započet je projekat „Promocija eko turizma i zaštita životne sredine Vlasinskog jezera“ koji zajednički realizuju Program Ujedinjenih nacija za razvoj (UNDP), Coca-Cola sistem, Ministarstvo energetike, razvoja i zaštite životne sredine i opština Surdulica.

Projekat predviđa očuvanje Vlasine kao zaštićenog područja, njeno brendiranje i definisanje turističkih proizvoda koji u kratkom roku treba da profilišu Vlasinu kao turističku destinaciju, ali i da osposobe lokalno stanovništvo da prepozna eko turizam kao razvojnu šansu svoga kraja.

Vlasina, dve godine od početka projekta, ponovo ulazi na tržište kao destinacija aktivnog turizma. Nekada čuveno takmičenje trubača zamenili su biciklizam, trekning i pecanje, koji su uvršćeni u standardnu turističku ponudu.

Ekoturisti obično traže iskustva koja pružaju osećaj bliskosti sa prirodom i lokalnim stanovništvom. Vlasina ima za cilj da privuče takve turiste u isto vreme štiteći svoje prirodne resurse. Zato su stanovnici Vlasine, zajedno sa lokalnom samoupravom, uključeni u sve faze sprovođenja projekta.

Projekat predviđa očuvanje Vlasine kao zaštićenog područja, njeno brendiranje i definisanje turističkih proizvoda.



Podsticajna putovanja, tim bilding i aktivni turizam predstavljaju turističke proizvode koji bi, za početak, trebalo da definišu destinaciju i pripreme teren za njen održivi razvoj.

Do sada je obeleženo preko 150 km pešačkih i biciklističkih staza, postavljena je turistička signalizacija i info table, a počelo je i promovisanje Vlasine preko turističkih brošura i mapa. Ono što posebno raduje je stvaranje brenda „Vlasinske domačice“ – organska hrana, pripremljena kroz stare recepte. Ideja je da što više sličnih proi-

zvoda postanu sastavni deo turističke ponude Vlasine.

Sezonska pijaca, parking i imobilijar na vidikovcima oko staza dodatno će obogatiti destinaciju i učvrstiti njenu poziciju na turističkoj mapi Srbije. Podsticajna putovanja, tim bilding i aktivni turizam predstavljaju turističke proizvode koji bi, za početak, trebalo da definišu destinaciju i pripreme teren za njen održivi razvoj.

Brend „Vlasinske domačice“ – organska hrana, pripremljena kroz stare recepte.



Vlasina Lake as an Activity Tourism Destination

IT'S TIME TO GOOGLE VLASINA

"Promotion of ecotourism and environmental protection of the Vlasina Lake" was launched in 2011 as a project to be jointly implemented by the United Nations Development Programme (UNDP), Coca-Cola System, Ministry of Energy, Development and Environmental Protection and Municipality of Surdulica.

The project stipulates conservation of Vlasina as a protected area, its branding and definition of touristic products which would profile Vlasina as a touristic destination in a short period of time, and would also capacitate local population to recognise ecotourism as a development opportunity for their region.

Two years upon the project initiation, Vlasina is re-entering the market as an activity tourism destination. Once famous trumpet players competition has been replaced by cycling, tracking and fishing, which all have become a part of standard touristic offer.

Ecotourists usually seek the experience which provide for feeling of closeness with nature and local population. Vlasina has a goal to attract such tourists, while protecting its natural

The project stipulates conservation of Vlasina as a protected area, its branding and definition of touristic products.



resources at the same time. That is the reason why Vlasina residents, together with local government, have been involved in all implementation stages.

So far, more than 150 km hiking and cycling trails have been marked, touristic signalisation and info boards placed, and promotion of Vlasina through touristic brochures and maps has started as well.

Incentive travels, team building and activity tourism are touristic products which, for the beginning, should define the destination and prepare the grounds for its sustainable development.

Particular joy is brought by creation of brand "Vlasina Housewives" – organic food prepared through old recipes. The idea is that ever more similar products become the integral part of the Vlasina touristic offer.

Seasonal market, parking and furnishings in viewpoints around the trails will additionally enrich the destination and will strengthen its position in the touristic map of Serbia.

Incentive travels, team building and activity tourism are touristic products which, for the beginning, should define the destination and prepare the grounds for its sustainable development.

Brand "Vlasina Housewives" – organic food prepared through old recipes.

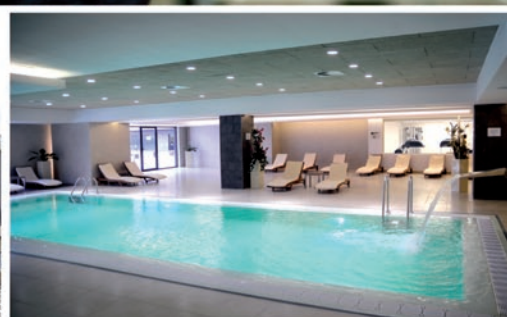
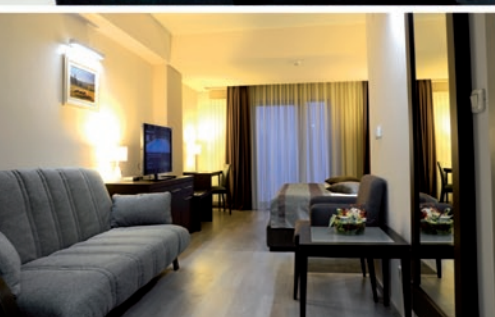




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- Free underground parking in the garage
- Free wi-fi in all rooms and public areas

Sanja Vukov-Colić, zamenik direktora agencije Spektar putovanja d.o.o.

KONTINUIRANA EDUKACIJA I INOVACIJE ZA ODRŽAVANJE KONKURENTNOSTI

Agencija Spektar putovanja posluje od 1989. godine i danas predstavlja vodeću agenciju na polju organizacije kongresa u Hrvatskoj. Dugogodišnje iskustvo i znanja agencije predstavljaju prednost ali agencija prepoznaje neophodnost konstantnog praćenja svetskih trendova i usavršavanje zaposlenih kako bi ostala na samom vrhu.



Sanja Vukov-Colić

Ovom prilikom smo imali čast da razgovaramo sa zamenicom direktora agencije Spektar putovanja, g-đom **Sanjom Vukov-Colić**.

1. Današnji trendovi navode na kontinualnu edukaciju i unapređenje kako samih zaposlenih tako i poslovanja firme. Možete li nam reći na koje sve načine se Vaši zaposleni usavršavaju?

Kontinuirana edukacija od izuzetne je važnosti za održavanje konkurentnosti i kompeticije na tržištu.

Naši se djelatnici od samog početka rada u agenciji usavršavaju u svim područjima naših aktivnosti.

Iako zapošljavamo gotovo isključivo djelatnike sa završenim fakultetima, s najmanje dva strana jezika u govoru i pismu, te informatičkim vještinama, nužno je potrebno održavati kontinuitet u edukaciji i usvajanju novih znanja, s obzirom da kongresna industrija neprestano uvodi nove tehnologije koje treba implementirati u proces organizacije događanja.

Upravo smo u tijeku uvođenja Sustava upravljanja kvalitetom prema normi ISO 9001:2008, čija primjena ima svrhu poticanja kvalitetnog poslovanja, održivosti, konkurentnosti te obrane interesa kompanije.

Upravo smo u tijeku uvođenja Sustava upravljanja kvalitetom prema normi ISO 9001:2008, čija primjena ima svrhu poticanja kvalitetnog poslovanja, održivosti, konkurentnosti te obrane interesa kompanije.

Djelatnici turističke agencije Spektar putovanja kontinuirano prate gotovo sve europske, pa i svjetske skupove i događanja različitih specijalnosti, te se na taj način upoznaju s najnovijim tehnološkim trendovima, koje je potrebno implementirati, ako je to moguće, u vlastitu praksu.

Hrvatski kongresni i incentive ured Hrvatske turističke zajednice, Udruga hrvatskih putničkih agencija, Hrvatska gospodarska komora, Hrvatska udruga profesionalaca u kongresnom turizmu, Turistički ured grada Zagreba, vrlo često organiziraju kvalitetne radionice i edukacijske seminare na kojima gostuju eminentni stručnjaci europske i svjetske kongresne industrije, vrsni meeting planeri, koji ne samo da ukazuju na prednosti i nedostatke Hrvatske kao kongresne destinacije, nego prenose svoja iskustva o najnovijim trendovima i prognozama koje treba pratiti i primjenjivati.

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Istaknula bih i sve veću potrebu aktivne prisutnosti na socijalnim mrežama, kao što su LinkedIn, Facebook i povezivanje struke preko medijskih kanala, radi razmjene ideja, dobrih i loših iskustava, dobre prakse i ostalih informacija koje bi bile od pomoći svim čimbenicima kongresne industrije.

2. Koje su sve inovacije u organizaciji događaja potrebne kako bi pomerili granice i zadovoljili zahteve klijenata?

Inovacije koje su važne u našem poslovanju ponajviše se odnose na kvalitetnu informatičku podršku i korištenje svih mogućih resursa koji omogućavaju rješavanje određenih problema u što kraćem vremenu.

Tu prvenstveno mislim na izgradnju vlastite baze podataka naših klijenata, on-line servise koje pružamo osobito u organizaciji kongresnog turizma, što je sve zapravo objedinjeno u tzv. „bazu znanja“ naše agencije.

Planeri i organizatori događanja, kao educirani i sofisticirani kupci različ-

Povezujemo se sa srodnim agencijama kako bi u partnerstvu s njima ponudili unaprijeđene usluge našim klijentima.

tih usluga brojnih dobavljača moraju sve više voditi brigu o specifičnostima lokacija održavanja skupova, kako bi osigurali sve veću nužnost održavanja utjecaja zaštite, novih trendova u F&B uslugama koji nalažu što laganiju, manje kaloričnu hranu, koja će sudionicima pružiti osjećaj snage i budnosti.

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3. Prema Vašem iskustvu i dugogodišnjem poslovanju, koliko praćenje svjetskih trendova i unapređenje igra ulogu u zadržavanju klijenata?

Naša agencija od samog osnutka prati svjetske trendove, ponajviše odlazeći i sudjelujući na velikim međunarodnim sajmovima gdje prezentiramo vlastitu ponudu, ali isto tako se usavršavamo prepoznajući potrebe tržišta, te se pravovremeno i vrlo efikasno prilagođavamo novim izazovima i potrebama.

Na takvim događanjima povezujemo se sa srodnim agencijama kako bi u partnerstvu s njima ponudili unaprijeđene usluge našim klijentima.

Uveli smo program koji omogućava svim vlasnicima smartphones-a praćenje svih mogućih informacija i promjena u programu konferencije na kojoj su nazočni.

Na taj način uspjeli smo organizirati niz međunarodnih skupova gdje je partnerstvo s međunarodnim agencijama bilo od izuzetne važnosti (dugogodišnja zajednička suradnja u organizaciji znanstvenih skupova medicinske specijalnosti širom Europe s marketinškom kompanijom Publiciscare, Francuska)

Naši partneri, znanstvenici - organizatori događanja, vrlo često sudjeluju u radu međunarodnih skupova širom svijeta i prate sve trendove kongresne industrije.

Time nameću nužnost našeg užurbanog prilagođavanja novostima u praćenju novih tehnologija.

S druge strane mi, kao planeri događanja moramo voditi brigu da uvođenje novih tehnologija ne ugrozi „budžet“ događanja.

Inovacije koje su važne u našem poslovanju ponajviše se odnose na kvalitetnu informatičku podršku i korištenje svih mogućih resursa koji omogućavaju rješavanje određenih problema u što kraćem vremenu.

On-line skupovi, streaming, web konferencije sigurno imaju svoje sljedbenike, ali nove tehnologije koje omogućavaju podršku skupovima i događanjima licem-u-lice, ne mogu ih zamjeniti.

Prateći te trendove, upravo smo uveli program koji omogućava svim vlasnicima smartphones-a praćenje svih mogućih informacija i promjena u programu konferencije na kojoj su nazočni.

S. G.

Sanja Vukov-Colić, Spektar putovanja d.o.o. Agency Deputy Director

ONGOING EDUCATION AND INNOVATION TO MAINTAIN COMPETITIVENESS

Spektar putovanja agency has been operating since 1989 and is now currently a leader in Croatia for meetings industry. While its extensive experience and expertise give it a definite advantage, the agency is nevertheless aware of the necessity for keeping abreast of international trends and ensuring continual employee training in order to maintain its competitive position.

For this occasion, we had the honor of talking with Deputy Director of Spektar putovanja agency, Mrs. **Sanja Vukov-Colić**.

1. Current trends require continual progress and advancement both of employee skills and of business operation as such. Can you tell us something about the education of your employees?

Ongoing education is extremely important for maintaining a competitive market position. Our employees

The employees of Spektar putovanja agency continually follow nearly all European and other international meetings and events on different subject matter, learning about current technological trends whose implementation into our own practice would be desirable.

are continually trained in every area of our business from the moment they start working for our agency.

Although nearly all our employees have university degrees and must be proficient in at least two foreign languages and computer skills, continual education and the acquisition of new knowledge is essential.

This is dictated by constant innovations and use of modern technology in the meetings industry, which must be incorporated into every event-organizing activity.

We are currently implementing the ISO 9001:2008 for Quality Management Systems, aimed towards ensuring high quality of operation, sustainability, and competitiveness, thereby advancing company interests.

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European and other international meetings and events on different subject matter, learning about current technological trends whose implementation into our own practice would be desirable.

The Croatian Convention and Incentive Bureau of the Croatian Tourist Association, the Association of Croatian Travel Agencies, the Croatian Chamber of Commerce, the Croatian Meeting Professionals Association, the Tourist Bureau of the City of Zagreb





We recently implemented a new program enabling all Smartphone users access to every information and program change pertaining to the conference they are attending.

I would also like to point out the importance of taking part in social networks, such as LinkedIn, Facebook and networking for the sake of exchanging ideas, good and bad experiences, good practices and any other information that could be useful to everyone in meetings industry.

often organize excellent workshops and educational seminars attended by qualified lecturers from the international meetings industry, expert meeting organizers, who not only point out the strengths and weaknesses of Croatia as a meetings destination but impart their own experiences of the latest trends and projections to be followed and implemented.

2. What innovations need to be introduced in event organizing in order to go beyond ordinary offer and satisfy client demands?

The innovations vital to our area of business mainly concern high quality automated support and the use of all available resources enabling prompt problem solution.

Here I am primarily referring to the creation of our own client data base,

We join forces with other agencies to offer combined and enhanced services to our clients.

on-line services that we provide particularly in the domain of congress tourism, all united into our agency's "knowledge base".

Event planners and organizers, as an educated and sophisticated buyers of various providers' services, are increasingly focusing attention on the choice of location for an event in order to fulfill the growing need to maintain safety and implement new trends in F&B services which dictate light, low-fat food, that will make participants feel energetic and alert.

I would also like to point out the importance of taking part in social networks, such as LinkedIn, Facebook and networking for the sake of exchanging ideas, good and bad experiences, good practices and any other information that could be useful to everyone in meetings industry.

3. In your extensive experience and business activity, how important is following international trends and advancement for retaining clients?

From its establishment our agency has followed international trends, especially by taking part at major international fairs where we present our offer but also by constantly striving to keep abreast of market demands and promptly adjusting to new challenges and requirements. At these and similar events we join forces with

other agencies to offer combined and enhanced services to our clients. Our partnership with other agencies has resulted in the organization of a number of international meetings (such as the long standing cooperation we have with the French marketing company, Publiciscare, in organizing medical conventions throughout Europe).

Our partners, scientists – event organizers, very frequently take part in the work of international meetings worldwide and follow current trends in the entire meetings industry.

As a result, we are fully aware of the need for our quick adjustment to new tendencies and implementation of new technology. On the other hand, we, the event organizers, also have to ensure that introduction of new technology will not jeopardize an event's "budget".

The innovations vital to our area of business mainly concern high quality automated support and the use of all available resources enabling prompt problem solution.

On-line meetings, streaming, web conferences certainly have their adherents but while new technologies certainly represent valuable support for direct, face-to-face events, they cannot replace them.

Our awareness of new tendencies has prompted us to recently implement a new program enabling all Smartphone users access to every information and program change pertaining to the conference they are attending.

S. G.

Učenje kroz igru

„LEGO SERIOUS PLAY” – SVAKO U ORGANIZACIJI MOŽE DA DÂ SVOJ DOPRINOS

Na koliko sastanaka, seminara, workshop-ova ste bili prisutni, a da ste prosto imali osećaj da većina prisutnih nije dala svoj doprinos u problemu ili diskusiji, da se prosto nisu uključili u temu, ili da su samo „fizički bili prisutni, ali ne i psihički”, što vam neizbežno postavlja pitanje da li je sve to bilo čisto gubljenje vremena?



Razloga za ovu pojavu ima više. Uobičajene žalbe su da sastanci/seminari traju predugo, da su nezanimljivi i da često dominira par istih ljudi od kojih ostali ne mogu da dođu do reči, što rezultira da su ostali manje motivisani, sa osećanjem da su isključeni i da nisu shvaćeni ozbiljno. Istina je da svako u organizaciji može da doprinese diskusiji, rešenju problema i rezultatima.

Jedan od načina za prevazilaženje ovog problema jeste uvođenje „LEGO SERIOUS PLAY” kocki kao komunikacijskog alata pri diskusiji.



Kako to funkcioniše?

Korišćenje LEGO kocaka omogućava da se brzo dođe do srži teme. Kocke imaju funkciju katalizatora i kada se koriste za stvaranje metafora pokreću procese kojih pre toga niste bili svesni, privlačeći stopostotnu pažnju i učešće.

Građenje modela pejzaža uz pomoć LEGO kockica, davanje istima značaj putem smišljanja priče i izvođenjem različitih scenarija produbljuje razumevanje, izostrava uvid u temu i interno povezuje grupu koja se zajedno „igra”. Na kraju učesnici odlaze sa osećanjem veće sigurnosti i veće predanosti zajedničim ciljevima.



„LEGO SERIOUS PLAY” zasnovana je na procesima u REALNOM VREMENU koji počinju „ovog momenta”, uključuje relevantne delove prošlosti i spaja ih sa nadama, stremljenjima i strepnjama vezanim za budućnost svih prisutnih. Proces je fokusiran na pitanje šta se može učiniti i šta treba

Građenje modela pejzaža uz pomoć LEGO kockica, davanje istima značaj putem smišljanja priče i izvođenjem različitih scenarija produbljuje razumevanje, izostrava uvid u temu i interno povezuje grupu koja se zajedno „igra”.

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učiniti već danas. Postizanjem boljih rezultata „sada“ postiže se i bolja pripremljenost za izazove i mogućnosti u budućnosti.

Tradicionalni poslovni pristupi uglavnom se svode na analizu prošlosti i razmišljanje o budućnosti. Proizvodi „LEGO SERIOUS PLAY“ uključuju elemente iz prošlosti i budućnosti koji se stavljaju na probu kroz scenarija u Realnom vremenu kako bi se bolji rezultati u domenu donošenja odluka postigli odmah.

Učesnici na kraju mogu steći bolju sposobnost komunikacije i biti spremniji da koriste maštu, kao i da pristupaju svom poslu sa većom sigurnošću, predanošću i razumevanjem.

„LEGO SERIOUS PLAY“ potstiče čovekovu sposobnost da mašta – da opiše i razume suštinu datog posla, da unese izmene i poboljšanja, kao i da stvori nešto sasvim novo.

Gde se primenjuje?

Programi „LEGO SERIOUS PLAY“ koriste se u preduzećima širom sveta koja istražuju nove načine da podstaknu predanost, samopouzdanje i uvid u problematiku svojih rukovodećih ka-



drova i zaposlenih. Programi se koriste za raznovrsne svrhe, uključujući:

- **Strateški razvoj i istraživanje**
Razmatraju se i procenjuju odnosi sa spoljnim partnerima i klijentima.
- **Organizacioni razvoj**
Za rukovodioce, timove i zaposlene.
- **Inovacije i razvoj proizvoda**

„Više ćete saznati o nekome posle sat vremena igre nego posle celog života provedenog u razgovoru s njim.“

Platon

Davanje prostora maštovitim pristupima i pretvaranje ideja u konkretne koncepte.

- **Upravljanje promenama**
Olakšavanje i uvođenje strukturnih promena i fuzija.

Iskustvo ukazuje na veliku relevantnost metode „LEGO SERIOUS PLAY“ za druge oblasti kao što su Razvoj scenarija i testiranje, Fuzije i kupovine (drugih preduzeća), Brendiranje, Rukovođenje i Razvoj tima, Transformisanje i restrukturiranje, Ulazak na tržište, Operativna efikasnost i analiza konkurencije.

M. M.



Learning through Play

LEGO SERIOUS PLAY - EVERYONE WITHIN AN ORGANIZATION CAN CONTRIBUTE

How many times have you attended meetings, seminars, workshops and had the feeling that the majority of those present had contributed nothing to the topic or the discussion, that they had simply not become involved in the issue, or that they were “present only in body but not in spirit”, which immediately poses the question whether it had all just been a complete waste of time.

There are several reasons for this. The objections usually voiced are that meetings/seminars last too long, are uninteresting, and often dominated by a handful of individuals who don't let anyone else get a word in, which demotivates all the other participants, leaving them feeling excluded and disregarded. The truth is that each individual in an organization can contribute to a discussion, the resolving of a problem, and to the results achieved.

One of the ways to overcome this problem is the introduction of LEGO SERIOUS PLAY blocks and communication tools in a discussion.

How does it work?

The use of LEGO bricks simply enables you to take a speedy shortcut to the core.

The bricks work as a catalyst and when used for building metaphors, they



trigger processes that you were previously unaware of, engaging 100% attention and participation.

Building landscape models with LEGO bricks, giving them meaning through storymaking, and playing-out various possible scenarios, deepens under-

standing, sharpens insight, and socially “bonds” together the group who “plays” together.

Participants come away with increased confidence and more committed to the shared and common goals.

LEGO SERIOUS PLAY builds on a REAL TIME process, which begins with the “right now”.

It draws in relevant parts of the past and integrates this with the future hopes, aspirations and fears of everyone in the room.

It is brought to the process to find out what can and should be done today. Being better at “now” results in being better prepared for challenges and opportunities in the future.



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Building landscape models with LEGO bricks, giving them meaning through storymaking, and playing-out various possible scenarios, deepens understanding, sharpens insight, and socially “bonds” together the group who “plays” together.

Traditional business tools typically analyze the past and speculate about the future.

The LEGO SERIOUS PLAY products incorporate elements from the past and future and test them through scenarios in Real Time to achieve improved decision making immediately.

Participants come away with skills to communicate more effectively, to engage their imaginations more readily, and to approach their work with increased confidence, commitment and insight.

LEGO SERIOUS PLAY taps into the human ability to imagine - to describe and make sense of the business at



hand, to initiate change and improvement, and even to create something radically new.

Where it works?

The LEGO SERIOUS PLAY programs are being used at companies worldwide that are looking for innovative ways to increase the commitment, confidence and insight of their executives, managers and employees. The programs are in use for a broad range of purposes, including:

- **Strategy development and exploration**
Examine and evaluate relations to external partners and clients.

“You can learn more about a person in an hour of play than you can from a lifetime of conversation.”
Plato

- **Organizational development**
For management, teams and individual employees.
- **Innovation and product development**
Unleash creative thinking and transform ideas into concrete concepts.
- **Change management**
Facilitate and implement structural changes and mergers.



Experience shows great relevance of the LEGO SERIOUS PLAY method in other areas such as Scenario development and testing, Mergers & Acquisitions, Branding, Leadership and Team Development, Turnaround & Restructuring, Market Entry, Operational Efficiency and Competitive Analysis.

M. M.



Hotel Aristos, Zagreb

OSJETITE ŠARM UZ DAŠAK LUKSUZA



Hotel Aristos je gradsko poslovni hotel kategoriziran s četiri zvjezdice s ciljem da gostima pruža kvalitetu pet zvjezdica.

Interijer koji odiše ugodnim i toplim ozračjem, visoka razina usluge i gostoljubivost osoblja doprinosi ostvarenju misije hotela: hotel u koji se gosti rado vraćaju i koji osjećaju kao svoj drugi dom tijekom svojih putovanja.



Uz lokaciju koja omogućava laganu dostupnost iz svih prometnih pravaca, blizinu zračne luke, izvrsnu povezanost s centrom grada te mirno okruženje, Hotel Aristos se nameće kao logičan izbor prilikom poslovnih ili turističkih putovanja.

Kako bi gostima osigurao potrebnu udobnost, poseban naglasak stavljen je na uređenje i prostranost 150 comfort i deluxe soba te dodatne uključene usluge koje gosti mogu koristiti tijekom boravka bez nadoplate: internet, poslovni centar, fitness studio, parking i garaža hotela.

Za potrebe poslovnih sastanaka, raznih poslovnih događanja i susreta, gostima je na raspolaganju moderan **kongresno banketni centar**, projektiran sa zasebnim ulazom, kongresnom recepcijom i multifunkcional-



nim dvoranama, tehnički opremljenih najsvremenijom audio i video opremom. Hotel sa svojim timom osigurava profesionalnost, stručnu podršku i uslugu kreiranu prema Vašim potrebama, a dodatna prednost je i osiguran besplatan parking.

Za gurmanske doživljaje, **Restoran Tiara** svakodnevno nudi jela nacionalne i internacionalne kuhinje, nove okuse sezonskih jela, a gosti mogu uživati i u bogatoj ponudi Momento bara i ljetne terase hotela.

Nakon svakodnevnih obaveza, gosti svoj miran kutak mogu pronaći u **Aristos Wellness & Spa centru**. Opuštajući ambijent spa i relax zone uz ponudu bio, infracrvene, parne saune, hidromasažne kupelji i kromoterapije vraća vas u stanje potrebnog mira i harmonije.

Uz bogatu ponudu masaža, tretmana njege lica i tijela vrhunskom kozmetikom, osjetite pravi wellness & spa dodir.

Hotel Aristos –
Vaš domaćin u Zagrebu!
www.hotel-aristos.hr

Hotel Aristos, Zagreb

FEEL THE UNIQUE CHARM WITH A BREATH OF LUXURY

The 150 rooms, four star Aristos Hotel offers a true taste of hospitality as well as a home away from home for travellers. It is the kind of hotel property to which guests want to return again and again.

Hotel Aristos has all the comforts of a standard luxury property along with many special touches that give it an authentic character. As a base for visiting Croatia or as your choice during business trip, the Aristos has it all: a strategic location in Zagreb's business district within easy access of the city centre, comfortable rooms, gourmet dining, a Wellness and Spa Centre, a cutting edge conference facility, and top quality business services.

Located near a number of international companies, close to the international airport and major highways, the hotel particularly attracts European



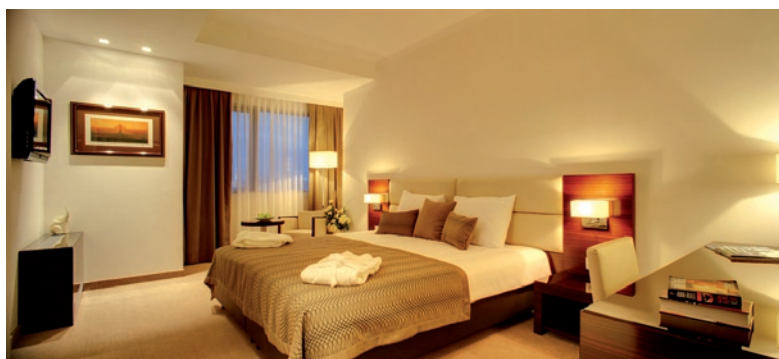
executive travellers. Most of the hotel's guests have come to Croatia on business and are drawn to Aristos Hotel's services and convenient location as well as its value for money. Guest rooms are equipped with high quality ergonomic beds, anti allergy linens, Internet connections and tasteful modern decor. At guest disposal are free Internet, business centre, parking or hotel garage and gym.

Tiara Restaurant within the hotel specialises in creative local and international dishes served in a relaxing atmosphere and accompanied by fine wines. Guests can also enjoy drinks and light meals in the Momento bar or on the summer terrace.

The hotel's conference facilities include a hall for large events up to 350 seats as well as seven multifunction meeting rooms equipped with modern technologies. Highly trained staff can ensure that any kind of event is a success, and great advantage is available free parking.

The Aristos Wellness & Spa features bio, infrared, steam, hydro massage and other treatments guaranteed to give a sense of well being.

Hotel Aristos -
Your ideal choice in Zagreb!
www.hotel-aristos.hr



Za svakoga ponešto

BLED – LOKACIJA KOJU VREDI OTKRITI

Sloveniju, majušnu zemlju u srcu Evrope, krase izvanredna raznolikost. Sasvim kratka vožnja preneće posetioce sa strmoglavih vrhova, brzih reka, kristalno bistrih jezera i zelenih dolina slovenčkih Alpa do mirnih seoca na sunčanoj obali Mediterana. Među svim ovim lokalitetima, Bled svakako zauzima posebno mesto.

Bled se nalazi na ivici Nacionalnog parka Triglav, sa većim delom hotela grupisanim oko Bledskog jezera. Osnovni razlozi za posetu Bledu jesu jedinstveno jezersko okruženje, posebni lokaliteti bogati nacionalnom i kulturnom zaostavštinom, kao i srdačno i gostoljubivo lokalno stanovništvo.

Istorija koju vredni poznati

Na ostrvcu u sred jezera tragovi ljudskog prisustva datiraju još od praistorije. Pre jednog milenijuma, 1004. godine, javlja se prvi pisani trag o Bledu u dokumentu kojim ga nemački car Henrik II poklanja Albuinu, biskupu Briksena.

Bled je stekao međunarodnu slavu najviše zahvaljujući sanatorijumu koji je na njemu osnovao švajcarski stručnjak za hidropatiju Arnold Rikli, a koji je ovde živeo i radio preko pola veka.

Mesta koja vredni videti

U centru Bledskog jezera, nalazi se jedino ostrvo u Sloveniji na kojem se



izdiže **Crkva Marijinog Uznesenja** iz 15. veka. Pored svoje duge i bogate istorije, međutim, bogata vegetacija ostrva krije i mnoge interesantne građevine, zvonik, crkvu, kapelanovu kuću, upraviteljevu kuću, malu isposničku ćeliju i razne misteriozne legende.

Visoko iznad čarobnog jezera stoji imponantna srednjevekovna tvrđava,

Bledski grad. Zdanja koja čine tvrđavu poređana su oko donjih i gornjih dvorišta do kojih se stiže obeleženim pešačkim stazama ili putem koji vodi do zidina utvrđenja.

Reka Radovna svojim vodopadima, jezerima i brzacima isklesala je 1,6 km dugi **Kanjon Vintgar** kroz vertikalne stene brda Hum i Bort.





Nedaleko od centra grada, nalazi se **Nacionalni Park Triglav**, a Bled je idealna tačka za sve koji žele da uživaju u prirodnim lepotama ovog rezervata netaknute dinamične prirode, bogate vegetacije i brojnih ugroženih životinjskih vrsta.

Događaji kojima вреди prisustvovati

Bled je aktivno prisutan na svetskoj konferencijskoj sceni već preko 25 godina, kao domaćin poslovnih, stručnih i državnih sastanaka srednjeg obima za 100 do 400 učesnika, kao i čestih sportskih manifestacija.

Mnogim susretima Bled je postao druga kuća, kojoj se iz godine u godinu rado vraćaju.

Organizatori konferencija i sastanaka odavno su shvatili značaj održivosti, tako da Bled omogućava organizovanje ekoloških događaja tokom cele godine.

Insentiv mogućnosti koje вреди iskoristiti

Bled pruža mogućnosti za obogaćivanje svakog sastanka dodatnim sportskim aktivnostima, kulturnim ekskurzijama, nezaboravnim razgledanjem i tim bilding programima.

Posetici Bleda biće očarani „pletna“ čamcima koji klize preko jezera ili vožnjom kočijama koja će im dočarati tradiciju ovog grada.

Boravak ovde može biti i **veoma aktivan**. Veslanje i surfovanje na jezeru, pecanje na udicu, kajakarenje i splavarenje alpskim rekama, jahanje u prirodi, planinarnje po okolnim brdima, vožnja bicikla i šetanje po prirodi, golf, vožnja balonom i paraglajding samo su neke od aktivnosti koje stoje na raspolaganju.

Ne zaboravimo zimu! Prekrasna slika **zime na Bledu** potstaciće svakog posetioca da se prošeta oko jezera okovanog ledom.

Klizanje ili kuglanje u Ledenoj dvorani, nordijsko skijanje ili noćno skijanje u centru grada još neke su od aktivnosti koje će zimski boravak ovde učiniti nezaboravnim.

Specijaliteti koje вреди probati

Bled nudi najbolje gurmanske i lokalne specijalitete u tradicionalnoj gostionici.

Novu generaciju savremenih kulnara povezuje zajednička ljubav prema tradicionalnim receptima i svežim, domaćim namirnicama.

Preukusne **krepnite** prave se na Bledu već decenijama po originalnom receptu iz 1953. godine. Nema nikakve tajne u tom receptu, stvar je isključivo u iskustvu, a kuvari na Bledu imaju ga u izobilju.

S. G.



Something for Every Taste

BLED – LOCATION WORTH TO DISCOVER

Slovenia, pocket-sized country in the heart of Europe, truly is amazingly diverse. A short drive will take visitors from the high peaks, gushing rivers, crystal-clear lakes and verdant valleys of Slovenia's Alps to the laid-back villages on sunny Mediterranean coast. Among all these sights, Bled is certainly the top one.

Bled lies on the edge of Triglav National Park, while most of its hotels are in the immediate vicinity of Lake Bled. The main arguments to decide to come to Bled include unique national environment of the lake, special venues complemented by the national and cultural heritage, as well as friendly local people with their knowledge of how to be a good host.

History worth to know

The islet in the middle of the lake was frequented as early as in prehistory.

Then, a millennium ago, in 1004, the place Bled was mentioned for the very first time in the deed according to which German Emperor Henry II donated the place to Albuin, the Bishop of Brixen.

Bled gained its international reputation mostly due its sanatorium, founded by the Swiss hydropathist Arnold



Rikli, who lived and worked here for more than half a century.

Sights worth to see

In the middle of the Bled lake reigns Slovenia's only island, crowned by a 15th century chapel, the **Church of the Assumption**. With its long and diverse history, however the lush greenery,

the island also hides other interesting buildings, like the bell-tower, church, chaplain's house, provost's house, small hermitage and some mysterious legends.

High above the magical lake broods a mighty medieval castle, **Bled Castle**. Castle buildings are arranged around the lower and upper courtyards and





can be accessed by taking the marked hiking trail or by taking the road leading to the castle walls. The 1.6 km long **Vintgar gorge** carves its way through the vertical rocks of the Hom and Bort hills and is graced by the Radovna with its waterfalls, pools and rapids.

Not so far from the city center there is Triglav **National Park**, and Bled is an ideal point for all who wish to visit its natural beauties. Park's specific feature is its dynamic intact nature and its richness of vegetation and numerous endangered animals.

Meetings worth to attend

Bled has been actively present on the world conference map for over 25 years, playing host to medium-sized corporate, association and governmental meetings of between 100 and 400 delegates, as well as frequent sports events. Many meetings have

found their home in Bled, returning year after year. The meetings industry certainly recognized the importance of sustainability long ago, so Bled could enable organization of green events all year round.

Incentive opportunities worth to try

Bled offers opportunities for enhancing a meeting with adventurous sport activity, a culture exploration, unforgettable sightseeing and team building programs.

Visitors to Bled will be charmed by the "**pletna**" boats that slowly glide across the lake or with town's traditional flair by driving in **horse-drawn carriages**.

There are plenty opportunities for spending **an active day**. Rowing and

surfing on the lake, angling, kayaking and rafting on the Alpine rivers, riding in nature and climbing the surrounding mountains, cycling and hiking, golfing, ballooning and parachute gliding... are some of them.

Don't forget the winter. The fabulous picture of **winter at Bled** force visitors to walk around the icebound lake.

Also, skating or bowling in the Ice Hall, cross-country skiing or night skiing in the center of town will make winter unforgettable.

Cuisine worth to taste

Bled offers the best gourmet cuisine and regional fare in a traditional inn. The town's new generation of contemporary chefs, all have in common a deer-rooted respect for age-old recipes and fresh, local seasonal ingredients.

Delicious **cream cakes** are known to Bled for decades, having been baked here since 1953, when the original recipe was invented. There is no secret about making them, only experience matters, and the cooks from Bled have plenty of experience.

S. G.



G-đa Eva Štravs Podlogar, Direktorica Turističke organizacije i Kongresnog biroa grada Bleda

DOGAĐAJI NA BLEDU – INSPIRACIJA U SVAKO DOBA

Kongresni biro grada Bleda je neprofitna organizacija, koja posluje pod pokroviteljstvom Turističke organizacije grada Bleda. Uprkos tome što je kao organizacija još uvek mlada, ona promovise Bled kao jednu inspirativnu i osvežavajuću destinaciju za održavanje kongresa i podsticajnih putovanja, u smislu kreativnosti, održivosti i uspeha.



Eva Štravs Podlogar

1. Bled već sto godina važi za najpoznatiju destinaciju u Sloveniji, i šire. Šta je to što ovu destinaciju čini toliko zadivljujućom?

Jedna od glavnih osobenosti Bleda je svakako i bez sumnje impresivan pejzaž – **slikovito jezero sa jednim slovenačkim ostrvom**, i srednjovekovni zamak koji se izdiže na strmoj litici iznad samog jezera.

Do Bleda se lako stiže, ipak, nalazi se u okruženju netaknute prirode, nudi svež i čist vazduh, puno sunčanih sati i mnoštvo izvora termalne vode, koje je **Arnold Rikli, terapeut** koji je uveo turizam na Bled, dobro poznavao i veoma cenio. Počeci turizma na Bledu datiraju još od druge polovine 19. veka, kada je tamo osnovana prva banja, a tradicionalna ljubavnost ovom mestu daje šarm, zajedno sa kulturnim svojstvenostima na koja se nailazi na svakom koraku. Dalje, Bled je skoro postao i **centar vrhunske kuhinje**, sa nekoliko najboljih slovenačkih kuvara koji su za svoju bazu odabrali baš Bled, što ga zaista čini destinacijom izuzetno cenjenom među gurmanima, koji na Bled dolaze što privatno što poslovno.

2. Kongresni biro grada Bleda je osnovan prošle godine, a Vodič za organizatore kongresa i podsticajnih putovanja izdat je 2013. godine. Možete li nam navesti osnovne razloge ovakvih inicijativa?

To je bila naša želja – kao i želja svih onih koji pružaju usluge organizacije i podrške na Bledu – da objedinimo pod istom kapom ponude za organizaciju kongresa i podsticajnih putovanja. Svesni smo činjenice da saradnja predstavlja ključ stalnog rasta i razvoja u smislu podizanja kvaliteta i jačanja pozicija na sve konkurentnijem međunarodnom tržištu. Jedan od ciljeva Kongresnog biroa grada Bleda jeste, kao i kod ostalih institucija ove vrste, **da ponudi objektivne informacije svojim klijentima i da im pomogne** u organizovanju sastanaka i podsticajnih putovanja na Bledu. Drugi važan zadatak biroa jeste marketing i promovisanje destinacije, uključujući i pripremu ponuda za održavanje kongresa i događaja, za šta Bled zaista smatramo idealnom lokacijom. Da bi Bled bio promovisan kao veoma pristupačna destinacija za organizatore kongresa, naš Vodič za

Zašto Bled?

- * bezbedna i lako pristupačna destinacija
- * odlična infrastruktura
- * bogata tradicija u organizovanju događaja
- * privlačna destinacija
- * kombinacija posla i zadovoljstva
- * izvrsna kuhinja

organizatore kongresa i podsticajnih putovanja uskoro dobija i svoju internet stranicu, a koja će biti postavljena na internetu u julu mesecu.

3. Koje su prednosti koje Bled nudi pri podnošenju kandidatura za organizaciju međunarodnih kongresa? A koje za organizaciju podsticajnih putovanja?

Pored toga što je zaista fantastična lokacija koja nadahnjuje i inspiriše svakog posetioca, Bled nudi izvrsnu infrastrukturu za održavanje kongresa i podsticajnih putovanja, sa **Kongresnim centrom koji prima do 500 učesnika** i nekoliko savremenih kongresnih kapaciteta i hotela svih kategorija, koji se nalaze u samom centru grada. Bled se nalazi na kong-



Neki od događaja koji se svake godine održavaju na Bledu:

- PEN konferencija (od 1977.)
- Bled eKonferencija (od 1988.)
- Strateški Forum Bled (od 2006.)

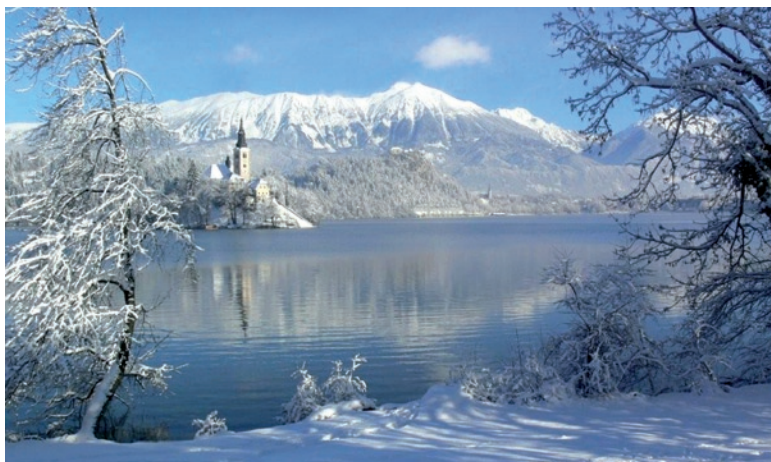
resnoj mapi već **preko 25 godina**, kao domaćin kongresa koje organizuju korporacije, asocijacije i predstavnici država, kao i vrhunskih sportskih događaja, od kojih se mnogi svake godine iznova održavaju na Bledu.

Bogata tradicija održavanja kongresa i događaja ukazuje na to da Bled poseduje neprocenjivo iskustvo i znanje koje je od suštinskog značaja za organizaciju svakog događaja.

Organizatori podsticajnih putovanja biće oduševljeni bogatim i raznovrsnim programom koji im se nudi na dohvat ruke, a koji se kreće od **uzbudljivih sportskih aktivnosti organizovanih u prirodi do kulturnih i eno gastronomskih programa**, koji se baziraju na izvrstnoj kuhinji regiona.

Kad su u pitanju konkretna zadovoljstva, Bled nudi mnoštvo specijalnih lokacija pogodnih za organizovanje gala večera i prijema.

I poslednje, iako ne i najmanje bitno, Slovenija se nalazi među nekoliko najbezbednijih svetskih destinacija, a do Bleda se lako stiže vazdušnim saobraćajem, putevima ili železnicom.



Takođe, ne tako daleko, nalazi se veliki broj fantastičnih destinacija koje nudi Slovenija, a koje mogu obići u okviru poludnevni ili celodnevni izleta.

4. Da li nam možete reći nešto više o strateškom razvoju Bleda kao destinacije za organizovanje kongresa i podsticajnih putovanja?

Mi, angažovani u Kongresnom birou grada Bleda, i ostali članovi, obavezali smo se da ćemo ponuditi uslugu najvišeg kvaliteta i poštovati svoje vrednosti, kao što su mir, lepota, poštovanje, znanje i saradnja.

Cilj nam je da postanemo vodeći biro u Alpskom regionu, u smislu kreativnosti, održivosti i uspeha, dok težimo da nađemo svoje mesto među top 100 kongresnih destinacija u svetu i da postanemo najtraženija i najins-

Vizija za 2020. god. – Bled postaje najtraženija i najinspirativnija destinacija za održavanje kongresa u Alpskom regionu.

Misija destinacije – Nezanovoran događaj u predivnom okruženju, koji organizuju profesionalci i stručnjaci iz oblasti organizovanja kongresa.

Strateški ciljevi – Naći se među top 100 kongresnih destinacija u svetu (prema ICCA).

pirativnija destinacija za održavanje kongresa u Alpskom regionu, tako što ćemo ponuditi nezaboravan događaj u predivnom okruženju, uz podršku od strane profesionalaca i stručnjaka iz oblasti organizovanja kongresa.

S. G.



Mrs. Eva Štravs Podlogar, Director of Bled Tourist Board and Convention Bureau

MEETINGS IN BLEĐ – INSPIRATION IN ALL SEASONS

Bled Convention Bureau is a non-profit organization, operating under the umbrella of the Bled Tourist Board. Although a young organization, it promotes Bled in terms of its creativity, sustainability and with results, as an inspiring and refreshing destination for meetings and incentives.



1. Bled set its self as the most famous destination in Slovenia and more, for hundred years. What is so amazing about this destination?

One of the main draws of Bled is doubtlessly its fabulous landscape – **the picturesque lake with Slovenia's only island amidst it** and the medieval castle brooding on a steep cliff directly above the lake. Bled is easily accessible, yet it is set in unspoilt countryside, with its assets being plentiful fresh air, many hours of sunshine and springs of healing thermal water, which already **Arnold Rikli, the healer** who introduced tourism to Bled, knew to appreciate. The beginnings of tourism in Bled date back to the second half of the 19th century, when he established the first spa here, and a longstanding tradition of hospitality certainly adds to the destination's appeal, as do the cultural peculiarities that are present at every step. Moreover, Bled has recently established itself as a centre of top-notch cuisine, with several of the best Slovenian chefs choosing Bled as their base, which makes Bled a truly rewarding destination for gourmets among leisure and business travellers alike.

2. Convention Bureau Bled has been established last year and Meeting and Incentive Planner's Guide published in 2013. Could you tell us the main reasons of these initiatives?

It was our wish – and **the wish of all providers of meeting and sup-**

port services in Bled – to unite the meeting and incentive offer under a common umbrella. We are aware that cooperation is the key to constant growth in quality and a strong position on the evermore competitive international market.

One of the aims of Bled Convention Bureau is, as in other institutions of its kind, to offer objective information to clients and support them in the organisation of meetings and incentives in Bled. Another important task of the bureau is the marketing and promotion of the destination, including the preparation of bids for meetings and events for which we consider Bled to be an ideal venue. To make the offer of Bled easier accessible to meeting planners, our Meeting and Incentive Planner's Guide will shortly be followed by a new webpage aimed especially at them, which is planned to be on-line in July.

3. What are advantages that Bled has in bidding for international congresses? And, what for organizing incentive travels?

Why Bled?

- * safe and easily accessible
- * excellent infrastructure
- * rich tradition in hosting meetings
- * attractive
- * blends business with pleasure
- * superb cuisine

In addition to Bled being a fabulous sight that enthuses and inspires every visitor, Bled has excellent infrastructure for meetings and incentive travel, with a **Congress Centre accommodating up to 500 delegates** and several state-of-the-art meeting facilities and hotels of all categories right in the centre of the town. Bled has been present on the conference map for **over 25 years**, playing host to corporate, association and governmental meetings, as well as frequent top-end sports events, many of which have been returning to Bled year after year.

The rich tradition in hosting meetings and events means Bled's meeting



Some of annual events in Bled:

- PEN Conference (since 1977)
- Bled eConference (since 1988)
- Bled Strategic Forum (since 2006)

professionals possess invaluable experience and knowledge essential to the success of every event.

Organisers of incentive travel will be delighted to see the plentiful and varied programme options on hand, ranging **from adventurous sporting activities in the great outdoors to cultural explorations and oeno-gastronomic programmes**, based on the excellent cuisine of the region. Talking about earthly pleasures, there

Vision for 2020 – Bled will become the most sought-after and inspiring sustainable Alpine meeting destination.

Mission of the destination – Unforgettable events in a wonderful environment, supported by professional meeting experts.

Strategic goal – Rank among the top 100 meeting destinations in the world (according to ICCA).



is an array of special locations where gala dinners and receptions can be held. Last but not least, Slovenia ranks among the safest destinations in the world and Bled is easily accessible by air, road and rail, while many of Slovenia's other amazing sights are only a short drive away, making for wonderful half- or full-day trips.

4. Could you tell us more about strategic in development of Bled as meeting and incentive destination?

We at Bled Convention Bureau and our members have committed ourselves to offer the highest-quality se-

rvices and respect our values, which are peace, beauty, esteem, knowledge and cooperation.

We aim to become the leading convention bureau in the Alpine region in terms of our creativity, sustainability and results, while we strive to rank among the top 100 meeting destinations in the world and to become the most sought-after and inspiring sustainable Alpine meeting destination, offering unforgettable events in a wonderful environment, supported by professional meeting experts.

S. G.





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Splendid Conference & Spa Resort, Bečići

ROBERTO KAVALI U HOTELU SPLENDID

„Fashion Show Roberto Cavalli“ održan je 10. juna 2013. godine u Budvi, ispred zidina starog grada. Na modnoj pisti, dugačkoj 30 metara, mogle su se videti glamurozne kreacije čuvenog dizajnera Roberta Kavali. Ovaj modni spektakl bio je jedan od najvećih događaja, koji će ovoga ljeta biti održani na Jadranskoj obali.

Svjetski modni mag Roberto Kavali odsjeo je u hotelu Splendid kako bi pripremio reviju kojom se prvi put predstavio crnogorskoj publici – ispred zidina starog grada Budva.

Nakon što je 8. juna doputovao privatnim avionom na tivatski aerodrom, hotel Splendid odabrao je za svoju radnu bazu i mjesto gdje će se relaksirati pred važan nastup.

Pripremajući se za veliki spektakl, modni mag se najviše odmarao pored bazena hotela Splendid, a od bogate gastro i eno ponude hotela najviše je uživao u specijalitetima Japanskog restorana Promenada.

Za to vrijeme brojne manekenke su se užurbano pripremale u kongresnom



Foto: Slaven Vilus

Kompanija „Montenegro Stars Hotel Group“ ove godine proslavlja 10 godina uspešnog poslovanja.

Osnovana je 2003. godine i predstavlja hotelsko preduzeće koje je vlasnik i upravlja hotelima Splendid, Montenegro i Blue Star na Budvanskoj rivijeri, u Crnoj Gori.

centru hotela zajedno sa timom frizera, šminkera koji su specijalno angažovani za tu priliku.

Hotel Splendid je pripremio i kompletno poslužnje za ručak koji je nakon press konferencije održan u „Dukljanskim vrtovima“, dan uoči revije. Miljenik svjetskih filmskih, muzičkih i zvijezda modne piste, Roberto Kavali je u Budvi prvi put predstavio

dvije kolekcije: „Woman’s collection Spring/Summer 2013“ i „Red Carpet Retrospective“.

Kavalijeve kreacije nosile su crnogorske manekenke, a pored kolekcije za proljeće/ljeto, predstavljena je i retrospektiva najljepših Kavalijevih haljina koje su krasile crvene tepihe širom svijeta.

Diskretno, kao i uvijek, hotel Splendid je modnom magu pružio sve uslove za odmor i pripremu tako važnog događaja, na čemu je gost bio veoma zahvalan.



Foto: Slaven Vilus

Smješten na samoj obali prozirnog Jadranskog mora u Bečićima, Hotel Splendid Conference & SPA Resort čini izuzetan spoj prirodnih ljepota sa prefinjenim komforom. U nastojanju da stvori utočište koje će odslikavati ljepotu Crne Gore, nijedan detalj nije prepušten slučaju. Od živopisnih vrtova i njegovanih travnjaka, do elegantnog ulaza i prijatnog prostora recepcije, vaša čula će uživati dok se pred njima razotkriva sjaj velelepog Splendida.

Splendid Conference & Spa Resort, Bečići

ROBERTO CAVALLI IN HOTEL SPLENDID

“Fashion Show Roberto Cavalli” was held on 10th June 2013 in Budva, in front of the old city walls. On the runway, 30 meters long, was presented the glamorous creations of famous designer Roberto Cavalli. This fashion show was one of the biggest events that will be held this summer on the Adriatic coast.

The world famous fashion magician, Roberto Cavalli resided in the Hotel Splendid in order to prepare a fashion show to present for the first time his creations to the Montenegrin audience, in front of the walls of the Old Town of Budva. After landing in a private airplane to the airport in Tivat on June 8, he chose Hotel Splendid as his workspace and a place to relax before the important event.

Preparing for the spectacle, the fashion magician spent most of his free time relaxing by the Hotel Splendid’s pool, and of the rich gastronomic and oenological offerings, he enjoyed most the specialities of the Japanese Restaurant Promenada.

Meanwhile, numerous models were preparing in the congress centre for



the runway, together with a team of hairdressers, make-up artists, hired especially for this particular event.

The Hotel Splendid prepared also the complete lunch served in the Dukljanski Vrtovi following the press conference held the day before the show.

Roberto Cavalli, the favorite designer of movie, music and fashion stars, presented two collections for the first

time in Budva: “Woman’s Collection Spring/Summer 2013” and “The Red Carpet Retrospective”.

Cavalli’s creations were worn by Montenegrin models and in addition to the Spring-Summer Collection, the retrospective of Cavalli’s most beautiful dresses adorning the red carpets worldwide were presented as well.

Discretely, as always, the Hotel Splendid provided the fashion magician with everything he needed for relaxation and preparation of this important event, for which he was very grateful.

This year, The Montenegro Stars Hotel Group celebrates 10 years of successful business. Founded in 2003, it is a hotel management company that owns and operates with hotels Splendid, Montenegro and Blue Star on the Budva Riviera, Montenegro.



Nestled at the edge of the pristine waters of the Adriatic Sea in Bečići, Hotel Splendid Conference and SPA Resort is an exquisite combination of natural beauty and sophisticated comfort. While striving to create a resort that reflects the beauty of Montenegro - no detail has been left unchecked. From lush gardens and manicured lawns, to gracious entranceway and welcoming lobby, your senses will simply rejoice as your Splendid experience unfolds.

Pregled jednog od vodećih sajmova kongresne industrije

EIBTM 2013 HVATA ZALET KA SVOM NAJBOLJEM IZDANJU

Zašto treba posetiti EIBTM 2013?

Kao jedan od vodećih svjetskih sajmova, EIBTM se isključivo bavi kreiranjem platforme za kongresnu industriju na globalnom nivou u smislu vođenja poslovnih aktivnosti, privlačeći preko **15.000 profesionalaca** svake godine, gde se **tri puna dana fokus svodi na održavanje poslovnih sastanaka, edukacije na svetskom nivou i šanse za uspješno umrežavanje.**

Gostujući kupci i posetioci EIBTM-a 2013 će imati prilike da iskoriste i uživaju u **dve nove centralne Piazze**, posebno osmišljene za poslovno umrežavanje i relaksaciju tokom sajma. *Tapas Piazza* posetiocima nudi selekciju tradicionalnih Katalonskih tapasa, donoseći originalni duh Barselone, dok će se na ostalim *piazama* servirati šampanjac i morski plodovi.

Pored izložbenog dela, EIBTM 2013 takođe nudi i **drugo izdanje EIBTM Foruma**, koji će se održati 18. novembra. Otvoren za sve posetioce, forum uključuje vrhunske ključne predavače i stvara platformu za uspješno poslovno umrežavanje, ujedno omogućujući posetiocima da ostvare nove po-

slovne kontakte i da steknu dodatnu inspiraciju i želju pred sajmom.

Pored predstavljanja nekih od vodećih svjetskih ponuđača u kongresnoj industriji, i omogućavanja ciljnih poslovnih sastanaka, EIBTM će takođe organizovati i **podsticajni i aktivni edukativni program**, namenjen profesionalcima iz kongresne industrije na svim nivoima, a koji žele dalji lični razvoj u okviru pomenute industrije. Seminar i sednice, koje će voditi neki od najuticajnijih svjetskih stručnjaka iz kongresne industrije, pokrivaju široku oblast tema vezanih za najnovije trendove i razvoj, kao i praktično znanje iz oblasti unapređenja veština upravljanja i vođenja (detalji će biti objavljeni tokom godine).

EIBTM 2013 će takođe organizovati i manifestaciju **Iskustvo budućih događaja**, kao inovativnu formu izlaganja koja uključuje verbalnu prezentaciju i prostor za demonstriranje gde izlagači i kupci mogu upoznati i aktivno pristupiti radu sa najnovijim vrhunskim tehnologijama i uslugama koji trenutno postoje na tržištu.

Za više informacija posetite:
www.eibtm.com/technology



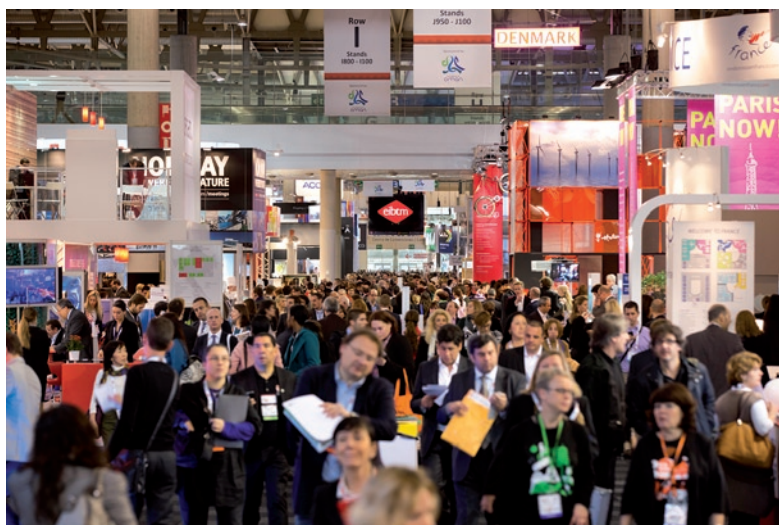
Da li ste kvalifikovani za učešće u EIBTM Hosted Buyer Programme (Program gostujućih kupaca)?

Vrhunski organizatori događaja, kupci i donosioci odluka na međunarodnom nivou su pozvani da se prijave za ekskluzivni *Hosted Buyer Programme*. Oni će dobiti VIP tretman uključujući i kompletan ugođaj koji nudi boravak u prelepom poslovnom i turističkom mestu – Barseloni, i sopstveni dnevni raspored sastanaka sa međunarodnim izlagačima po sopstvenom odabiru. Kupci se mogu prijavljivati počevši od jula meseca, preko internet stranice www.eibtm.com/hosted

Prošle godine je EIBTM-ov svetski poznat *Hosted Buyer Programme*, ugostio preko 4.200 prethodno kvalifikovanih međunarodnih kupaca iz 66 zemalja sveta (porast od 2,3% u odnosu na 2011. god.).

Program vođenja tržišta takođe pruža namenske programe i odgovarajuću edukaciju posebno osmišljenu tako da zadovolji potrebe agencija, asocijacija, profesionalnih organizatora poslovnih događaja i nudi preko 100 mogućnosti za uspješno poslovno umrežavanje.

Da biste saznali nešto više o učestvovanju na EIBTM-u u ulozi Posetioca ili Gostujućih kupca posetite:
www.eibtm.com/waystovisit



Preview of One of the Leading Trade Shows for Meetings Industry

EIBTM 2013 GEARS UP FOR THE BEST EDITION YET

Why visit EIBTM 2013?

As one of the worlds leading trade shows, EIBTM is all about creating a platform for the global meetings and events industry to conduct business, attracting over **15,000 industry professionals** each year for **three full days of focused business meetings, world-class education and networking opportunities.**

Hosted Buyers and Trade Visitors attending EIBTM 2013 will benefit from **two new central Piazza areas**, which have been specifically designed to enhance the networking and relaxation element of the show.

The Tapas Piazza, will offer a selection of traditional Catalan tapas, bringing a true 'Barcelona' feel to the event, and the other will serve champagne and seafood.

In addition to the exhibition, EIBTM 2013 will also see the **second edition of the EIBTM Forum**, which will take place on Monday 18th November.

Open to all event attendees, the event will include a cutting edge keynote speaker and create a platform for networking, providing attendees wi-

th the opportunity to make new connections and be inspired ahead of the show.

In addition to showcasing some of the world's top meetings and events suppliers, and facilitating targeted business meetings, EIBTM will also provide a **thought provoking and engaging education programme**, aimed at meetings industry professionals of all levels, who are looking to further their personal development within the industry. Led by some of the world's most influential industry experts, the sessions and seminars cover a wide variety of topics ranging from the latest trends and developments, to practical takeaways on improving your industry skills (details to be announced later this year).

EIBTM 2013 will also host the return of the **Future Events Experience**, an innovative show floor feature area which includes speaker presentations and a demonstration area where exhibitors and buyers can experience and interact with the latest in cutting-edge technology and events services available in the market.

For more information visit: www.eibtm.com/technology



Do you qualify for the EIBTM Hosted Buyer Programme?

Top level meeting planners, buyers and decision makers with international business to place are invited to apply for the exclusive *Hosted Buyer Programme*, they will receive VIP treatment including being fully hosted in the beautiful business and tourism city of Barcelona and their own personalised diary of meetings with international exhibitors of their choice.

Buyers can apply online from July via www.eibtm.com/hosted

EIBTM's world-renowned *Hosted Buyer Programme*, welcomed over 4,200 pre-qualified international buyers from 66 countries worldwide (up 2.3% from 2011) last year.

The market leading programme also provides dedicated programmes and tailored education designed specifically to meet the needs of Agency, Association, Business Travel and Corporate professionals and offers over 100 networking opportunities.

To find out more about attending EIBTM as a Hosted Buyer or a Trade Visitor visit:

www.eibtm.com/waystovisit



EIAT 2013

6. PROFESIONALNA KONFERENCIJA EDUKACIJE U OBLASTI TURIZMA I HOTELIJERSTVA

EIAT konferencija, centralni edukativni događaj u turizmu Jugoistočne Evrope, postala je globalno prepoznatljiv brend i neizostavni događaj za stručnjake iz oblasti turizma, hotelijerstva, ekonomije i menadžmenta. Ovogodišnja konferencija će se održati u Beogradu, u periodu od 11. do 13. oktobra 2013. godine u hotelu Hyatt Regency Beograd.

20 najvažnijih imena turističke privrede

250-300 delegata iz 12 zemalja i preko 100 studenata sa 25 fakulteta obeležiće ovogodišnju konferenciju i steći neprocenjivo iskustvo na brojnim predavanjima, na kojim će se predstaviti 20 najvažnijih imena turističke privrede.

Eminentni stručnjaci iz oblasti turizma kao što su **g-din John Swarbrooke** profesor sa *Metropolitan univerziteta u Mančesteru*, **g-din Marcos Torres**, direktor prodaje i marketinga *hotela Mayfair London*, **g-din Matthias Schultze**, generalni direktor *Kongresnog biroa Nemačke*, **g-din Miroslav Jovanovic** profesor sa Univerziteta u Ženevi - *Global Studies Institute*, **g-din Joel Fagg**, generalni menadžer *The Palace Hotel i Puma Hotels' Collection*, Velika Britanija, **g-đa Milica Mitrović** podpredsednik za konsalting - *Master Connection Associates*, Njujork, samo su neka od imena predavača ovogodišnjeg EIAT-a, koji će uz atmosferu koja inspiriše približiti najnovije trendove iz oblasti turizma i hotelijerstva.



Edukacija, inovacija, umrežavanje i napredovanje

Konferencija i ove godine, u svom prepoznatljivom maniru povezuje **privatni, javni i akademski sektor**, a sve u cilju povezivanja i saradnje na internacionalnom nivou. Vizija konferencije je da samo putem edukacije najboljih kadrova i mladih lidera, region Zapadnog Balkana može postati konkurentan u oblasti turizma.

Formalni deo konferencije u formi edukacija uz stručni tim najvećih svetskih eksperata pruža neprocenjivo iskustvo za sve učesnike. Gala večera, druženja, kao **neformalni deo kon-**

ferencije predstavljaju pravu priliku za sklapanje novih poznanstava, partnerstva i prijateljstva na međunarodnom nivou.

Najnoviji trendovi iz oblasti turizma

I ove godine, EIAT potvrđuje svoj brend centralnog edukativnog događaja u oblasti turizma nudeći najkvalitetnija predavanja i ukazujući na najnovije trendove i inovacije u oblasti turizma i hotelijerstva.

Program obuhvata **5 paralelnih sesija**, pri čemu **sesija o održivom razvoju, biodiverzitetu i ekoturizmu** predstavlja tematiku konferencije.

Moderni trendovi razvoja, kongresni turizam i investicije, kao i menadžment destinacije samo su neke od tema koje će obeležiti ovogodišnji EIAT.

Neizostavan deo EIAT konferencije, **Studentski forum**, pod pokroviteljstvom **IMEX sajma i MPI asocijacije** obezbeđuje pobjedničkom projektu mladih lidera **učesće na najvećem svetskom kongresnom sajmu - IMEX Frankfurt**. Ove godine, EIAT otvara priliku i za stručno **usavršavanje znanja u najluksuznijim Tajlandskim hotelima**, a tim najboljih lidera, odabraće menadžeri tih hotela.



EIAT 2013

6TH PROFESSIONAL EDUCATION CONFERENCE IN TOURISM AND HOTEL INDUSTRY

EIAT conference, professional education event in Southeastern Europe in tourism, became globally recognized brand and must attend event for tourism, hospitality, economy and management experts. This year, Serbia is bringing you the 6th annual edition of EIAT (Education and Industry Advancing Together), which will be held from 11th to 13th October 2013, in Hyatt Regency, Belgrade.

20 Most Important Names in Tourism Industry

With **12 participating countries, 100 students from 25 tourism faculties**, globally recognized speakers and key industry stakeholders who participate in the number of up to **250-300 delegates**, EIAT is internationally recognizable brand and a "must attend" event for the year of 2013.

The participants will have the honor to share their experience with industry experts, such as **Mr. Rob Davidson** from the *University of Greenwich, London*; Former president of *MPI* - **Mr. Bruce MacMillan**; General Manager from *Barbican Business Events, London* - **Mr. Anthony Hyde**; General Manager at *German Convention Bureau* - **Mr. Matthias Schultze** and many more. This year, with five parallel sessions, EIAT is addressing issues such as Investment management, Hotel product branding and promotion, Environmental labels classification, Sustainable Event solutions, Social Innovation and many other.



Education, Innovation, Networking and Advancing

In its recognizable manner, EIAT connects **private, public and academy sector**, with idea of making connections and cooperation at international level. Vision of conference is that only by education of the best young leaders region of Western Balkan can become competitive in tourism market. **Formal part of conference** in form of educations with team of biggest world experts, gives priceless experience for all participants. The **informal**

part of EIAT conference, creates opportunity for making new acquaintanceships, partnerships and friendships on international level.

The Latest Trends in Tourism

This year EIAT confirms its brand of central educational event in tourism by offering the most quality lectures and indicating to the latest trends and innovations in tourism and hospitality. Program includes **5 parallel sessions**, and **session about sustainable development, biodiversity and ecotourism** is main issue of the conference. Modern trends of development, congress tourism and investments and destination management are some of the topics which will mark EIAT 2013.

Must attend part of EIAT conference, **Students forum**, supported by **IMEX fair and MPI association**, ensures the winning team of young leaders **participation at the biggest congress fair - IMEX Frankfurt**. This year, EIAT is giving opportunity for **professional development of knowledge in most luxurious Thailand's hotels** and team of the best leaders will be chosen by managers of those hotels.



The Meetings Show UK u Londonu

NOVI SAJAM KONGRESNE INDUSTRIJE

The Meetings Show UK je izvanredno značajan događaj u domenu domaće i inostrane kongresne industrije Velike Britanije koji će se održati od 9. do 11. jula 2013. godine u kongresnom centru Olympia, u Londonu. Osmišljen od strane kongresnih organizatora za kongresne organizatore, ovaj događaj nudi veliku izložbu, izvanredne mogućnosti umrežavanja i stručno usavršavanje tokom trodnevnog programa, kao i Konferenciju stručnih udruženja koja će biti održana 8. jula. Na izložbi će biti predstavljene destinacije iz preko 50 zemalja na šest kontinenata, kao i kongresni centri i prostori, hoteli i vodeći pružaoci usluga u oblasti kongresne industrije.



9-11 July 2013 · Olympia, London

Uz to, The Meetings Show UK će takođe ponuditi do sada najpotpuniji program u Velikoj Britaniji za gostujuće kupce. Kupci, kojima će biti pruženi smeštaj, prevoz, umrežavanje, edukacija i gostoljubivost, prisustvovalaće nekolicini sastanaka sa izlagačima po sopstvenom izboru.

Ishod ovog programa biće 13.500 sastanaka održanih u cilju uspostavljanja novih poslovnih odnosa i mogućnosti.

Sve ključne destinacije u Velikoj Britaniji biće predstavljene kroz nove aspekte i proizvode koje nude, uključujući Škotsku, Irsku, Vels, Liverpool, Mančester, Njukasl Gejtshed, Brajton i Birmingham. Vodeći kongresni centri i prostori u Velikoj Britaniji uključuju Barbikan centar, koji će predstaviti detalje predstojeće renovacije svoje Staklene bašte i Baštenske sobe, kao i najskoriji dodatak nizu kongresnih prostora kojima raspolaže – Milton Court.

Hoteli i hotelski lanci koji će predstaviti novine u svojoj ponudi uključuju The Landmark Hotel, u Londonu čiji je niz božićnih paket-aranžmana posebno prilagođen za predstavljanje posetiocima sajma The Meetings Show UK.

U znak priznanja važnosti koju ima The Meetings Show UK, ovom događaju će prisustvovati Marten Markus, generalni direktor NH Hotels Central Europe. On će prezentovati zanimljive planove ove grupacije hotela za budućnost kako u Velikoj Britaniji tako i u međunarodnim okvirima, sa posebnim osvrtom na nove hotele, renoviranje i planove za proširenje njihove ponude u kongresnom sektoru.

Hilton Worldwide, Guoman and Thistle Hotels, Millennium and Capthorne Hotels, H10 i Zacchera hoteli takođe će biti na raspolaganju tokom ova tri dana kako bi predstavili novine u svojoj ponudi i planove za budućnost.

Međunarodne destinacije koje predstavljaju Kongresni Biroi i DMC organizacije, uključujući Kanadu, Meksiko, Tajland, Sloveniju, Mađarsku, Švedsku, Španiju, Njujork i Las Vegas sve nude nove, atraktivne insentive i ko-



nferencijske programe koji će se dostići posetiocima, dok će se Južna Koreja postarati da dočara autentičan duh Koreje na svom štandu uz pomoć članova svog tima odevenih u tradicionalnu nošnju.

Japan će predstaviti šest novih hotela koji će biti otvoreni tokom narednih meseci, uključujući: Ritz-Carlton Kyoto, Osaka Marriott Miyako, Hotel Aman Tokyo, Hilton Okinawa Chatan, Hoshinoya Fuji i Four Seasons Hotel Kyoto.

Kao ekskluzivan događaj u kongresnom sektoru, u sredu, 10. jula u 11:50, u glavnoj konferencijskoj sali, MPI fondacija će objaviti rezultate prve studije o Ekonomskom uticaju sektora u Velikoj Britaniji. Ovo istraživanje, od izuzetnog značaja za kongresni sektor, pokazaće veličinu ovog privrednog sektora i njegov uticaj na Veliku Britaniju u celini.

Otvaranje, koje će biti praćeno forumom i debatom o studiji, biće izuzetno zanimljivo za sve prisutne.

Prijavlivanje se vrši putem portala www.themeetingsshow.com



The Meetings Show UK, London

NEW EVENT FOR THE MEETINGS INDUSTRY

The Meetings Show UK is a major new event for the UK inbound and outbound meetings industry, taking place from 9th to 11th July 2013 at Olympia, London. Organized by meeting professionals for meeting professionals, it is focused around a large exhibition, unrivalled networking opportunities and professional education across the three days of the show as well as an Association Conference on Monday 8th July. The show features destinations from more than 50 countries across six continents, venues, hotels and key providers of meetings products and services.

In particular, The Meetings Show UK will offer the UK's most comprehensive Hosted Buyer Programme.

In return for accommodation, travel, networking, education and hospitality, buyers will attend a small number of meetings with exhibitors of their choice. The result will be more than 13,500 meetings focused on the development of relationships and the creation of new business.

All the major UK destinations and regions will be highlighting their latest news and products including Scotland, Ireland, Wales, Liverpool, Manchester, Newcastle Gateshead, Visit Brighton and Birmingham.

Major UK venues present include Barbican, who will be showcasing details of its forthcoming Conservatory and Garden Room refurbishment as well as its latest venue - Milton Court. Hotels and hotel chains showcasing their latest news include The Landmark Hotel, London, whose range of Christmas packages have been tailored specifically to The Meetings Show UK attendees. Recognising the importance of The Meetings Show UK to the Group, Maarten Markus, Managing Director of NH Hotels Central



Europe will be attending the event. He will outline the Group's exciting plans for the future both in the UK and internationally, providing details of new hotel openings, refurbishments and how the Group is enhancing their offering to the meetings sector.

Hilton Worldwide, Guoman and Thistle Hotels, Millennium and Copthorne Hotels, H10 and Zacchera Hotels will also be available to discuss their latest offers and plans through the three days.

International destinations represented by CVBs and DMCs including Canada, Mexico, Thailand, Slovenia,

Hungary, Sweden, Spain, NYC & Co and Las Vegas all have new and exciting incentive and conference programmes, which will appeal to their visitors, whilst South Korea in particular will bring an authentic Korean feeling to their stand with members of the team in traditional hanbok dress. Japan will be showing off six new hotels opening over the next few months including: The Ritz-Carlton Kyoto, Osaka Marriott Miyako Hotel Aman Tokyo, Hilton Okinawa Chatan, Hoshinoya Fuji and Four Seasons Hotel Kyoto.

And as an industry exclusive, on Wednesday 10th July at 1150 in the main conference hall, The MPI Foundation will announce the results of the first ever UK Economic Impact Study. This research, which is vital to the meetings industry, will demonstrate the size of our sector and our impact on the UK as a whole.

The launch, which will be followed by a forum and debate on the study is a must attend event.



Registration is available via www.themeetingsshow.com

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THE
**MEETINGS
SHOWUK**

9-11 July 2013 · Olympia, London

Omiljena poslastica mnogih

LEDENO ZADOVOLJSTVO ZA VRELE DANE – SLADOLED

U vrelim danima, omiljena poslastica za osveženje za većinu ljudi jeste sladoled. Raznih ukusa i oblika, sladoled je nekada bio hladna poslastica dostupna isključivo kraljevima i plemićima, često vezivana za moć i luksuz. Međutim, danas je sladoled svima na raspolaganju i to sa širokim spektrom ukusa.

Ko su „krivci“ za nastanak sladoleda?

U dalekoj prošlosti postojale su različite poslastice slične današnjem sladoledu. Pa se tako prva priča za nastanak sladoleda vezuje za **Persijsko carstvo**, gde su jeli sok od grožđa pomešan sa snegom specijalno čuvanim i dopremljenim iz zimskih krajeva. Kasnije su led mešali sa šafranom i voćem, a veruje se da su Arapi bili prvi narod koji je sladoled pravio sa mlekom.

Sirija, Irak i Egipat u X veku već su uveliko uživali u ledenoj poslastici, koristeći zaslađeno mleko, pavlaku ili jogurt i dodajući kandirano voće i orašaste plodove. Veruje se da je sladoled došao do Evrope baš zahvaljujući Arapima koji su radeći na Siciliji preneli svoje majstorske veštine meštanima.

Druga priča o nastanku sladoleda se vezuje za **Kinu** i potiče još od 3000. godine pre nove ere kada su Kinezi

Najskuplji sladoled na svetu košta 1.000 dolara. Napravljen je od listića 23-karatnog zlata, kavijara i drugih skupocennih sastojaka.



poznavali recepturu koja je preteča današnjem sladoledu, a najpre se ova poslastica pripremala u obliku ledenog napitka napravljenog od voćnih sokova i snega, a tek kasnije se dodavalo i mleko. Tada je zahvaljujući Marku Polu sladoled sa dvora Kublaj-kana stigao u Evropu. Ovaj venecijanski istraživač preneo je svoje iskustvo sa Dalekog istoka i sladoled je počeo da se priprema prema njegovim instrukcijama. Ubrzo, nova poslastica posta-

Američki predsednik Ronald Regan mesec jul proglasio je mesecom sladoleda.

la je simbol bogatih i moćnih, te su samo pojedinci uživali privilegiju da ga konzumiraju.

Takođe, sladoled je pravljen i na dvoru Katarine Mediči koja ga je ponela sa sobom 1533. godine, kada se udala za budućeg francuskog kralja Henrija II. Tom prilikom odala je tajnu svome suprugu, koju je on prosledio svojim kuvarima.

Postoji legenda po kojoj je i engleski kralj Čarls ljubomorno skrivao recept za sladoled, želeći da bude jedini koji će uživati u ovoj poslastici, ali je nakon njegovog svrgnuća 1649. godine sladoled počeo da se služi i na drugim dvorovima.

Kada su Britanci u XVIII veku naselili Ameriku, sa sobom su doneli i strogo

1846. godine Nensi Džonson je konstruisala prvu mašinu za pravljenje sladoleda.





U Italiji postoji Univerzitet sladoleda, gde cena studiranja na nedeljnom nivou iznosi 800 €.

čuvani recept za sladoled. Tih godina sladoled počinje da se služi na balovima i drugim svečanostima i polako postaje deo tržišta.

Ipak, za istoriju sladoleda su najznačajnije dve godine i to su **1851. godina**, kada je Džejkob Fasel otvorio prvu fabriku za proizvodnju sladoleda, i **1926. godina**, kada je osmišljen prvi rashladni uređaj.

I stari Rimljani su uživali u čarima sladoleda, pa je tako rimski car Neron mešao sneg i led donešen s planina, s voćnim sokovima i usitnjenim voćem i dobijao vodenu mešavinu sličnu današnjem sladoledu.

Kornet, štapić ili svejedno?

Početkom XX veka počeli su da se pojavljuju različiti oblici sladoleda.

Prvo je postojao sladoled u kornetu, a kasnije se razvio i sladoled na štapiću, koji su i do današnjih dana ostali najomiljeniji među ljubiteljima ove poslastice.

Tvorac korneta koji je izgledao kao jestiva posuda je **Italo Marčoni**, a nastao je 1924. godine, dok je za sladoled na štapiću zaslužan Amerikanac **Kris Nelson** koji je ideju dobio dok je gledao dečaka koji se dvoumio da li da kupi čokoladicu ili sladoled.

Treći omiljeni ukus sladoleda u Japanu je sladoled sa ukusom zelenog čaja.

Pored opšte poznatog sladoleda na štapiću i u kornetu tu su i:

- *Francuski sladoled* koji je obogaćen žumancima
- *Tortoni* je bogati sladoled koji je „poprskan“ mrvljenim bademom ili kolačićima od badema
- *Spumoni* je sladoled sličan musu u koji je dodato voće i lešnik.

Šta ukus sladoleda govori o Vama?

Danas postoji veliki izbor ukusa sladoleda, a ukus koji odaberete govori nešto o Vama, tačnije o Vašem karakteru. Shodno istraživanjima koja su sprovedena ukus **čokolade** označava živahnu osobu, koja je omiljena u društvu, ali i sklona simpatičnom dramatisovanju stvari; **jagode** da je osoba zahtevna, pomalo stidljiva i

Vanila je najpopularnija aroma sladoleda, a najtraženiji preliv je čokoladni.

U Ujedinjenim Arapskim Emiratima najavljuju egzotične ukuse sladoleda pravljenog sa kamiljim mlekom, kao što su datula, šafran, čokolada, karamela.

rezervisana, ali i okružena sa mnogo vernih prijatelja koji se oslanjaju na nju kada im je potrebno rešenje problema; dok odabir **vanile** govori da je osoba ekstrovertna, impulsivna i da voli zabavu.

Pored opšte poznatih ukusa sladoleda, kao što su jagoda, čokolada, vanila, lešnik postoje i najneobičniji uskusi sladoleda u koje spadaju sladoled od **belog luka, bundeve, senfa i pasulja**. Svakako jedan od najčudnijih sladoleda na svetu jeste sladoled **Bahasi**, japanski specijalitet koji u sebi sadrži delove sirovog konjskog mesa.

Takođe, naučnici su došli i do zaključka da ukoliko jedete sladoled zaista ćete biti srećni, s obzirom da jedna kašika sladoleda podstiče centar u mozgu koji stvara osećaj zadovoljstva koji se javlja i kada slušate omiljenu muziku.

Od dana nastanka pa do danas sladoled je doživeo potpunu evoluciju.

Od luksuza je prerastao u naviku, od jednostavne forme do kreativnog izgleda, od skromnih sastojaka do neverovatnih elemenata, ali činjenica koja je ostala nepromenjena jeste da je sladoled i dalje jedna od najukusnijih i najpopularnijih poslastica na svetu.

M. J.



The Favorite Treat of Many

A COLD TREAT FOR HOT SUMMER DAYS – ICE CREAM

Ice cream is a favorite treat in hot summer days for many people. Differing in flavor and shape, ice cream used to be a cold delicacy reserved for royalty and aristocracy, often associated with power and luxury. Today, however, ice cream is available to everybody and comes in a wide range of flavors.

Who is “guilty” for existents of ice cream?

Various sweets similar to ice cream have existed since antiquity. The first story about the origin of ice cream is linked to the **Persian Empire**, where grape juice was consumed mixed with snow specially transported and preserved from colder regions. Later, ice was mixed with crocus and fruit, while Arabs are believed to have been the first people to make ice cream from milk.

In the 10th century this cold treat was already widely known in Syria, Iraq, and Egypt and was made with sweetened milk, cream or yogurt, with the addition of candied fruit and various nuts. Ice cream is believed to have been brought to Europe by Arabs

The most expensive ice cream in the world costs \$ 1000. It's made with shavings of 23-karat gold, caviar, and other costly ingredients.



working in Sicily, who brought their masterful skills to the locals.

Another version of the origin of ice cream is associated with **China** and goes back to 3000 B.C., when the Chinese already had a recipe for a treat similar to today's ice cream and made in the form of a cold drink consisting

Former American president, Ronald Reagan, declared the month of July to be ice cream month.

of fruit juice and snow, to which milk was added in a later period.

Then, ice cream from the palace of Kublai Khan arrived in Europe thanks to Marco Polo. This Venetian explorer brought his experiences of the Far East and ice cream was made according to his instructions. Soon the new treat became a symbol of wealth and power and was a delicacy available only to a privileged ones.

Ice cream was also made at the palace of Catherine de Medici and it was one of the things she brought with her when she married the future king of France, Henry II in 1533.

She revealed the secret of ice cream making to her husband and he passed this knowledge to his chefs.

In 1846 Nancy Johnson patented the first hand cranked ice cream maker.



There is an Ice Cream University in Italy, where a week's course of studies costs € 800.

There is a legend according to which the English king, Charles, jealously guarded a recipe for ice cream, wishing to keep this fine dessert for himself. After his dethronement in 1649 ice cream began to be served at other royal palaces.

When the British settled in America in the 18th century, they brought with them a carefully guarded ice cream recipe. At the time, ice cream was served at balls and other formal events slowly making its way into the market. Certainly the two most significant years in the history of ice cream were **1851**, when Jacob Fussell opened the first large-scale commercial ice cream plant and **1926**, when the first refrigerator was invented.

Ancient Romans also enjoyed the sweet taste of ice cream. Emperor Nero mixed snow and ice brought from the mountains with fruit juice and chopped fruit to get a watery mixture similar to today's ice cream.

Cornet, stick or something else?

At the start of the 20th century, various shapes of ice cream emerged. The first to appear was ice cream in

The third most popular ice cream flavor in Japan is green tea.

a cornet, later followed by ice cream on a stick, both of which remain the most popular forms among ice cream lovers.

The creator of the cornet was **Italo Marcioni** who made this edible ice cream "bowl" in 1924, while ice cream on a stick was the invention of the American, **Chris Nelson**, who got the idea while watching a boy who couldn't make up his mind whether to buy a chocolate bar or an ice cream. Besides the familiar stick and cornet shapes, there is also:

- *French ice cream* made with egg yolk
- *Tortoni*, a rich ice cream sprinkled with ground almonds or almond cookies

Vanilla is the most popular ice cream flavor, while the most sought-after topping is chocolate.



In the United Arab Emirates exotic new flavors of ice creams have been announced that will be made with camel milk such as dates, crocus, chocolate, caramel.

- *Spumone*, a mousse-like ice cream made with fruit and nuts.

What does ice cream flavor says about you?

There is a wide range of ice cream flavors today, and the flavor you prefer says something about you, or rather, about your character.

According to research, **chocolate** flavor indicates a vivacious personality, the life of every party but one also slightly prone to drama; **strawberry** flavor is a favorite with demanding, somewhat shy and reserved people, who are nevertheless surrounded by many true friends relying on them whenever a problem needs solving; while **vanilla** is popular with outgoing, impulsive, fun-loving individuals. Besides the familiar ice cream flavors such as strawberry, chocolate, vanilla, and hazelnut there are also more unusual flavors such as **garlic, pumpkin, mustard, and beans.**

Definitely one of the oddest ice creams in the world is **Bahasi**, a Japanese delicacy made with bits of raw horse meat.

Also, scientists have found that if you eat ice cream you will definitely feel happy because a spoonful of ice cream boosts the part of the brain that creates the same feeling of satisfaction that you experience while listening to your favorite music.

From its origin to the present, ice cream has experienced a complete evolution. It has gone from luxury treat to habit, from simple shapes to complex creative expressions, from modest ingredients to incredible components but the fact remains that what has remained unaltered is the fact that ice cream is still one of the tastiest and most popular treats in the world.

M. J.

MEĐUNARODNI KONGRESI

Međunarodni kongresi su kongresi koji se održavaju po unapred utvrđenom vremenskom redosledu (godišnje, na dve godine,...) i najčešće okupljaju veliki broj učesnika iz oblasti koju pokrivaju. Međunarodni kongresi se održavaju u različitim zemljama, a za domaćina kongresa, gradovi i države podnose kandidaturu nudeći svoje najbolje kongresne kapacitete, vršeći promociju destinacije i lobišući za njen izbor. Kod ovog pojma bitno je razlikovati ga od kongresa sa međunarodnim učešćem, s obzirom da se kongres sa međunarodnim učešćem odnosi na prisustvo delegata iz različitih zemalja, ali ne i na činjenicu da se održava u različitim državama. Takođe, međunarodni kongresi su priznati i poznati na svetskom nivou, dok se kongresi sa međunarodnim učešćem u većini slučajeva vezuju za jednu državu.

KONFERENCIJE PUTEM WEB-A

Konferencije putem web-a se odnose na mogućnost prenosa konferencijskih događaja sa udaljenih lokacija. Koriste se za vođenje sastanaka, obuke ili prezentacije posredstvom interneta. Konferencije putem interneta su se prvi put pojavile kasnih 90-ih godina sa proizvodima kao što su PlaceWare, Microsoft-ov NetMeeting i IBM-ov Sametime.

URBANIZACIJA

Urbanizacija predstavlja proces pretvaranja seoskih naselja u gradska, napuštanje sela i odlazak u grad, kao i širenje gradskog načina života u ruralnim sredinama. Reč urbanizacija je nastala od latinske reči *urbs* koja označava grad. Proces urbanizacije nije samo moderan proces, nego i istorijski preobražaj socioloških korena društva na globalnom nivou, gde je urbana kultura brzo zamenjivala ruralnu. Iako urbanizacija dovodi do razvoja i napretka, ona takođe utiče i na stvaranje određenih problema, kao što su veliki broj stanovnika na malom prostoru, zagađenje vode, nezaposlenost...

EKO TURIZAM

Eko turizam je grana turizma koja turistima nudi edukaciju i zabavne sadržaje u prirodi ali ih istovremeno motiviše na dublje razumevanje važnosti očuvanja prirodnih i kulturnih resursa. Doprinosi očuvanju i zaštiti prirode, poseduje edukativnu komponentu koja podiže svest o važnosti očuvanja prirode kod turista i kod lokalnog stanovništva, podržava i unapređuje život lokalnih zajednica, služi kao motivator i generator novih poslovnih mogućnosti u regiji, a posebno u ruralnim područjima. Prema podacima Svetske turističke organizacije uz godišnji rast od 5% u svetskim razmerama, što predstavlja 6% svetskog bruto proizvoda, kao i 11,4% potrošnje, eko-turističko tržište zaslužuje posebnu pažnju.

ENOFILSKI I GASTRONOMSKI TURIZAM

Enofilski i gastronomski turizam predstavljaju specifične oblike turizma koji se odnose na putovanje i boravak turista u određenom receptivnom području. Putovanja ovih turista su motivisana elementima gastronomskih specijaliteta i vina datog područja. **Enologija** predstavlja nauku koja se bavi proučavanjem i pravljenjem vina, sem uzgoja vinove loze i branja grožđa.

INTERNATIONAL CONGRESSES

International congresses are congresses that take place according to a previously established schedule (annual, bi-annual...), generally gathering large numbers of participants interested in a specific field. International congresses are held in various countries, and cities. Countries wishing to host these events apply by offering their prime congress facilities, promoting particular destinations, and lobbying for their selection. This term should not be confused with congresses with international participation, because a congress involving international participation refers to the participation of delegates from various countries and not to the fact that it takes place in different countries. Furthermore, international congresses are recognized and renowned worldwide, while congresses with international participation generally pertain to a single country.

WEB CONFERENCING

Web conferencing refers to a service that allows conferencing events to be shared with remote locations. It is used for conducting live meetings, training, or presentations via the Internet. Web conferencing first appeared in the late 1990s with products such as PlaceWare, Microsoft's NetMeeting and IBM's Sametime.

URBANIZATION

Urbanization is the process of transforming villages into the city, leaving the rural locations and going to the city, as well as expansion of the urban way of life in rural areas. Urbanization is a word derived from the Latin word *urbs*, which means a city. The process of urbanization is not only a modern process, but also it is the historical transformation of the sociological roots of society at the global level, where urban culture was rapidly replacing rural. Although urbanization leads to development and progress, it also affects to the formation of certain problems, such as the large number of people in a small place, water pollution, unemployment...

ECOTOURISM

Ecotourism is a branch of tourism, which offers to tourist education and entertainment in the nature but also motivates them to a deeper understanding of the importance of preserving natural and cultural resources. It contributes to the conservation and protection of nature, has an educational component that raises awareness about the importance of nature conservation with tourists and the local population, supports and enhances the lives of the local community, serves as a motivator and generate new business opportunities in the region, especially in rural areas. According to the World Tourism Organization with an annual growth of 5% worldwide, representing 6% of world GDP and 11.4% of consumption, ecotourism deserves special attention.

ENO AND GASTRO TOURISM

Eno and gastro tourism represents a specific form of tourism which are related to traveling and staying of tourists in a given receptive area. In this case, these tourist travels are motivated by elements of culinary specialties and wines of the given area. **Enology** represents the science dedicated to all aspects of wine and winemaking except vine-growing and grape-harvesting.

„SKY CITY“ U KINI, NAJVIŠI TORANJ NA SVETU

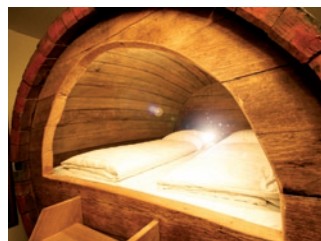
Broad Sustainable Construction, kompanija koja je postala poznata po proizvodnji sistema za klimu sada gradi „Sky City“ toranj. Temelj za „Sky City“, koji će biti najviši toranj na svetu biće postavljen sledećeg meseca koji bi uz to, po svemu sudeći trebalo da bude i model rešenja masovne urbanizacije u Kini. „Sky City“, kako će se toranj zvati, biće visok 898 metara, što je oko 10 metara više od Burj Khalifa kule u Dubaiju. Imaće 202 sprata, koje će moći da naseli 30.000 ljudi, a pored stanova imaće i kancelarije, hotel, školu i bolnicu.

Toranj će imati 92 lifta i 17 helipada. Kompanija koja gradi ovaj toranj planira da konstrukcija dostigne svoju visinu za 90 dana, a da celokupna izgradnja traje 7 meseci. Inače, kompanija Broad Sustainable Construction je 2011. godine sagradila zgradu sa 15 spratova za samo 30 dana.

PIVSKO BURE - NOVI TIP SMEŠTAJA U NEMAČKOJ

Za goste koji vole penušavo piće, tačnije pivo postoji hotel na severu Nemačke koji je tri džinovska bureta, tačnije bačve pretvorio u krevete. Ove bačve iz 19. veka nekada su korišćene za skladištenje piva u lokalnoj Potts pivari, ali sada u njima spava oko 700 ljudi godišnje. Landhotel Beverland u Ostbevernu presekao je burad i u njih stavio duple dušeke. Posetioci se u ove neobične ležajeve penju uz pomoć merdevina, a noćenje u bačvama za dve osobe košta nešto više od 100 eura.

Menadžer ovog hotela je izjavio da je ideja došla u saradnji sa Potts pivarom, koja je u svom muzeju piva imala ovu burad u jako dobrom stanju, pa su odlučili da ih pretvore u krevete. U spavaćim sobama sa buradima nalaze se i tuš kabina sa masažerom, veliki televizor, a omogućen je i pristup internetu.

**ODMORITE SE DOK ČEKATE AVION**

Kapsule za spavanje, koje su postavljene na aerodromu u Abu Dabiju postale su pravi hit, s obzirom da u njima možete odremati dok čekate avion. Prvih 10 kapsula futurističkog izgleda smeštene je na aerodrom pod nazivom „GoSleep“ i imaju za cilj da pruže maksimalni komfor putnicima kojima je važno da se izoluju od buke i budu u mraku i miru.

Kako biste mogli da koristite ovu kapsulu potrebno je da izdvojite 9.5 eura po satu, a prema planu aerodroma do kraja godine biće postavljeno još 35 kapsula za spavanje. Kapsule imaju u sebi bežični internet i priključke za dopunjavanje energije za električne uređaje, poput laptopa i telefona. Pored pomenutog aerodroma, i aerodrom Hitrou u Londonu ima slične kapsule.

NOVI LUKSUZNI KRUZERI ROYAL CARIBBEAN-A

Royal Caribbean International otkrila je novu Quantum klasu brodova koja bi trebalo da putnicima ponudi do sada neviđene ploveće atrakcije.

Prvi brod te klase nudiće turistima mogućnost skaj dajvinga i zabavu u luna parku. Pored toga, brod će imati i posebnu adrenalinsku kapsulu „North Star“ koja pomoću kрана dostiže visinu od 100 metara iznad nivoa mora. Kapsula „North Star“ je u obliku dragulja i moći će da primi 14 osoba i ide sa jedne na drugu stranu broda.

S obzirom da unutrašnje kabine, do sada obično nisu imale pogled sada će imati „virtualni balkon“, 80-inčni LED ekran sa stvarnim snimcima okeana ili luke. Pored luna parka, postojaće i škola cirkusa, kao i staza za vožnju rolera. Quantum brodovi imaće i do 18 paluba, moći će da prime 4.180 gostiju u 2.090 kabina. Prvi brod Quantum klase – „Quantum of the Seas“ trebalo bi da zaplovi 2014. godine, a pratiće ga „Anthem of the Seas“ u proleće 2015. godine.

**SPECIJALNO ZA LJUBITELJE FILMOVA**

Novi hotel u DAMAC tornjevima u Ujedinjenim Arapskim Emiratom, koji će biti namenjen filmofilima biće vredan milijardu dolara, a završetak radova predviđen je za 2015. godinu.

Odmaralište će biti sačinjeno od 250 metara visokih tornjeva i imaće i stambeni deo. Za sve goste hotela biće omogućen pristup filmovima kuće Paramount, a prema rečima direktora firme DAMAC Properties Zijada el Čara „svaki element dizajna ovog odmarališta biće inspirisan istorijom, glamurom i tradicijom filmskog stvaralaštva“.

Četiri tornja imaće restorane, barove, sale za konferencije, fitnes centre, bazene, dečji klub, prodavnicu sa Paramount proizvodima i naravno bioskop. Za sve koji se odluče da rezervišu sobu u hotelu tokom boravka u Emiratom Visa Gold karticom, očekuje ih popust do 75%.

„RIVER SAFARI“ - NAJVEĆI AKVARIJUM SLATKOVODNE VODE



Dugoočekivani zabavni park „River Safari“ koji je posvećen rekama konačno je otvoren za posetioce u Singapuru. Ovaj zabavni park je ujedno i dom najvećem slatkovodnom akvarijumu na svetu, sa staklenom površinom za gledanje površine 22 x 4 metra. U parku se nalaze životinje iz 8 najvećih rečnih sistema na svetu, uključujući Amazon, Kongo i Misisipi.

Posetioци za sada mogu da uživaju u životinjskom svetu koji ovi rečni sistemi imaju da ponude, a uskoro bi trebalo da budu otvorene i brojne vožnje brodom.

VILJUŠKA PROTIV GOJAZNOSTI

Elektronska viljuška koja vibrira kada se prebrzo jede je u prodaji, a njeni stvaratelji kažu da može da pomogne u borbi protiv gojaznosti i digestivnih problema. Prema izjavi Fabrisa Buten, osnivača kalifornijske kompanije „Hapilabs“ koja je razvila vibrirajuću viljušku proizvod je naišao na veliki odziv, iako je još uvek u fazi prototipa.

Viljuška pod nazivom „HAPIfork“, se zasniva na istraživanjima koja su pokazala da sporijim jedenjem ljudi mogu da izgube na težini. Nova viljuška se pere i u mašini za sudove, a sadrži LED lampice upozorenja, USB konektor i softver pomoću kojeg korisnici mogu da prate svoj napredak u zdravijem ritmu jedenja. Viljuška će se uskoro pojaviti i na redovnom tržištu u S.A.D-u i Evropi.



„PROFESIONALNI SPAVAČ“ - NOVO ZANIMANJE U HOTELU



Hotel Finn u Helsinkiju koji je izbacio oglas da traži „profesionalnog spavača“, zainteresovao je mnoge. Prema izjavi uprave hotela Finn, zadatak „profesionalnog spavača“ će biti da tokom 35 dana testira hotelske sobe i da sva svoja zapažanja beleži na blogu.

Na ovu ideju došao je menadžer hotela, koji je smatrao da će to biti jako dobra reklama za njegov hotel, s obzirom da je nedavno kompletno renoviran. Prema navodima menadžera za radno mesto „profesionalnog spavača“, potrebna je dinamična osoba koja zna da piše zanimljiv blog o svakodnevnim iskustvima u hotelu, koji nema ni bar, a ni restoran. Takođe, osoba koja bi radila ovaj posao mora tečno da govori finski i engleski, ali je poželjno i poznavanje ruskog jezika. Inače, se za ovaj posao prijavilo 600 iskusnih spavača a početak rada je bio 17. maj 2013. godine.

NEKA VAM TIGAR JEDE IZ RUKU

Potrebna je velika hrabrost da biste nahranili tigra, ali monasi iz Hrama tigrova su naučili kako se to radi. Velike mačke i monasi ovog hrama imaju jedinstven odnos, s obzirom da su ove životinje ili rođene u hramu ili su u njega stigle kao mladunci. Hram koji se nalazi na oko 80 km od Bankoka je postao jedna od najvećih atrakcija, koja turistima i osoblju pruža mogućnost da se tigrovima približe, pa čak i da ih nahrane iz flašice.

Hram tigrova prvobitno je bio isključivo svetilište, ali je promenio namenu 1999. godine kada su monasi dobili prvog tigrića i od tada je Hram postao dom za 90 velikih mačaka.

Za 25 eura posetioци mogu obići Tigrov kanjon, kamenolom u kom odsedaju velike zveri, ali ako su spremni da izdvoje malo veću sumu novca mogu se i slikati sa tigrom.



POMOĆ ZA NEODLUČNE TURISTE



Za sve one koji su željni putovanja, ali ne mogu da se odluče za destinaciju, sajt „Get Going“ nudi neobično rešenje. Ukoliko imate spisak destinacija koje želite da posetite, i znate kojim ćete ih redom obilaziti, ovo nije sajt za Vas.

Ali, ukoliko imate spisak destinacija koje želite da posetite, sakupili ste nešto novca, ali ne znate gde da krenete, mogli biste da uzmete u obzir „Get Going“ sajt.

Na ovom sajtu, nakon unosa podataka o mestu Vašeg polaska, izaberete deo planete u koji želite da odete i željene datume i čekajte da Vam sajt sastavi listu najboljih ponuda za odabranu regiju, redajući ih od najjeftinijih ka najskupljim. Nakon dostave liste, na Vama je da izaberete dve opcije i unesete podatke o plaćanju, i da nakon toga dobijete obaveštenje o tačnim datumima rezervacije letova, pa Vam ne preostaje ništa drugo nego da počnete

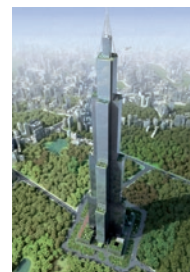
da pakujete kofere. „Get Going“ je samo jedan u nizu sličnih sajtova, ali kako je pokazalo testiranje BBC-a, jedan je od najefikasnijih. Za sada sajt je dostupan samo za polazne lokacije iz S.A.D-a, ali se od avgusta 2013. godine očekuje pokretanje internacionalnog servisa.

"SKY CITY" IN CHINA, THE HIGHEST TOWER IN THE WORLD

Broad Sustainable Corporation, a known air-conditioning system manufacturer is now building the "Sky City" skyscraper. The foundations for "Sky City", which will be the world's highest tower, will be set next month and should also serve as a model solution for mass urbanization in China.

"Sky City", as the tower will be named, will stand 898 meters high, which is 10 meters higher than Dubai's Burj Khalifa. The skyscraper will have 202 floors with a capacity for accommodating 30,000 people and, in addition to residential apartments, will also house offices, a hotel, a school, and a hospital. The tower will be equipped with 92 elevators and 17 helipads.

The construction company plans that tower reach its full height within 90 days, while the entire construction will take seven months. In 2011, Broad Sustainable Construction constructed a fifteen-storey building in only 30 days.



BEER BARREL – NEW TYPE OF ACCOMMODATION IN GERMANY



For guests who like foamy beverage, or rather, beer, there is a hotel in northern Germany that has transformed three gigantic beer barrels into beds. These 19th century barrels were once used for storing beer at the local Potts Brewery but now they are used to accommodate about 700 guests a year. Landhotel Beverland in Ostbevern cut the barrels in half and placed double mattresses in them. Visitors climb into the barrels by ladder and the price of spending a night in a barrel for two people is somewhat over 100 euro. The hotel manager said that the idea was conceived together with Potts Brewery, in whose beer museum these barrels had been preserved in excellent condition, resulting in the decision to turn the barrels into beds. The bedrooms in which the barrels are located are equipped with hydro massage shower cabins, a big TV screen, and Internet access.

TAKE A NAP WHILE WAITING FOR YOUR PLANE

Sleep capsules located at Abu Dhabi airport have become extremely popular, allowing passengers to take a nap while waiting for their planes. The first ten futuristic-shaped capsules positioned at the airport are called "GoSleep" and are intended to provide maximum comfort to passengers wishing to distance themselves from the noise and to be in the dark and silence.

Anyone wishing to use one of these capsules will have to put aside 9.5 euro per hour, while the airport plans to place 35 more sleeping capsules at the disposal of its passengers. The capsules are equipped with Wireless Internet and chargers for electric devices, such as laptops and phones. Besides this airport, Heathrow airport in London provides similar capsules.



NEW ROYAL CARIBBEAN LUXURY CRUISERS



Royal Caribbean International revealed its new Quantum class of luxury liners, which will offer passengers yet unseen attractions on sea.

The first ship of this class will provide tourists with the possibility of skydiving and fun in an entertainment park. The ship also has a special adrenalin capsule, the "North Star", which is raised with a crane to 100 meters above sea level. The "North Star" capsule is shaped like a jewel and will be able to accommodate 14 people who will be swung in the capsule from one side of the ship to the other.

Since inner cabins formerly did not offer an outside view, they will now be offering a view from a "virtual balcony", an 80-inch LED screen showing videos of the ocean and ports. Besides the entertainment park, there will also be a circus school available, as well as a roller-skating path. Quantum ships will have up to 18 decks and will be able to accommodate 4,180 guests in 2,090 cabins. The first ship of the Quantum class, "Quantum of the Seas", should be launched in 2014, followed by "Anthem of the Seas" in the spring of 2015.

SPECIALLY FOR FILM LOVERS

The construction of the new hotel in the DAMAC towers in the United Arab Emirates, intended for film lovers and worth a billion dollars, will be completed in 2015. This resort will comprise 250m high towers and a residential section. All hotel guests will have access to Paramount Pictures movies and Director of DAMAC Properties, Ziad El Chaar said that every design element of this resort will be inspired by the history, glamour, and tradition of movie production.

The four towers will house restaurants, bars, conference halls, fitness centers, swimming pools, children's clubs, a Paramount Pictures souvenir shop, and, needless to say, a cinema.

Anyone wishing to reserve a room in a hotel during their stay in the Emirates using a Visa Gold card will be granted up to 75% discount.



"RIVER SAFARI" – THE LARGEST FRESH-WATER AQUARIUM

The long-awaited entertainment park, "River Safari", dedicated to rivers has finally opened its doors to visitors in Singapore. This entertainment park is home to the world's largest fresh-water aquarium, with a 22 m x 4 m glass surface for observation. The park has animals from eight of the largest river systems in the world, including the Amazon, Congo, and the Mississippi.

Visitors can now enjoy seeing the animal kingdoms typical of these river systems and will soon also be able to take boat rides around the park.



AN OBESITY-FIGHTING FORK



The electronic fork that vibrates when its user is eating too quickly is in sale and its creators claim it helps in fighting obesity and digestive problems. According to Fabrice Butin, founder of the Californian company "HappyLabs" which developed the vibrating fork, this product is already gaining popularity despite still being in the prototype phase.

The fork, called the "HappyFork", is based on research indicating that people could lose weight by eating more slowly. The new fork can be machine-washed and is equipped with a LED warning lamp, USB connector, and software allowing users to follow their progress in keeping a healthy eating rhythm. The fork will soon appear on the U.S. and European markets.

"PROFESSIONAL SLEEPER" – NEW HOTEL PROFESSION

The recent ad placed by Hotel Finn in Helsinki, in which the hotel is looking for a "professional sleeper", has attracted a lot of interest. According to the hotel's management, the duty of the "professional sleeper" will be to test the hotel rooms over a thirty-five-day period, and to note down any observations on a blog. The hotel manager who came up with this idea thought it would be a great advertisement for the hotel, which had been completely renovated recently.

The manager believes that the job position of "professional sleeper" requires a dynamic personality, capable of writing an interesting blog about their everyday experiences in the hotel, which has neither restaurant or bar. This person would, furthermore, be required to speak fluent Finnish, English and, preferably, Russian. The ad has drawn applications from 600 skilled sleepers, one of whom will start work on 17th May 2013.



HAND FEEDING A TIGER



It takes great courage to feed the tiger but the monks of the Temple of Tiger do it all the time. There is a unique relationship between the monks and the big cats, as these animals were either born in the temple or were raised in it since they were cubs. The temple, located about 80 km away from Bangkok, has become a major attraction, allowing tourists and staff to get close to the tigers and even bottle-feed some of them.

The Temple of Tigers used to be solely a place of worship but this changed when the monks received the first tiger cub, following which the temple became home to 90 wild cats.

For 25 euro, visitors can tour the Tiger Canyon, the quarry populated by these large animals and, if they are willing to pay more, they can have their picture taken with a tiger.

ASSISTANCE FOR UNDECIDED TOURISTS

To those wishing to travel but having problems in choosing a destination, the "GetGoing" website offers an unusual form of assistance. If you have a list of destinations you wish to visit and you know the order in which you wish to see them, this may not be the website for you. However, if you have a list of destinations you wish to go to and some money but have no idea where to start from, the "GetGoing" website may have something that could interest you. After you have provided the information about your place of departure and chosen the part of the planet you wish to visit and the intended travel dates, all you have to do is wait for feedback, which will consist of a list of the best offers for any specific region, from the least to the most expensive.

When you receive the list, it's up to you to choose two alternatives and enter payment data, after which you will get information about precise dates of flight bookings. After that, there's really nothing else to do but start packing. "GetGoing" is just one of many similar websites but, according to a BBC survey, it is one of the most efficient. For the time being this website is available only for departure points located in the U.S but a widespread international service is expected to start operation in August 2013.





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