

LOWELET

TURISTIČKI

OKTOBAR / NOVEMBAR 2018



2CELLOS:

Život u koferima
Life in suitcases

TOBIAS BROWN, "easyHotel":

Budžet hoteli ZAISTA donose novac!
Budget hotels REALLY make money!

QUANTUM Wellness:

Podržava zdravlje, generiše profit
Supports health, generates profit

ISSN 1451-2661



KANJIŽA

SPREMNA ZA OZBILJNE INVESTITORE
READY FOR SERIOUS INVESTORS





★★★★★
GRAND HOTEL TORNIK
Zlatibor



KREIRAJ SVOJ LET

Er Srbija NOVE MOGUĆNOSTI

Putovanje avionom je najkomfortniji način da stignete do željene destinacije, pogotovo kada do svog odredišta stižete bez presedanja. Er Srbija povezuje Beograd sa 40 destinacija i to direktnim letom, a pored široke mreže gradova nacionalna avio-kompanija nudi i izbor tarifa, kao i niz dodatnih usluga koje vam daju mogućnost da kreirate put baš po vašoj meri.

eng CREATE YOUR FLIGHT Air Serbia NEW OPPORTUNITIES

Travel by air is the most comfortable way to reach your destination of choice, especially when it does not involve stop-overs. Air Serbia operates direct flights between Belgrade and 40 destinations and in addition to its wide network Serbian national carrier offers a range of fares and ancillary services, allowing you to arrange your trip to suit your needs.



Usluga dočeka i asistencije na aerodromu za najstarije goste ili one koji prvi put putuju avionom, je još jedna važna opcija za koju se možete opredeliti. Predstavnik Er Srbije biće vam na usluzi tokom obavljanja svih formalnosti na aerodromu i pobrinuće se da vaš dolazak, tranzit i/ili odlazak bude isto toliko prijatan i lagodan.

eng Another interesting option is our Meet & Assist airport service for elderly passengers and those traveling by air for the first time. An Air Serbia representative will be there to assist you with airport formalities, ensuring your quick and hassle-free arrival, transit and/or departure.



Četiri tarife - Economy White, Economy Blue, Economy Red i Business Silver, u ponudi Er Srbije, samo su prvi korak prilagođavanja leta svakom pojedinačnom putniku. U skladu sa vašim budžetom i potrebama biraćete i tarife.



U bilo kom trenutku možete da unapredite kupljene tarife dodavanjem neke od dodatnih usluga. Mogućnost biranja željenog sedišta je jedna od najčešćih usluga za koje se gosti odlučuju, a i cena koja počinje od 3 EUR, nije nedostižna. Iskusni putnici, koji putuju u paru ili grupi, ne žele da prepuste stvar slučaju i na vreme se odlučuju za ovu uslugu, kako ne bi bili razdvojeni od svojih saputnika ili kako bi tokom puta sedeli do prozora.



Ukoliko želite da uštedite vreme uvek možete da se odlučite za uslugu prioritetnog ukrcajanja i iskrcajanja na let. Pristupačna cena od 5 EUR za uslugu Fast Track, učiniće vaše putovanje lakšim i prijatnijim.



eng Four fares – Economy White, Economy Blue, Economy Red and Business Silver offered by Air Serbia, are only the first step toward tailoring flights to individual passenger requirements. Choose the fare that best fits your budget.



You can always upgrade the fare of your choice by adding ancillary services. Seat pre-selection is a favourite service among our guests. With prices starting at 3 EUR it is affordable for everyone. Seasoned travellers traveling in pairs or a group do not leave seating arrangements to chance and opt for this service on time to ensure they travel together with their companions or enjoy window seats.

If you wish to save time, you might be interested in our priority boarding and disembarkation service. Fast Track comes at a modest price starting at 5 EUR and will make your trip easier and much more enjoyable.

Neki od načina da izbegnete skupu naplatu za prekoračenje dozvoljene težine je da dokupite dodatni prtljag unapred. Što ranije, to povoljnije. Najvažnije je da je cena niža čak do 74 odsto u odnosu na onu koja će važiti na aerodromu.

eng One of the ways you can avoid paying high excess baggage charges is to get additional baggage allowance before your trip. The sooner, the better. The cost for you can be up to 74 percent lower than what you would pay at the company's airport stand.



Tu su i proslave. Ukoliko želite da iznenadite dragu osobu uvek možete doplatiti za jedan od naših paketa za proslavu koji uključuju tortu, šampanjac i ružu. A kada smo kod proslava, nemojte zaboraviti na peti rođendan nacionalne avio-kompanije jer vas čekaju rođendanska iznenađenja i brojne specijalne ponude!

eng Interested in an on-board celebration? If you would like to arrange a nice surprise for a loved one you can choose among a number of celebration packages including cake, champagne and a rose. While we are on the topic of celebrations, don't forget it's our airline's 5th anniversary soon, because there will be surprises and many special offers for our guests!

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www.macedonia-timeless.com

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Jubilarni 15. Forum hotelijera
sa regionalnim učešćem
&

Dodela priznanja
Ambasadori dobre usluge

Tema

VIZIONARI HOTELSKE INDUSTRIJE BALKANA:
NA PUTU OD VIZIJE DO REALIZACIJE



SAVE THE DATE

23 - 24. 11. 2018.

GRAND HOTEL TORNİK
ZLATIBOR

IZ SADRŽAJA / FROM THE CONTENT

„ZA MOJE SARADNIKE TURIZAM JE PRIVREDNA GRANA, A ZA MENE - VIŠE TEATAR. POPUT WEST END-A. NIKO NE PLAĆA DA SEDI U TEATRU, NEGO DA MU SE NEŠTO DOGAĐA. TO PLAĆA. ZATO SU U NJEMU SKUPA MESTA I ZATO SE DOBRO ZARAĐUJE.“

Janez Pušnik,
direktor hotela u Moravskim Toplicama



Hurgada: Ovde leto nikad ne prestaje!
Hurgada: Here summer never ends!



Gregor Jamnik: Digitalizacija ozbiljno ušla u industriju
Gregor Jamnik: Digitalization has seriously entered the industry



Dobro došli u Radisson Collection Hotel!
Welcome to Radisson Collection Hotel!



Okto-bar-Novem-bar / Oc-tober-Novem-ber 2018.
Go-dina/Year XVI, Broj/No. 89

Na naslovnoj strani / On the front cover:
AIRSERBIA



Ružica Dedijer: Veština je OPSTATI!
Ružica Dedijer: To survive is a real skill!



“Les Bains”: “Otkaćeni” luksuz i šik novog doba
“Les Bains”: “Crazy” luxurious new age chic

"TO MY ASSOCIATES TOURISM IS THE INDUSTRY, BUT TO ME IT IS MORE A THEATRE. LIKE WEST END. NO ONE PAYS TO SIT IN THE THEATRE, BUT TO EXPERIENCE SOMETHING. HE PAYS FOR THAT. THAT'S WHY THE SEATS ARE EXPENSIVE THERE AND THAT'S WHY THEY EARN WELL."

*Janez Pušnik,
the director at Moravske Toplice*



Dušan Popov: Sajber šef u gastro laboratoriji
Dušan Popov: A cyber chef in the gastro laboratory



Nusret Gokče: Mesar koji je „posolio“ internet
Nusret Gokče: A butcher who „seasoned“ the Internet



Salon za čitanje - zaboravljeni simbol prestiža
Reading salons - the forgotten symbol of prestige



Sardinija: Bogatstvo istorije okruženo morem
Sardinia: The wealth of history surrounded by the sea



Maglič: Srednjovekovni grad u Dolini jorgovana
Maglič: A medieval town in the Valley of Lilacs



Bajalice jače i od vudu magije
Spells stronger than voodoo magic

SITCON 2018:

KULTURA, NASLEĐE I RAZVOJ TURIZMA

Četvrta međunarodna konferencija iz oblasti turizma i hotelijerstva SITCON 2018 (*Singidunum International Tourism Conference*) biće održana na Univerzitetu Singidunum 12. oktobra 2018. godine, na temu: „Kultura, nasleđe i razvoj turizma“.

Konferencija treba da ukaže na osnove za dalje proširivanje znanja neophodnog za bolje razumevanje koncepta kulture, kulturnih vrednosti, kulturnih različitosti i njihove održivosti u turizmu. Ovo je posebno važno imajući u vidu da su Evropska Unija i Savet Evrope proglasili 2018. godinu „Evropskom godinom kulturnog nasleđa“. SITCON 2018 će biti idealna platforma za razmenu ideja i širenje najboljih praksi među naučnicima i stručnjacima iz različitih oblasti, kao i predstavnicima javnog i privatnog sektora.

Na konferenciji će govoriti predsednik Univerziteta Singidunum **prof. dr Milovan Stanišić** i emeritus **prof. dr Slobodan Unković**, dok će ključni govornici biti **Anya Diekmann** sa *Université Libre de Bruxelles* i **Kevin Griffin** sa *Dublin Institute of Technology*.



CULTURE, HERITAGE AND TOURISM DEVELOPMENT

The fourth international conference on tourism and hotel management SITCON 2018 (*Singidunum International Tourism Conference*) will be held at the Singidunum University on October 12, 2018, with the main topic: "Culture, Heritage and Tourism Development".

Conference should point out the basics for further expanding the knowledge necessary to better understand the concept of culture, cultural values, cultural diversity and their sustainability in tourism. This is especially important given that the European Union and the Council of Europe proclaimed 2018 as the „European Year of Cultural Heritage“.

SITCON 2018 will be an ideal platform for the exchange of ideas and spreading of best practices among scientists and experts from different fields, as well as representatives of the public and private sectors.

The conference will be addressed by the President of the Singidunum University **professor PhD Milovan Stanišić** and **emeritus professor PhD Slobodan Unković**, while the keynote speakers will be **Anya Diekmann** from *Université Libre de Bruxelles* and **Kevin Griffin** from *Dublin Institute of Technology*.



23-25th
November
2018

Novi Sad, Serbia

5. MEKST konferencija će se održati od 23. do 25. Novembra 2018. godine u Master hali Novosadskog Sajma. Učesnici će imati priliku da prošire svoje znanje iz oblasti digitalnog marketinga u turizmu, hotelijerstva, kao i da čuju šta nas to čeka u budućnosti kada je turizam u pitanju. MEKST konferencija ima za cilj povezivanje svih aktera turističke privrede.

Za više informacija možete posetiti sajt organizatora www.mekstconference.com.

The 5th MEKST conference will take place at the Master hall of Novi Sad Fair from 23rd to 25th November 2018. The participants will have the opportunity to expand their knowledge in the field of digital marketing in tourism and hotel management, as well as to hear about what future awaits when it comes to tourism. The goal of MEKST conference is networking between all the participants in the tourism business.

For more info, please visit the website www.mekstconference.com



AVANTAGE

U KORAK SA VAŠIM USPESIMA

Planirate da svoj novac investirate u nekretninu, želite najbolji kvalitet školovanja za svoje dete i sigurnu budućnost čuvanjem ušteđevine. Ako imate ovakve i slične ambicije, na putu do njihovih ostvarenja biće Vam potreban pravi finansijski savet i adekvatna podrška.

Rečju, biće Vam potrebna usluga koju nudi **Avantage**, poslovni model **Societe Generale** banke, namenjen klijentima koji imaju visoka očekivanja u pogledu dnevnog bankarstva, proizvoda i usluga koji podržavaju njihov životni stil ali i stručnu podršku koju od svojih bankara dobijaju.

Naša rešenja pružaju Vam sigurnost u planiranju ličnih finansija, a naša obaveza je da ponudimo izvrsno dnevno bankarstvo, najviši kvalitet usluge, dostupnost u svakom trenutku i vrhunsku ekspertizu.

Naša banka je na domaćem tržištu prisutna već 41 godinu i, kao najstarija strana banka na ovim prostorima, uspeli smo da upoznamo i poslovne prilike i potrebe korisnika naših usluga. Vama, kojima je naša usluga potrebna u realnom vremenu, bilo na onlajn kanalima ili u ekspoziturama, preporučujem **Avantage** kao model koji pruža set pogodnosti poput efikasnog dnevnog bankarstva, Mastercard platinum kartice u okviru **Prestizh paketa**, putnog zdravstvenog osiguranja za vas i članove Vaše porodice, ali i **SoGe Svet benefita** kod premijum partnera banke i druge kreditne proizvode, po prilagođenim uslovima.

Ukoliko Vam je potreban partner u planiranju ličnih finansija i podrška u pravljenju malih koraka ka ostvarenju velikih životnih ciljeva, posetite nas u najbližoj poslovnicu i od menadžera ekspoziture, koji je ujedno Vaš lični bankar i finansijski savetnik, dobićete status prioritetnog klijenta i uslugu kakva zadovoljnom **Avantage** korisniku pripada.

Srdačno,

Olivera Zulović,
segment menadžer za affluent klijente
Societe Generale banke



DOGAĐAJ KOJI JE POMERIO GRANICE RAZVOJA

Drugi Samit planinskih centara Centralne Evrope – MoReSCE 2018 održan je na Zlatiboru u periodu od 10. do 12. septembra. Ovaj događaj, koji je okupio lidere i istaknute stručnjake iz zemalja regiona, organizovali su JP „Skijališta Srbije“ i Centar za istraživanja i studije turizma iz Novog Sada, a uz podršku Ministarstva trgovine, turizma i telekomunikacija, Centralno-evropske inicijative (CEI), Turističke organizacije Srbije i Privredne komore Srbije.

Pored brojnih panela sa izuzetno zanimljivim i korisnim temama, održani su i poslovni sastanci, gde su vodeći proizvođači tehničke opreme za skijališta i ski centre, investitori i međunarodni eksperti stvarali i unapređivali saradnju i razmenjivali iskustva kroz razgovore o održivom razvoju planinskih centara, investicionim mogućnostima, kao i inovativnim rešenjima za marketing i brendiranje ski destinacija.



AN EVENT THAT MOVED THE BOUNDARIES OF THE DEVELOPMENT

The 2nd Summit of Mountain Centers of Central Europe – MoReSCE 2018 was held in Zlatibor in the period 10-12 September, gathering leaders and prominent experts from the countries of the region. It was organized by the JP "Skijališta Srbije" and the Center for Tourism Research and Studies from Novi Sad, supported by the Ministry of Trade, Tourism and Telecommunications, the Central European Initiative (CEI), the Tourist Organization of Serbia and the Serbian Chamber of Commerce.

In addition to numerous panels with extremely interesting and useful topics, business meetings were held, where the leading manufacturers of technical equipment for ski resorts and ski centers, investors and international experts created and improved cooperation and exchange experiences through discussions on the sustainable development of mountain centers, investment opportunities such as and innovative solutions for marketing and branding of ski destinations.

The first day of the Summit was dedicated to the opening ceremony where Dejan Cika, General Director of the Public Company "Skijališta Srbije" and Zoran Ostojic, the chief of infrastructure projects at the Ministry of Trade, Tourism and Telecommunications were speaking.

The second day of the Summit was programmatically oriented towards sustainable development and future planning of mountain centers, incentives, opportunities for public private partnership, marketing and branding in the region. The participation was taken by representatives of the Mountain Rescue Service from Serbia, as well as the International Ski Patrol with the association of ski lifts from Slovenia.

Conclusions of Summit of the Central European Mountain Centers have defined the guidelines for the biennial events, with suggestions that decision-makers from Ministries in the region should be present in the future and the initiative to present plans and possibilities for the development of mountain centers and common tourism products through a joint panel. At the Summit, 135 delegates took part from Germany, Austria, France, Italy, Slovenia, Croatia, Poland, Montenegro and Serbia.



Prvi dan Samita bio je posvećen svečanom otvaranju na kojem su govorili Dejan Čika, generalni direktor Javnog preduzeća „Skijališta Srbije“ i Zoran Ostojić, načelnik infrastrukturnih projekata u Ministarstvu trgovine, turizma i telekomunikacija.

Drugi dan Samita bio je programski okrenut ka održivom razvoju i budućem planiranju planinskih centara, podsticajima, mogućnostima za javno-privatno partnerstvo, marketing i brendiranje u regionu. Učešće su uzeli predstavnici Gorske službe spasavanja iz Srbije, kao i Međunarodna ski patrola uz Asocijaciju žičničara iz Slovenije.

Zaključci Samita planinskih centara Centralne Evrope definisali su smernice ka bijenalnom održavanju događaja uz predloge da naredni put budu donosioci odluka iz resornih ministarstava u regionu i inicijativu da se kroz zajednički panel predstave planovi i mogućnosti razvoja planinskih centara i zajedničkih turističkih proizvoda. Na Samitu je učešće uzelo 135 delegata iz Nemačke, Austrije, Francuske, Italije, Slovenije, Hrvatske, Poljske, Crne Gore i Srbije.

SKY HOTELU - 4 ZVEZDICE!

U Lominoj ulici na Zelenom vencu, u aprilu ove godine otvoren je novi hotel – „Sky“, koji je sredinom avgusta kategorisan sa 4 zvezdice.

Moderna arhitektura i dizajn enterijera, atraktivna lokacija, visok kvalitet usluge koja se nudi, preporuke su za poslovne putnike, kao i za goste koji dolaze da upoznaju Beograd, odmaraju i uživaju. „Sky“ hotel ima 37 jednokrevetnih i dvokrevetnih soba (*standard i deluxe*), atraktivan lobi i restoran „Sky bar“.

Gostima je na usluzi noćenje sa doručkom i *room service*, kao i mogućnost osiguranja parking mesta. Za grupe, hotel na zahtev organizuje polupansion ili pun pansion sa partnerskim hotelima ili restoranima u susjedstvu.

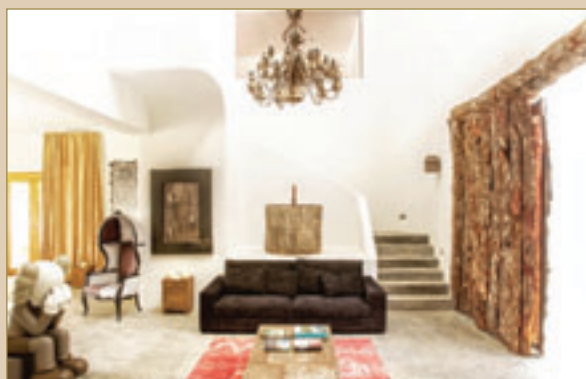


ESKOBAROVO SKLONIŠTE POSTALO LUKSUZNI HOTEL

Nekadašnje skrovište zloglasnog kolumbijskog narkobosa Pabla Eskobara, na obali meksičkog grada Tulum, pretvoreno je u luksuzni hotel „Casa Malca“ s pet zvezdica.

Unutar ovog luksuznog objekta, čiji je vlasnik od 2012. godine Lio Malka, njujorški kolekcionar, nalaze se tropski vrtovi, dva bar-restorana i 42 spavaće sobe uređene u belim jednostavnim tonovima. Hotel krasi zbirka umetničkih dela novog vlasnika, a restorani nude tradicionalnu meksičku hranu pripremljenu s lokalnim namirnicama.

Smešten je uz dugu pešlanu plažu Karipskog mora, a cena noćenja kreće se od 450 dolara pa više.



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Silk scarf with motifs of
painting from
National Museum
of Serbia
Nadežda Petrović
Kosovo peonies
1913.

70 GODINA SA VAMA!



Čitava 2018. je godina velikog jubileja za kompaniju Alfa-Plam, koja postoji i uspešno posluje već – 70 godina! U skladu s tim, tokom cele godine realizovane su aktivnosti kojima je ovaj jubilej obeležen.

Centralna proslava održana je od 14. do 16. septembra u Grand hotelu Tornik na Zlatiboru. Više od 300 gostiju (poslovnih partnera i saradnika) imalo je priliku da uživa u ekskluzivnom ambijentu najnovijeg člana u grupaciji A-hotela.

Prvog dana boravka na Zlatiboru poslovni partneri su imali priliku da uživaju u pozorišnoj predstavi „Cimet i vanila“, kao i da provedu prijatne trenutke u druženju sa predstavnicima kompanije Alfa-Plam. Sledećeg dana gosti su mogli da pokažu svoje preduzetničke sposobnosti u rešavanju prodajnih izazova ali i da budu kreativni i hrabri u kuvarskoj radionici i Avantura parku. Popodnevne sate mnogi su iskoristili da se odmire i prepuste uživanju u Wellness & Spa centru u sastavu

hotela ili u drugoj turističkoj ponudi Zlatibora.

Na centralnoj proslavi, tokom svečane večere 15. septembra, poslovnim partnerima se obratio Mirosljub Aleksić, predsednik Alco Grupe. Bila je to prava prilika da kompanija Alfa-Plam predstavi svoj novi proizvod: štednjak na čvrsto gorivo Alfa Futuro! Za dodatno iznenađenje na svečanoj večeri pobrinula se Jelena Tomašević, u čijem su nastupu podjednako uživali svi prisutni, družeći se u dobroj atmosferi do duboko u noć.

Sumirajući utiske poslednjeg dana boravka, svi gosti su poslali jednoglasnu poruku domaćinima, ističući sa sigurnošću da je ovo tek prvih 70 godina Alfa-Plama!

Zadovoljan utiscima koje gosti nose sa ovog druženja, organizacioni tim ispred kompanije Alfa-Plam koristi priliku da sa svima poželi puno sreće u budućem radu sa porukom da se unapred raduje zajedničkim poslovnim uspesima.

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OVDE LETO NIKAD NE PRESTAJE!

U godini kada Srbija i Egipat obeležavaju 110 godina od uspostavljanja diplomatskih odnosa, Ambasada Egipta u Beogradu je, uz podršku guvernera Crvenog mora i aviokompanije „Air Cairo“, nagradila putovanjem prijatelje Hurgade – naše ljude koji često posećuju ovu destinaciju. Oni su zajedno sa novinarima iz Srbije, uključujući i ekipu „Turističkog Sveta“, početkom septembra boravili u ovom popularnom egipatskom letovalištu. Uživajući u prijatnoj klimi, gostoprimstvu lokalnog stanovništva, svim pogodnostima rizorta sa 5 zvezdica, kupanju i ronjenju u kristalno čistom moru, vožnji kvadovima, jahanju kamila i druženju sa beduinima, shvatili smo zašto se ovi ljudi u Hurgadu iznova vraćaju.

Dobro došli u vaš drugi dom - reči su kojima će vas domaćini pozdraviti prilikom dolaska u Hurgadu – popularno egipatsko letovalište koje se poslednjih decenija iz malog ribarskog sela okruženog pustinjom razvilo u vodeći turistički centar na Crvenom moru, koji se danas prostire na oko 36 kilometara duž obale.

MORE LEPŠE I OD KARIPSKOG

Advokatima i supružnicima **Milanu i Svetlani Keča** Hurgada na neki način i jeste drugi dom – u Egipat dolaze već dve decenije, nekad i dvaput godišnje, te ih na ulicama ovog grada, naročito u trgovačkoj četvrti, lokalci prepoznaju i prijateljski pozdravljaju. Oni su nam otkrili šta to čini ovu destinaciju tako posebnom da joj se stalno vraćaju.

- Prvenstveno nas oduševljava more koje je kristalno čisto i toplo, te je kupanje moguće u većini meseci. Najlepše je u maju i oktobru, kada i dolazimo. Bio sam na Karibima, i provereno tvrdim da Crveno more, koje je od Beograda udaljeno svega tri sata leta, ima

HERE SUMMER NEVER ENDS!

In the year when Serbia and Egypt celebrate 110 years since the establishment of diplomatic relations, the Embassy of Egypt in Belgrade, with the support of the Red Sea Governorate and airline company "Air Cairo", rewarded friends of Hurgada – people from our country who often visit this destination with a journey. They stayed in this popular Egyptian destination at the beginning of September, along with the Serbian journalists, and the team of "Turistički Svet" magazine. Enjoying the pleasant climate, the hospitality of the local population, all the benefits of 5 star resort, swimming and diving in the crystal clear waters, quad racing, camel riding and hanging out with Bedouins, we understood why these people come back over and over again to Hurgada.



bogatiji i raznovrsniji podvodni svet od Karipskog. Osim mora, oduševljavaju nas ljudi koji su izuzetno ljubazni, baš kao i lepo vreme, jer ovde kiša ne može da vam pokvari odmor – tvrdi Milan Keča, objašnjavajući da se „Egipat ili voli, ili ne voli. Onaj ko ga zavoli, dolazi stalno, jer ova zemlja poseduje neku magiju“.

Da Egipat ima neku magiju, potvrdio je još jedan ljubitelj Hurgade – **Mladen Lukač**, koji poslednjih 15 godina sa porodicom isključivo letuje na Crvenom moru.

- Lepo je istraživati, ali mi nemamo dilemu kuda na odmor. Kad dolazimo u Hurgadu, to je kao povratak kući. Prednost ove destinacije je izuzetno čisto i toplo tirkizno more. Na to se nadovezuje i visok kvalitet usluge u hotelima i odnos cene, koja je zaista povoljnija nego na drugim destinacijama. Takođe, klima je vrlo prijatna. Iako su ovde temperature visoke, zahvaljujući obližnjem planinskom masivu koji služi kao brana od toplote, do vas stiže samo vazduh s mora, koji je fantastičan. Nemate osećaj prevelike vrućine, zato što je vazduh suv, nema vlage, lako se diše. Uveče je takođe prijatno, jer vetrić uvek pirka – konstatuje Lukač.

TUMARANJE ULICAMA HURGADE

Zbog prijatne temperature i u zimskim mesecima, turistička sezona u Hurgadi traje tokom cele godine. Najbrojniji su gosti iz Nemačke, Rusije i Italije, a sve je veće interesovanje i kod srpskih turista, kojih je od početka 2018. ovde boravilo oko 20.000.

Iako su turistima prva asocijacija na Hurgadu luksuzni rizorti sa atraktivnim peščanim plažama, njeno pravo lice upoznaćete kroz šetnju ulicama starog dela grada El Dahar sa skromnim bazarima u kojima trgovci obučeni

Welcome to your second home – are the welcoming words of your hosts when you arrive to Hurghada – a popular Egyptian destination that has developed in the last few decades from a small fishing village surrounded by a desert into a leading tourism centre at the Red Sea, which now extends about 36 kilometres along the coast.

THE SEA MORE BEAUTIFUL THAN THE CARIBBEAN

For lawyers and spouses **Milan** and **Svetlana Keča** Hurghada is in a way a home away from home – they have been coming to Egypt for two decades, sometimes twice a year, so on the streets of this town, especially in the shopping district, locals recognize and greet them. They showed us what makes this destination so special that they always come back.

- Primarily, the sea is crystal clear and warm, and swimming is possible over several months. The most beautiful is in May and October, when we usually come. I was in the Caribbean, and I firmly believe that the Red Sea, which is only three hours away from Belgrade, has a richer and diverse marine wildlife than the Caribbean. In addition to the sea, we are delighted with the people who are very kind here, as well as the nice weather, because here the rain can't spoil your vacation – claims Milan Keča, explaining that "you either love Egypt or you don't. Those who love it, always come back, because this country has some kind of magic".

That Egypt has some kind of magic, confirmed another Hurghada fan – **Mladen Lukač**, who has been spending his holiday with the family on the Red Sea for the last 15 years.

- It's nice to explore, but we don't have a dilemma where to spend our holiday. When we arrive in Hurghada, it's like we come home. The advantage of this



PRIJATELJSTVO KOJE TRAJE DECENIJAMA

Novinare i prijatelje Hurgade iz Srbije u svom kabinetu ugostio je načelnik okruga Crvenog mora **Ahmed Abd Alla** koji je tom prilikom podsetio na veliko prijateljstvo između naše dve zemlje, naročito tokom 1950-ih i '60-ih godina.

- Godine 1967. Egipat je prolazio kroz težak period i Jugoslavija je bila prva država koja je snažno stala uz nas. Mi to nikada nećemo zaboraviti. Srpskom narodu bih želeo da poručim da su dobrodošli na obalu Crvenog mora, gde leto nikad ne prestaje i gde ćemo ih uvek dočekati raširenih ruku! – istakao je Abd Alla, koji će krajem oktobra posetiti našu zemlju povodom bratimljenja Jagodine sa letovalištem Marsa Alam na Crvenom moru. Tom prilikom, egipatska delegacija će razgovarati sa srpskim zvaničnicima i o uvođenju direktnog leta Beograd-Kairo.



FRIENDSHIP THAT LASTS FOR DECADES

The Red Sea Governor **Ahmed Abd Alla** hosted journalists and friends of Hurgada from Serbia at his office and on this occasion reminded of the great friendship between our two countries, especially during the 1950s and '60s.

- In 1967 Egypt went through a tough period and Yugoslavia was the first country that supported us. We will never forget that. I would like to say to the Serbian people that they are welcomed on the coast of the Red Sea, where summer never ends and where we will always welcome them with our arms wide opened! – pointed out Abd Alla, who is going to visit our country at the end of October on the occasion of

the twinning agreement between the town of Jagodina and the city of Marsa Alam in the Red Sea. On the occasion, the Egyptian delegation will talk with Serbian officials about the introduction of the Belgrade-Cairo direct flight.

u tradicionalne odore, sa turbanima na glavi, prodaju začine i razne suvenire. No, za kupovinu uz neizostavno cenkanje, najidealnija je ulica Šeraton u Sakali u čijim radnjama možete pazariti raznovrsnu robu – od egipatskih suvenira, preko urmi, začina, proizvoda od kože i domaćeg tekstila... U Sakali, nedaleko od marine, smeštena je i nova džamija El Mina, koja je građena 12 godina od sredstava koja su prikupljali vernici. Na isti način, podignuta je i koptska crkva u El Daharu. Preporučujemo da posetite oba verska objekta, a kako biste sklopili kompletan mozaik o Hurgadi, prošetajte i modernim delom grada koji se zove El Memša, što u prevodu znači – „seoski put“.

U Hurgadi, takođe, možete obići Muzej peska „Sand City“ u kom su pod vedrim nebom izložene peščane skulpture u obliku sfinge i piramida, ali i Kleopatre, Zevsa, Gaja Julija Cezara, Napoleona...

destination is extremely clean and warm turquoise sea. This adds to the high quality of service in hotels and the price ratio, which is really more favorable than in other destinations. Also, the climate is very pleasant. Although the temperatures are high, thanks to a nearby mountain serving as a defense from heat, only air from the sea comes to you, which is fantastic. You do not have the feeling of too much heat, because the air is dry and there is no moisture, so it is easy to breathe. In the evening, it is also pleasant, because the wind always gently blows – says Lukač.

WANDERING THROUGH THE STREETS OF HURGHADA

Due to pleasant temperatures during winter, tourist season in Hurgada lasts throughout the whole year. The most numerous are guests from Germany, Russia and Italy, and there is a growing interest of Serbian tourists, around 20.000 of them since the beginning of 2018.



a u susednoj sekciji – u pesku izgravirani likovi junaka (crtanih) filmova: Duška Dugouška, Spajdermena, Sinbada, Maše i medveda, Pirata s Kariba... Najmlađim posetiocima mogla bi biti interesantna i poseta obližnjem Akvarijumu u kom se, osim riba koje naseljavaju Crveno more, uživo mogu videti i fotografisati egzotične kopnene životinje – iguane, pitoni, flamingosi, nojevi, kamile, majmuni...

PLIVANJE SA DELFINIMA I DRUŽENJE SA BEDUINIMA

Zahvaljujući koralnim grebenima i raznovrsnim životinjskim vrstama koje su stanište našle u dubinama „mora sa sedam boja“ – kako još nazivaju Crveno more, Hurgada spada u top 3 destinacije za ronjenje na planeti. Zato ne bi trebalo propustiti izlete do Rajskog ostrva ili obližnjih koralnih sprudova, koji uključuju plivanje sa delfinima i, uz kraću obuku, ronjenje sa maskom ili bocom u pratnji iskusnog vodiča. Jedno je sigurno: čak i ako ste usled jakih talasa na brodu doživeli morsku bolest, zaboravićete na tegobe čim vam se pred očima ukaže raskoš i lepota podvodnog sveta.

Ali, tu se avantura ne završava. Prilikom posete Hurgadi neizostavan je i pustinski safari, koji obuhvata vožnju kvadovima i bagijima, baš kao i jahanje kamila u obližnjem beduinskom selu. Od lokalnog vodiča saznali smo brojne zanimljivosti o beduinima – ljudima koji naseljavaju pustinske predele širom Egipta.

- U Egiptu imamo 73 beduinske porodice, od čega su 72 muslimanske i jedna hrišćanska. Obično je svaka porodica



Although the first association of Hurgada is a luxurious resort with an attractive sandy beach, you will find its true face wondering through the streets of the old town part El Dahar with modest bazaars in which traders dressed in traditional uniforms and turbans on their heads, sell spices and various souvenirs. However, for the shopping with inevitable bargain, the most ideal is the Sheraton road in Sekalla where you can buy various goods – from Egyptian souvenirs, to dates, spices, leather products and Egyptian textiles... In Sekalla, not far from the marina, there is also a new El Mina mosque, built for 12 years from funds raised by believers. Coptic Orthodox Church in El Dahar was built in the same way. We recommend that you visit both religious sites, and in order to complete the whole picture of Hurgada, take a walk through the modern part of the city called El Memsha, which means – “village road”.

In Hurgada, you can also visit the sand museum “Sand City” in which sandy sculptures in the form of sphinxes and pyramids, as well as Cleopatra, Zeus, Gaius Julius Caesar, Napoleon are exhibited on the outdoors..., and in the neighboring section – the fiction (cartoon) characters: Bugs Bunny, Spiderman, Sinbad, Masha and the Bear, Pirates of the Caribbean... To the youngest visitors the visit to nearby Aquarium could also be interesting. There, apart from the fish inhabiting the Red Sea, they can see and photograph exotic land animals – iguanas, pythons, flamingos, ostriches, camels, monkeys...

SWIMMING WITH DOLPHINS AND HANGING OUT WITH BEDUINS

Thanks to the coral reefs and diverse animal species found in the depths of the “sea of seven colors” – as they also call the Red Sea, Hurgada belongs to the top 3 diving destinations on the planet. Therefore, you should not miss a trip to the Paradise Island or nearby coral reefs, which include swimming with dolphins and after a brief training, snorkelling or scuba diving accompanied by an experienced guide. One thing is certain: even if you have experienced marine illness due to strong waves on the boat, you will forget about the difficulties as soon as your eyes discover the beauty of the underwater world.





But the adventure doesn't end there. When visiting Hurghada, desert safari, which includes quad riding and buggies, is just as important as riding a camel in a nearby Bedouin village. From the local guide, we learned a lot of interesting things about the Bedouins – people who inhabit the desert areas throughout Egypt.

- In Egypt there are 73 Bedouin families, 72 of which are Muslim families and one is Christian. There are usually from 50 to 150 people in each family. Some of them live in permanent settlements, while the rest are nomads. Every family has a sheikh – family boss, who is responsible for everyone. Sheikh is chosen among the richest, and that is someone who has the largest number of camels – says a guide who presents himself as **Brownie**, and continues:

- The Bedouins also have their own language, which is exclusively verbal – not written. They are very proud of their way of life and culture. Their life depends largely on nature – they have discovered every plant in the desert and its medicinal properties. They live only in places where there is water, at the foot of the mountains. Today, some Bedouin villages that are very close to the city are engaged in tourism, and they live a much more modern life than before – they have cars, phones, get everything from the city and see tourists every day, and we also have Bedouins that live by the tradition deep in the desert.

sastavljena od 50 do 150 ljudi. Neki od njih žive u stalnim naseobinama, dok su ostali nomadi. Svaka porodica ima šeiha – šefa porodice, koji je odgovoran za sve. Za šeiha se bira onaj ko je najbogatiji, a to je neko ko ima najviše kamila – otkriva vodič koji se predstavlja kao **Brauni**, te nastavlja:

- Beduini imaju i sopstveni jezik, koji je isključivo govorni – nema svoje pismo. Oni su veoma ponosni na svoj način života i kulturu. Njihov život uglavnom zavisi od prirode – otkrili su svaku biljku u pustinji i njena lekovita svojstva. Žive samo na mestima gde ima vode, u podnožju planina. Danas se neka beduinska sela koja su veoma blizu grada bave turizmom, i oni žive znatno modernijim životom nego ranije – imaju kola, telefone, nabavljaju iz grada sve što im je potrebno i svakog dana primaju turiste, a takođe imamo beduine koji na tradicionalan način žive duboko u pustinji.

NASMEJANI LJUDI – NAJJAČI UTISAK

Boraveći u Hurgadi, upoznali smo svu njenu raznolikost – more, pustinju, raskoš luksuznih rezorta i skroman život u centralnim ulicama grada. Ali ono što je na svim ovim mestima na nas ostavilo najjači utisak – to su ljudi. Nasmejani, raspoloženi, uvek na usluzi i ljubazni, koji će vas, čim čuju odakle dolazite na srpskom pitati: „Kako si?“ Zahvaljujući magiji koju Egipat poseduje, naš odgovor će prilikom svake nove posete ovoj zemlji, bez sumnje, glasiti: „Čarobno!“

Tekst: Biljana Bosnić Ognjenović

Foto: Časlav Vukojičić i B.B.O.



SMILEY PEOPLE – THE BIGGEST IMPRESSION

Being in Hurghada, we have come to know all of its diversity – the sea, the desert, luxurious resorts and a modest living in the central streets of the city. But what in all of these places left the strongest impression on us – were people. Smiling, in a good mood, always at the service and kind, who will, as soon as they hear where you come from, ask on Serbian language: “Kako si” (How are you)? Thanks to the magic Egypt possesses, our answer, with each new visit to this country, will undoubtedly be: “Magical”!

Text: Biljana Bosnić Ognjenović

Photo: Časlav Vukojičić and B.B.O.



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GODINA USPJEHA ZA CRNOGORSKI TURIZAM

Tekuća 2018. godina za crnogorski turizam predstavlja godinu punu zadovoljstva - nadmašena je rekordna 2017. godina! Podaci za prvih 6 mjeseci 2018. godine pokazuju da je Crnu Goru posjetilo oko 609.000 gostiju, što je više za oko 18% u odnosu na 2017. godinu. Ostvareno je oko 3 miliona noćenja, što je, takođe, rast od 9%, čime su dosegnuti novi rekordi. Prema zvaničnim podacima Centralne banke Crne Gore, tokom prvih dva kvartala 2018. godine prihodi od turizma povećani su za oko 13%.

U posljednjih nekoliko godina vodeće hotelske grupacije pokrenule su talas investicija koji je doveo do podizanja kvaliteta smještaja i znatno većeg broja hotela sa 4 i 5 zvjezdica. Pored postojećih luksuznih i brend hotela, ovog ljeta su otvoreni i prvoklasni hoteli Holiday Village Montenegro u Ulcinju, Allure Palazzi Kotor Bay Hotel by Karisma u Kotoru, Hotel Iberostar Grand u Perastu, Lazure Hotel & Marina u Herceg Novom i Čedi Luštica Bay na Luštici.

THE YEAR OF SUCCESS FOR MONTENEGRIN TOURISM

This year has for Montenegrin tourism represented a year filled with satisfaction – outdoing the record year of 2017! Data for the first six months of 2018 show that about 609,000 guests visited Montenegro, which marks an increase of around 18% compared to 2017. About three million overnight stays have been recorded, which also shows growth of 9%, again achieving new records. According to the official statistics of the Central Bank of Montenegro, tourism revenue generated in the first two quarters of 2018 represented an increase of 13%!

In the last few years we've seen the leading hotel groups launch a wave of investment that has led to a rise in the quality of accommodation and significantly more hotels with 4 and 5 stars. Alongside existing luxury and branded hotels, this summer saw the opening of top-class hotels Holiday Village Montenegro in Ulcinj, Allure Palazzi Kotor Bay Hotel by Karisma, Hotel Iberostar Grand Perast, Lazure Hotel & Marina in Herceg Novi and The Chedi Luštica Bay.

ČEDI LUŠTICA BAY CRNA GORA



Hotel Čedi Luštica Bay

The Chedi Luštica Bay je savršeno pozicioniran u srcu Luštice Bay, najnovije destinacije Orascom kompanije, i dom je čuvene usluge The Chedi brenda, vrhunskih proizvoda i najukusnijih recepata. Hotel raspolaže sa 111 apartmana i soba, uređenih u mediteranskom stilu, sa veličanstvenim pogledom na Jadransko more i zaliv Trašte sa jedne, i na čuvene crnogorske planine sa druge strane. U cilju pružanja besprekornog iskustva svojim gostima, smještajne jedinice su opremljene najkvalitetnijim namještajem, kao i modernom tehnologijom i luksuznim proizvodima.

THE CHEDI LUSTICA BAY MONTENEGRO



The Chedi hotel is perfectly situated in the heart of Luštica Bay, a new distinct destination of Orascom Development AG. Home to The Chedi signature service, amenities and unparalleled food and beverage offerings.

111 rooms and suites embody Mediterranean elegance, looking out through floor-to-ceiling windows onto the dreamy sea of Trašte Bay and mountain views of Montenegro. With sumptuous furnishings, modern technology and luxurious amenities, rooms are designed to make your stay as effortless as possible.



U BUDVI LETO I DALJE TRAJE

Brojne manifestacije obeležile postsezonu na Crnogorskom primorju

Budva je i ovog leta ostvarila još jednu uspešnu sezonu tokom koje su turisti, osim u moru i suncu, mogli da uživaju u mnogobrojnim zabavnim i kulturno-umetničkim sadržajima.

Kraj leta na budvanskoj rivijeri obeležilo je, pre svega, uživanje u dobroj muzici. Tradicionalna „Petrovačka noć“, kojom je zvanično završena letnja sezona, obeležena je 25. avgusta. Posetioci su se takmičili u sportskim disciplinama, uživali u ribi, vinu i pivu, nastupu Gradske muzike Budve, koncertu Marije Šerifović i vatrometu.

Peti „Sea dance“ festival održan je od 30. avgusta do 1. septembra i to na novoj lokaciji – u Buljarici, a sredinom septembra posetioci Budve mogli su da uživaju u džez i klasičnoj muzici na 12. Jaz festivalu, organizovanom uz podršku Turističke organizacije opštine Budva.

Događaj koji su svi sa nestrpljenjem čekali u postsezoni bio je „Oktoberfest Montenegro“, organizovan po uzoru na minhenski „Oktoberfest“, a prvi put održan na Crnogorskom primorju. Ljubitelji piva su na Slovenskoj obali u Budvi tokom 21. i 22. septembra uživali u raznovrsnim ukusima ovog napitka i bavarškim kobasicama, a posetioce su zabavljali Orthodox Celts, Bad Copy i Atomsko sklonište.

Zabava u Budvi nastaviće se i u oktobru.

„Početak oktobra je već tradicionalno predviđen za „Dan širuna“, sportsko-zabavnu manifestaciju. Nizom manifestacija u predsezoni, što produženog trajanja, što novih, pokušali smo da privučemo posetioce u periodu pre leta, a sada nam je cilj da pokažemo brojnim turistima koji biraju naš grad kao omiljenu turističku destinaciju da leto u Budvi traje i nakon što kalendarski prođe“ – kaže *Mladen Franović*, v.d. izvršnog direktora Turističke organizacije opštine Budva.

SUMMER STILL LASTS IN BUDVA

A numerous events marked the post-season on the Montenegrin coast

This year, Budva has had another successful season during in which, besides the sea and the sun, tourists could enjoy many entertaining, cultural and artistic events.

The end of summer on the Budva Riviera was marked first of all by enjoyment of good music. The traditional "Petrovac Night", which officially ended the summer season, took place on 25 August. On that day, visitors competed in sporting events, enjoyed fish, wine and beer, the performance of the Budva City Music, a concert by Marija Šerifović and fireworks.

The fifth "Sea Dance" Festival this year was held from 30 August to 1 September, at its new location in Buljarica and in mid-September Budva visitors could enjoy in jazz and classical music at the 12th Jazz Festival, which was organized with the support of the Tourist organization of the Municipality of Budva.

The event that everyone was eagerly waiting for in the post-season was "Oktoberfest Montenegro", which was modelled on the Munich "Oktoberfest" for the first time on the Montenegrin coast. Beer lovers enjoyed the various tastes of this beverage with Bavarian sausages on the Slovenska beach in Budva on 21 and 22 September, and the visitors were entertained by Orthodox Celts, Bad Copy and Atomsko sklonište.

Entertainment in Budva will continue in October.

"The beginning of October is traditionally reserved for the 'Širun Day', a sports and entertainment event", says *Mladen Franović*, Acting Executive Director of the Tourist Organization of Budva Municipality. "Through a series of events in the pre-season, both traditional and new ones, we have tried to attract visitors in the pre-summer season, and now our goal is to show to many tourists who choose our city as a favorite tourist destination that the summer in Budva continues even after the calendar summer."

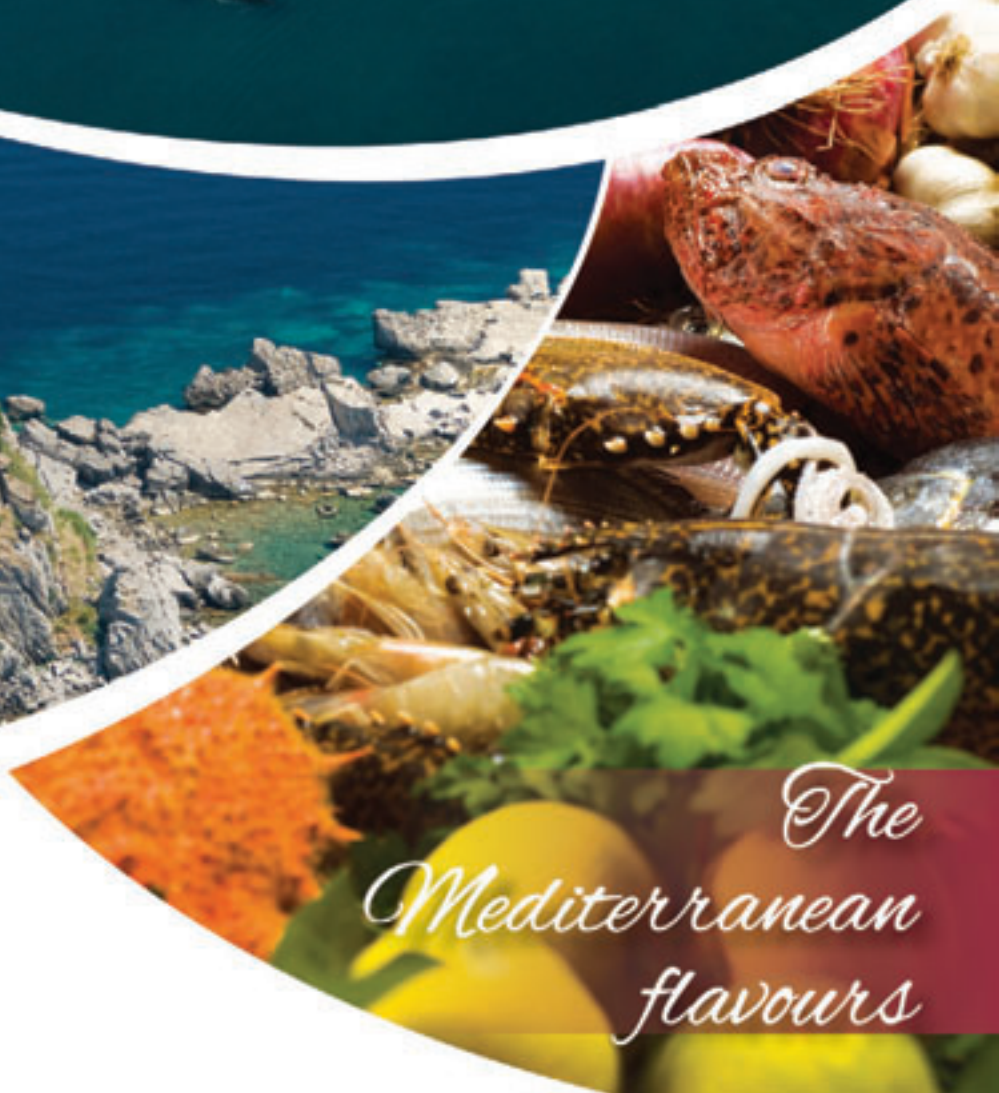
MONTENEGRO



The soul of Adriatic



The heritage of centuries



The Mediterranean flavours



PRAVA PRIČA O KRALJEVSKOJ VINARIJI U DEMIR KAPIJI

O vinu i ljubavi, koji su se davnih godina neraskidivo spojili u vinariji „Vila Marija“ u Demir Kapiji, još uvek teče priča iako je sve već deo istorije. Vila je izgrađena na području gde se mediteranska i umereno kontinentalna klima spajaju, a godišnje ima čak 280 sunčanih dana. Priča o njoj počinje 1928. godine, kada su Aleksandar i Marija Karađorđević, kralj i kraljica, odlučili da od Marijinog miraza, koji je dobila od svog oca rumunskog kralja Ferdinanda, kupe imanje za vinski podrum. Na tri mesta u okolini sahranjene su jagnjeće glave da bi se odredila prava lokacija. I tačno tamo gde je sada vinski podrum, jedna od te tri glave se posle tri godine stajanja u zemlji - najmanje se raspala. Većina objekata koji su posle toga izgrađeni, danas su renovirani. Deo njih stavljen je pod zaštitu države kao industrijsko nasleđe, a predivna "Vila Marija", ispred koje stoje dve keramičke skulpture, koje stanovnici nazivaju "Devojčica", stavljena je pod zaštitu UNESCO-a. Pre Drugog svetskog rata, "Devojčice" su sahranjene u vinogradima i tako su se spasile od uništenja. Ove dve statue, nazvane karijatide, proizvedene su od terakote i

THE REAL STORY OF THE ROYAL WINERY IN DEMIR KAPIJA

A part of history, which at the same place is connecting wine and love, is in a winery called "Villa Maria" in Demir Kapija. It was built in an area where the Mediterranean and continental climate merges and has 280 sunny days a year. The story began in 1928, when two spouses, King Aleksandar and Queen Marija Karađorđević, decided to buy the property for the wine cellar from the received dowry from her father, the Romanian king Ferdinand. In three locations around the area are buried lamb heads to determine the right location and exactly where the wine cellar is located today.

Most of the buildings that were built afterwards have been renovated today. Some of them as industrial heritage have been placed under

sastavljene u Rumuniji. Bile su simbol mladosti i lepote, pa su u staroj Grčkoj stavljane ispred hramova kao njihovi zaštitnici. Očigledno, Aleksandar je, stavljajući ih ispred ulaza, želeo da udovolji svojoj supruzi, s obzirom da je on više želeo da pred ulazom budu dva lava kao simbol moći.

Zabeleženo je da je kraljica došla u posetu čak dva puta, a kralj - nijednom, iako je pio vino koje je napravljeno i odležalo u bačvama koje se i danas koriste. Kraljica Marija bila je ktitor crkve "Presveta Bogorodica" u Demir Kapiji. "Kada je došla na osvećenje ove crkve, koja i danas može da se vidi sa imanja, na železničkoj stanici je bila dočekana sa crvenim tepihom i pajtonom."

Kapacitet vinarije bio je 150.000 litara vina, za čiju proizvodnju su se koristila četiri staklena bazena, projektovana u Austriji, gde je grožđe fermentiralo, a direktno iz Srbije donete su drvene kace zapremine od 4.000 do 6.000 litara, koje su kroz otvor lancima spuštane u podrum. Od tada do danas, burad nije premeštana.

NAJBOLJE DOMAĆE VINO NA BALKANU

PRAVI SE BAŠ U MAKEDONIJI! ŽIVELI!

Kada prođete auto-putem E75 kroz Skoplje, Veles, Štip, Kavadarce, Negotino, Demir Kapiju i Dojran, posetite neku od 79 vinarija i u mirisu vina koje zri, zapišite tajne neotkrivene Makedonije. Uz pomoć somelijera, na zabavan, neformalan i relaksirajući način moći ćete da uživete u degustaciji vrhunskih vina i hrane, u čijem ćete bogatom ukusu nepogrešivo prepoznati – dušu Makedonije.

the protection of the state, and the beautiful "Villa Maria", in front of which are two ceramic sculptures that residents call "Girl", is placed under the protection of UNESCO. Before the Second World War, "Girls" were buried in vineyards and thus saved themselves from destruction. These two statues, called Caryatides, were manufactured and put together in Romania from roasted soil - terracotta. They were a symbol of youth and beauty, and in ancient Greece, they were placed in front of temples as their protectors, which enabled Alexander to satisfy his wife's wishes, although he preferred to put two lions in front of the door as a symbol of power.

It is noted that the queen came to visit even twice, and the king has never visited the place, although he was drinking wine that was made here in barrels, which are still used today. Queen Mary was the patron of the Church of the Holy Virgin in Demir Kapija. "When it came to the refreshment of this church, which can still be seen from the estate, the railway station was greeted with a red carpet and a pajonon."

The capacity of the winery was 150,000 liters of wine, for which four glass basins were designed in Austria, where the grapes were fermented, and directly from Serbia were brought wooden tubs with a capacity of 4000 to 6000 liters, which were lowered into the chains basement through the hole. Since then, the barrel has not been moved.

BEST DOMESTIC WINE IN THE BALKANS IS MADE IN MACEDONIA! CHEERS!

When you pass the E75 motorway through Skopje, Veles, Štip, Kavadarci, Negotino, Demir Kapija and Dojran, visit one of the 79 winery and in the scent of the wines you see, discover the secrets of undiscovered Macedonia. With a team of sommeliers, in a fun, informal and relaxing way you can try different types of wine in combination with different types of food.



NOVI PROJEKTI TURISTIČKE ORGANIZACIJE VOJVODINE

Turistička organizacija Vojvodine bogatu ponudu, ostvarene rezultate, ali i nove projekte, predstavlja na 51. Međunarodnom sajmu turizma u Novom Sadu. Na njihovom štandu promovisaće se veliki broj turističkih organizacija iz Pokrajine, kao i proizvodi koji čine njenu bogatu i jedinstvenu ponudu.

Novi projekti koji će biti predstavljeni iskorak su ka još modernijem poslovanju, najpre u kontekstu novih tehnologija i ICT rešenja i neposrednije komunikacije sa gostima.

Projekat **ViCTour – Virtuelni i kulturni turizam**, TOV realizuje u saradnji sa domaćim i stranim partnerima, u cilju unapređenja kontinentalnog turizma u pograničnom regionu i uspostavljanja socijalnog, ekonomskog i teritorijalnog održivog razvoja, sa akcentom na unapređenje kulturnog turizma.

Novi projekat je i **digitalni vodič kroz turizam AP Vojvodine**, kreiran u saradnji sa Prirodno-matematičkim Univerzitetom u Novom Sadu. Reč je o unapređenoj bazi podataka i video materijala koji na multimedijalan i atraktivan način prikazuju turističku ponudu Vojvodine, u svim njenim aspektima.

- Turistička organizacija Vojvodine zalaže se za prepoznatljivost ove regije na domaćem i na stranom tržištu. Brojne aktivnosti, inovativni pristupi u promociji turističkih proizvoda, nastupi na domaćem i stranom tržištu, aktivnosti su koje su dovele do poboljšanja vidljivosti turističke ponude i porasta broja



TOURIST ORGANIZATION OF VOJVODINA PRESENTS NEW PROJECTS

At the 51st International Tourism Fair in Novi Sad, the Tourist Organization of Vojvodina (TOV) is going to present its rich offer, the results it has achieved and its new projects. The stand is going to promote a large number of the Province's tourist organizations and products that make up its varied and unique portfolio.

The new projects to be presented are a step towards even more modern business, primarily in the context of new technologies, ICT solutions and direct communication with guests.

TOV is implementing the **ViCTour project – Virtual and Cultural Tourism** – in cooperation with Serbian and foreign partners, with the aim to improve continental tourism in the border region and establishing social, economic and territorial sustainable development, with an emphasis on the promotion of cultural tourism.



gostiju na prostoru cele Pokrajine – istakla je **Nataša Pavlović**, direktorka Turističke organizacije Vojvodine, najavljujući predstavljanje novih projekata.

U pripremi je i otvaranje novog Turističkog informativnog centra, koji će biti polazna tačka svih turista i mesto gde će sve opštine u Vojvodini moći da najave svoje aktivnosti, kao i da se predstave svi značajniji privredni subjekti.

A new project is also a **digital tourist guide through Vojvodina**, created in cooperation with the University of Natural Sciences in Novi Sad. This is an advanced database and video material that show all aspects of the tourist offer of Vojvodina in attractive multimedia.

- The Tourist Organization of Vojvodina is working to give this region a recognizable profile on both domestic and foreign markets." Many activities, innovative approaches in promoting tourist products, their presence on domestic and foreign markets, are the activities that improve the visibility of the tourist offer and increase the number of guests in the entire region - said TOV director **Nataša Pavlović**, announcing the presentation of the new projects.

A new tourism information centre is about to be opened. This will be the starting point for all tourists and a place where all Vojvodina municipalities will be able to promote their activities, and present all their important tourist enterprises.



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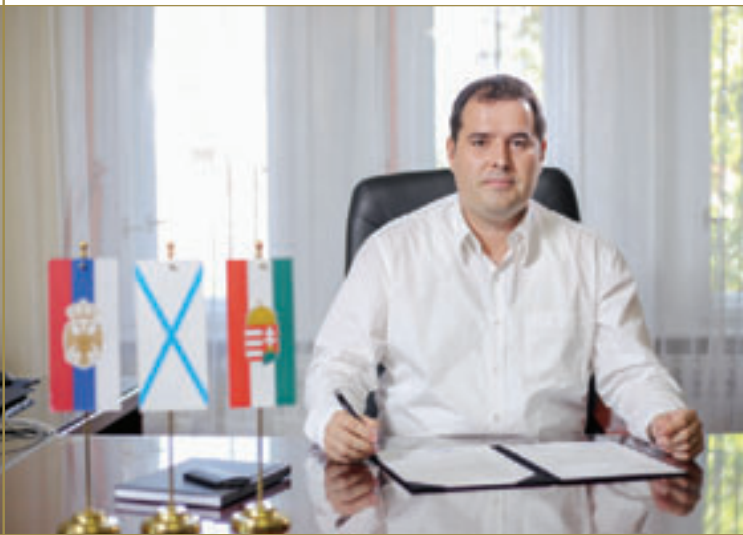


POKLON IGRA
ZA POSETIOCE SA KUPLJENIM ULAZNICAMA

KANJIŽA SPREMNA ZA OZBILJNE INVESTITORE

U jednoj od dve najsevernije opštine u Vojvodini - Kanjiži, koja već više od 900 godina traje gotovo na samoj granici s Mađarskom, živi oko 25.000 stanovnika, od kojih većinu čine Mađari koji sa svojim susedima već stolećima žive u miru i harmoniji. S takvim geografskim položajem, istorijskim nasleđem, ali i prirodnim bogatstvima, pre svega, lekovitoj termalnoj vodi, a

KANJIŽA IS READY FOR SERIOUS INVESTORS



zahvaljujući dobroj društvenoj klimi – Kanjiža se već uveliko razvija i iz jedne, uglavnom, poljoprivredne opštine sve brže izrasta u industrijski i turistički zanimljivu destinaciju. Prema rečima predsednika opštine **Roberta Fejstamera**, razvoj turističke infrastrukture je u ovom trenutku svakako najveći izazov, kao i izgradnja jednog modernog wellness centra koji bi ovu destinaciju sasvim sigurno učinio mnogo atraktivnijom za turiste. Za ovaj projekat traže se ozbiljni investitori, a to, kako ističe predsednik opštine, znači: oni koji se neće rukovoditi samo finansijskim interesima, već i

In one of the two northernmost municipalities in Vojvodina – Kanjiža, which exists for almost 900 years on the border with Hungary, there are around 25.000 inhabitants, most of whom are Hungarians living in peace and harmony with their neighbours for centuries. With such a geographical position, historical heritage, natural resources, and above all, healing thermal water, and thanks to the good social climate – Kanjiža is already developing and from one, mostly agricultural municipalities, is growing into an industrial and interesting tourist destination. According to the words of the president of the municipality **Robert Fejstamer**, the development of tourist infrastructure is certainly the biggest challenge at the moment, as well as the construction of a modern wellness centre that would definitely make this destination more attractive for tourists. For this project, serious investors are required, and this, according to the president of the municipality, means: those who will not be guided only by financial interests, but also by the feeling for the national community, with all the implied finesse.

The development of tourism in Kanjiža, which has been creating its authentic identity at the very border with Hungary for 900 years, is certainly influenced by the ideal geographical position (the international river Tisa, where the river border crossing is located, near the railway and road border crossing Horgoš), the historical heritage, but also the natural resources, first of all, healing thermal water, as well as a good social climate in the environment in which even 88% of the population of the total of 25,000 are Hungarians. While many places are still struggling with unemployment, there are constantly around 200 job vacancies in Kanjiža.

- Although our municipality has long been known as



osećajem za nacionalnu zajednicu, sa svim finesama koje to podrazumeva.

Na razvoj turizma u Kanjiži, koja već 900 godina stvara svoj autentični identitet na samoj granici sa Mađarskom, svakako utiče idealan geografski položaj (međunarodna reka Tisa na kojoj je i rečni granični prelaz, a u blizini železnički i putni granični prelaz Horgoš), istorijsko nasleđe, ali i prirodna bogatstva, pre svega, lekovita termalna voda, kao i dobra društvena klima u sredini u kojoj čak 88% stanovnika od ukupno 25.000 čine Mađari. I dok se mnoga mesta još uvek bore s nezaposlenošću, u Kanjiži je stalno otvoren konkurs za oko 200 zaposlenih.

- Iako je naša opština dugo bila poznata kao dominantno poljoprivredna, značajniji razvoj turizma podstaknut je upravo zahvaljujući reci Tisi i aktuelnim državnim graničnim prelazima. Poslednjih godina nije moglo mnogo da se investira u razvoj infrastrukture, ali se u svakom od 13 naselja razvijao seoski turizam, tesno povezan sa raznim manifestacijama kojih u našoj opštini ima više od 300 tokom godine, ponekad vikendom čak 3-4 – kaže predsednik Fejstamer, dodajući da su to uglavnom različita gastronomska dešavanja (kuvanje paprikaša, na primer) i bogati kulturni programi, naročito u centru Kanjiže.

Ipak, lekovita termalna voda, koja je počela da se koristi pre više od sto godina, osnova je banjskog turizma u opštini, koji je ovu zanimljivu destinaciju učinio prepoznatljivom i van granica Srbije.



predominantly agricultural, a significant development of tourism has been prompted precisely thanks to the river Tisa and the current state border crossings. In the last few years, it has not been possible to invest much in the development of infrastructure, but in each of the 13 settlements, rural tourism has been developing, closely linked to various events and there are more than 300 events in our municipality over the year, sometimes even 3-4 events at weekends – says the mayor Fejstamer, adding that these are mostly different gastronomy events (paprikaš cooking, for example) and rich cultural programs, especially in the centre of Kanjiža.

However, healing thermal water, which began to be used more than a hundred years ago, is the basis of spa tourism in the municipality,



Zahvaljujući banji, ali i razvoju sportskog turizma (svetsko prvenstvo u pecanju, evropsko u rvanju i regionalno takmičenje u rukometu...), nautičkog i manifestacionog turizma, prema rečima **Zorana Tomina**, pomoćnika predsednika opštine za turizam, Kanjiža, sa svojih 900 ležaja, godišnje zabeleži 104.000 noćenja, a ima prostora i za više.

- Za to više, infrastrukturni razvoj je najveći izazov Kanjiže, jer se u proteklih 20-30 godina nije puno u to ulagalo – ističe predsednik Fejstamer i nastavlja: – Ipak, ima vidnog pomaka u podizanju kvaliteta banjske usluge i u hoteskoj infrastrukturi. Poslednjih godina povećava se i broj kvalitetnih privatnih soba i apartmana, koji se uključuju u turističku ponudu, što je dobar znak da se povećava i tražnja. Sredstvima iz opštinskog budžeta obnovili smo obalu Tise, obezbedili prostor i infrastrukturu za kampovanje, ali ima uslova



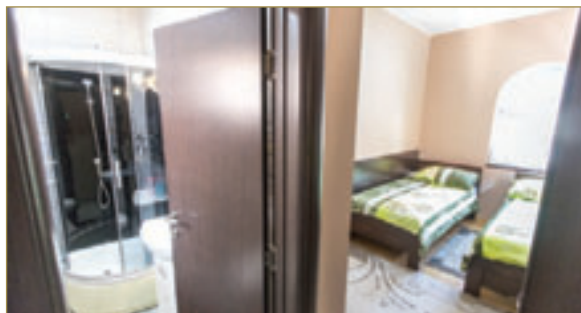
which made this interesting destination recognizable even beyond the borders of Serbia. Thanks to the spa, and the development of sports tourism (world fishing championship, European wrestling and regional handball competition ...), nautical and event tourism, according to Zoran Tomin, the municipality president's assistant for tourism, Kanjiža, with its 900 beds, records annually 104.000 overnight stays, and there is space for more.

- For this, infrastructural development is the biggest challenge for Kanjiža, because in the past 20-30 years there weren't many investments – points out the president Fejstamer and continues: – Nevertheless, there is a visible shift in the quality of the spa service and in the hotel infrastructure. In the last few years, the number of quality private rooms and apartments has increased, and they have been included in the tourist offer, which is a good signal that the demand is increasing. With the funds from the municipal budget we have restored the Tisa coast, provided space and infrastructure for

PRIVATNI SEKTOR U EKSPANZIJI

Dok traje potraga za velikim investitorima, privatni preduzetnici u Kanjiži brzo reaguju. Za njih je povećana tražnja za kvalitetnim smeštajem, kao i planirana izgradnja wellness centra, odličan signal za akciju. Tako je već priličan broj malih privatnih investitora odlučio da novac uloži u turističke apartmane, procenjujući da je turizam u Kanjiži privredna grana budućnosti.

*Za sve informacije vezano za turizam, kao i za privatni smeštaj u Kanjiži osoba za kontakt je **Zoran Tomin**, pomoćnik predsednika opštine za turizam – tel. +381 63/80-82-588, +381 64/80-62-068*



THE PRIVATE SECTOR IN EXPANSION

While the search for major investors continues, private entrepreneurs in Kanjiža react quickly. For them, the demand for quality accommodation is increasing, as well as the planned construction of the wellness centre, is an excellent signal for the action. Thus, a certain number of small private investors have decided to invest money in tourist apartments, estimating that tourism in Kanjiža is an economic branch of the future.

*For all information related to tourism, as well as for private accommodation in Kanjiža contact person is **Zoran Tomin**, the municipality president's assistant for tourism – tel. +381 63/80-82-588, +381 64/80-62-068*

i za sve ostale koji žele da uživaju u prirodi. Ali, najveći izazov će, ipak, biti izgradnja wellness centra u našoj banji, jer pored svega što imamo, nemamo taj kvalitet plus zbog kojeg bi ljudi ovde ostali 2,3 ili 4 dana. Sa celogodišnjom ponudom wellness centra obogatili bismo sadržaj boravka turista u Kanjiži i dobili šansu da se taj boravak produži, što je svima u interesu. Planirano je da wellness bude u banjskom parku, gde već imamo dva hotela, a očekuje se izgradnja još jednog. Wellness centar će imati više unutrašnjih i spoljnih bazena sa raznim zabavnim sadržajima, jer nam je cilj da privučemo porodice sa decom, koje će tu dobiti mesto za zabavu, uživanje i – trošenje novca. Projektovanje bi trebalo da bude gotovo krajem ove ili početkom sledeće godine. Voleo bih da njegovu izgradnju započnemo u drugoj polovini 2019. godine, ali to zavisi od - strateškog partnera, koji se neće rukovoditi samo finansijskim interesima, već i osećajem za nacionalnu zajednicu, sa svim finesama koje to podrazumeva.

Predsednik Fejstamer naglašava da je siguran da je wellness centar projekat koji bi skrenuo bar polovinu od 200 hiljada turista koji sada pored njih prolaze, odlazeći u wellness centre u južnoj Mađarskoj. Takođe, ističe da bi zahvaljujući boljoj ponudi i sportisti iz Mađarske i oni kojima je potrebna rehabilitacija u još većem broju dolazili u Kanjižu, jer je zdravstveni centar mnogo kvalitetniji i jači nego u Mađarskoj.

- Nažalost, ovo je tržište o kojem mnogi nemaju pojma, bukvalno ne znaju šta se ovde dešava – s razočarenjem kazuje Fejstamer. - I pored toga što imamo odličnu vezu sa tri države, formirano tržište i zadovoljavajuću infrastrukturu, banju staru više od 100 godina, autoput i granični prelaz u blizini, a uskoro i brzu prugu do Subotice i što smo kao opština potpuno otvoreni da pružimo punu logistiku - investitori se radije odlučuju za veće lokacije poput Subotice, Zrenjanina, Pančeva... Verujem, ipak, da će se pojaviti neki od iskusnih investitora za koje će sve ove činjenice biti dobar signal da u opštinu na samoj granici s Evropskom unijom - vredi investirati.

camping, and there are also good conditions for all the people who want to enjoy the nature. The biggest challenge will be the construction of a wellness centre in our spa, because apart from everything we have, we do not have that quality plus which would make people stay here for 2,3 or 4 days. With the year-long offer of the wellness centre we would enrich the content of the stay of tourists in Kanjiža and get a chance for a longer stay, which is in everyone's interest. There is a plan for the wellness to be located in the spa park, where we already have two hotels, and the other is expected to be built. The wellness centre will have several indoor and outdoor swimming pools with various entertainment facilities, because our goal is to attract families with children, which will get a place for fun, enjoyment and - spending money. The design should be finished late this year or early next year. I would like to start building it in the second half of 2019, but it depends on - the strategic partner, who is expected not be guided solely by financial interests, but also by the feeling for the national community, with all the implied finesse.

The president of the municipality Fejstamer emphasizes that he is sure the wellness centre is a project that would attract at least half of the 200,000 tourists who have gone past the spa by now, going to the wellness centres in southern Hungary. He also points out that due to a better offer, there will be more sportsmen from Hungary and those who need rehabilitation, because the health centre is much better and stronger than in Hungary.

- Unfortunately, this is a market that many do not have a clue about, literally do not know what is happening here – Fejstamer says with disappointment. - Even though we have an excellent connection with three countries, the established market and a satisfactory infrastructure, a spa more than 100 years old, a highway and a border crossing nearby, and soon a fast track to Subotica and that we as a municipality are completely open to providing full logistics - investors prefer to opt for larger locations such as Subotica, Zrenjanin, Pančevo... I believe, however, that some of the experienced investors, for whom all these facts will be a good signal that this municipality at the border with the European Union is worth investing in, will appear.

UGOSTITELJSKE IKONE KANJIŽE

U samom srcu grada u kojem kultura i umetnost imaju posebno mesto, Art cafe je reprezentativni centar kulturnih dešavanja i ugledni ugostiteljski objekat koji, zajedno sa Art hotelom pod istim krovom, predstavlja savremene ugostiteljske ikone Kanjiže. Oba ekskluzivna objekta su u sastavu firme Kanjiža turizam, koju je osnovala lokalna samouprava i koja upravlja ovim objektima.



- Hotel je od samog otvaranja 2012. godine registrovan kao garni hotel s 3 zvezdice – kazuje **Velibor Vranić**, direktor Kanjiža turizma. – Kao pravi butik hotel ima samo 12 soba, od toga tri apartmana, i ukupno 27 ležaja. Sve sobe su salonskog tipa, luksuzno uređene, i u svakom smislu, a naročito u pogledu kvaliteta usluge i higijene, predstavljaju primer za ugled. Dve godine kasnije preuzet je i Art Cafe sa 50-ak mesta, koji svojim enterijerom više podseća na biblioteku. U njemu se godišnje održi 10-15 koncerata uglavnom džez i ozbiljne muzike, a svakog dana, osim ponedeljka i utorka, u sali kafea ili na terasi, može se, uz kafu ili piće, uživati u živoj klavirskoj muzici vrsnog lokalnog pijaniste Mikloša Kurine. Upravo, rekao bih, najviše njemu koji stvara jedinstveni sadržaj kafeu a onda i samom enterijeru, ponudi i usluzi - Privredna komora Vojvodine proglasila je 2016. Art cafe za najbolji u Vojvodini. Zaista se time ponosimo i trudimo da taj kvalitet održimo i koliko je god moguće i podignemo.

Da nije bilo migrantske krize 2015, ko zna šta bi sve uradili. Te godine u hotelu je bilo samo iz Mađarske 70% manje gostiju. Kriza se produžila i na 2016, ali je od prošle godine situacija počela da se popravlja i taj trend je nastavljen i ove godine. Podaci pokazuju da su 2017. imali 1.200 gostiju koji su ostvarili 3.000 noćenja, što je za hotel ovog gabarita više nego zadovoljavajuće.

Da u svakom zlu ima i nečeg dobrog, primer je i Art hotel. U vreme najveće krize 2015, zahvaljujući podršci resornog ministarstva i



HOTEL AND RESTAURANT ICONS OF KANJIŽA



In the very heart of the town where culture and art have a special place, Art cafe is a representative centre of cultural events and a renowned catering facility that, together with Art Hotel under the same roof, present modern hotel and restaurant icons of Kanjiža. Both exclusive facilities are part of the company Kanjiža tourism, founded by the local self-government which manages these facilities.

- Since its opening in 2012 the hotel has been registered as a 3 star hotel – says **Velibor Vranić**, the director at Kanjiža tourism. – As a true boutique hotel it has only 12 rooms, the three of which are apartments, and a total of 27 beds. All the rooms are of a salon type, luxuriously decorated, and in every sense, especially in terms of service quality and hygiene, are an example of reputation. Two years later Art Café with 50 seats was taken over, the interior of

ministra Ljajića, uspeali su da završe prostor doručkovaonice sa 36 mesta, čiji enterijer prati salonski tip uređenja hotela. Obogaćen ovim neophodnim hotelskim sadržajem, Art hotel sada ima ponudu sa kojom može da izađe i pred najprobirljivije goste, uglavnom strane, koji godišnje čine 60-70% ukupnog broja gostiju. Oni uglavnom dolaze iz Evrope, ali i iz Azije, Amerike i sa drugih kontinenta.

- Pošto je Art hotel gradski hotel, naši gosti su uglavnom poslovni ljudi, koji se kraće zadržavaju, pa je i fluktuacija veća – ističe Vranić i dodaje da gosti ostaju u hotelu u proseku 2,5 dana, ali da ima i onih koji odsedaju kod njih a koriste banjske usluge, pa ostaju i duže.

Na naše omiljeno pitanje: kakvu budućnost predviđa ovim ugostiteljskim ikonama Kanjiže, Vranić odgovara da je uveren da će hotel imati blagi ili stabilan rast posete, a da će kafe i daljem imati ulogu dopunskog sadržaja hotela. Što se tiče budućnosti Kanjiža turizma, na njima je, kaže, da pronađu još neki način kako da, u sklopu svoje delatnosti, prošire turističku ponudu opštine. Razmišljaju o izgradnji vešeraja kao nove hotelske profitne jedinice, ali i o izgradnji depadansa tipa hostela, koji bi imao funkciju objekta za masovni turizam. U svakom slučaju, pred njima je, kao i pred Kanjižom - širom otvoren put ka budućnosti.



which resembles a library. There are annually 10-15 concerts held, of jazz and classical music mostly, and every day, except Monday and Tuesday, in the café hall or on the terrace, you can enjoy live piano music by the best local pianist Mikloš Kurina. Thanks to him, who creates the unique content in the café and then to the interior itself, as well as to the offer and services – the Chamber of Commerce of Vojvodina declared in 2016 Art Cafe for the best cafe in Vojvodina. We are really proud of this and we strive to maintain this quality and, as far as possible, to raise it.

If migrant crisis hadn't taken place in 2015, nobody knows what they would do by now. That year there was 70% less guests only from Hungary at the hotel. The crisis continued in 2016, but since last year the situation has begun to improve and this trend has continued this year. The data show that in 2017 they had 1.200 guests who had around 3.000 overnight stays, which is more than satisfactory for the hotel.

That there is something good behind every bad shows the example of Art Hotel. At the time of the greatest crisis in 2015, thanks to the support of the line ministry and the Minister Ljajić, they managed to finish the area of the breakfast room with 36 seats and salon-style interior design. Enriched with this essential hotel content, Art Hotel now has an offer suitable for even the most prominent guests, mostly foreigners, who make 60-70% of the total number of guests annually. They mostly come from Europe, and also from Asia, America and other continents.

- Since Art hotel is a city hotel, our guests are mostly business men, who stay for a short period of time, so the fluctuation is higher – points out Vranić adding that guests stay in the hotel on the average of 2.5 days, but there are also guests who stay at the hotel and use spa services, so they stay longer.

To our favourite question: what is the future of these hotel and restaurant icons of Kanjiža, Vranić answers that he is convinced that the hotel will have a slight or stable growth of the visit, and that the café will continue to play the role of additional facility of the hotel. As far as the future of Kanjiža tourism is concerned, they need to find other ways to, within their activities, expand the tourist offer of the Municipality. They are considering the construction of a laundry as a new hotel profit unit, but also the construction of a hostel type apartment building, which would have the function of a mass tourism facility. Anyway, there is a wide open road to the future before both of them and Kanjiža.

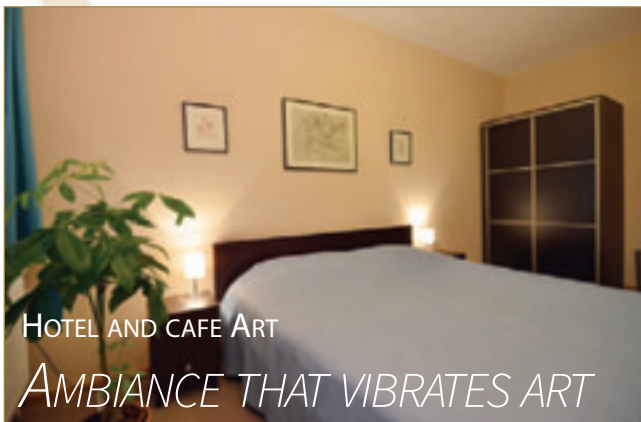


GARNI HOTEL I KAFE „ART“:



Ambijent koji vibrira umetnošću

Garni hotel „Art“ u samom srcu Kanjiže, ima 9 komfornih soba i 3 vrhunski opremljena apartmana, potpuno različitog genterijera, koji odiše visokim stilom, sa mnogo umetničkih slika zbog kojih gosti imaju osećaj da su se nekim čudom našli u galeriji. Taj osećaj je još snažniji u zajedničkoj prostoriji za odmor - mestu za susretanja ali i za mir i opuštanje. Isto kao i u kafeu „Art“ u prizemlju, ispunjenom knjigama, obojenom notama pijaniste Mikloša Kurine, u „bojama“ evergrin, džez i klasične muzike, i sa odličnom ponudom pića. U umetničkom ambijentu, sa potpuno „drugačijom“ vibracijom, i gosti su drugačiji, pre svega, umetnici ili poštovaoci umetnosti, o čijem ugodnom boravku i užitku i u hotelu i u kafeu „Art“ brine profesionalno i vrlo ljubazno osoblje, zbog kojeg gosti pozele da se vrate i pre nego što su otišli!



HOTEL AND CAFE ART

AMBIANCE THAT VIBRATES ART



Hotel Art in the centre of Kanjiža has 9 comfortable rooms and 3 supreme equipped suites, each differently designed, exuding style, with many art paintings making guests feel like they are in an art gallery. That feeling is even stronger in the common room for relaxation – a place where you can meet people or just rest and enjoy peace and quiet. Just like in the Art café on the ground floor, filled with books, coloured with notes of a pianist Mikloš Kurina, in the „colours“ of evergreen, jazz and classical music, and with great selection of drinks. In the artistic ambience, with completely „different“ vibe, guests are also different, first of all, artists and art admirers, who have pleasant stay at the hotel and café Art thanks to professional and friendly staff, who make guests want to come back before they even leave!

Dobro došli! / Welcome!



D.O.O. "Kanjiža turizam"
 ogranak "Garni hotel Art", 24420 Kanjiža, Glavni trg 9
 +381 24 415-0-370

U ZNAKU PRISTUPAČNOG TURIZMA

Kanjiža se zahvaljujući Specijalnoj bolnici za rehabilitaciju „Banji Kanjiža“, afirmisala i u svetu zdravstvenog turizma. Da bi sačuvali svoje zdravlje, ona gostima nudi mnoštvo zdravstvenih, wellness i SPA tretmana, koji se zasnivaju na korišćenju prirodnog lekovitog faktora - termalne vode i peloida. Visok nivo pružanja medicinskih usluga koji sprovodi stručni tim lekara, gostoprimstvo zaposlenih i lokalnog stanovništva, prijatan ambijent za sve one koji traže mir, zelenilo i predah od svakodnevnice, doprinosi da se gosti godinama vraćaju, pa se često traži ležaj više.

- Zahvaljujući svemu tome, za prvih osam meseci ove godine, ostvareno je 35.000 noćenja. Većinu gostiju čine privatni samofinansirajući pacijenti i pacijenti upućeni od strane RFZO na stacionarnu rehabilitaciju. U prvih osam meseci iskorišćeno je i 208 vaučera za odmor u vrednosti od 5.000 dinara, a interesovanje korisnika se svake godine povećava – ističe s zadovoljstvom **dr Slobodanka Drndarski**, direktorka "Banje Kanjiže", dodajući da se svake godine u specijalnoj bolnici ponešto i renovira i zanovi. - U cilju inoviranja programskih paketa i unapređenja kvaliteta medicinske rehabilitacije, pre dve godine je obnovljen peloidni centar, dok je prošle godine, donacijom Ministarstva trgovine, turizma i telekomunikacija u iznosu od 10 miliona dinara, kao i delom sopstvanih sredstava, renoviran bazenski prostor po poslednjim evropskim standardima. Kompletan bazenski prostor prilagođen je osobama sa posebnim potrebama, dok je zahvaljujući donaciji Pokrajinskog sekretarijata za zdravstvo kupljena dizalica za bazen namenjena osobama sa invaliditetom.

Ove godine posebnu pažnju posvetili su boravku i rehabilitaciji osoba sa posebnim potrebama, pa je leto u „Banji Kanjiža“ proteklo u znaku pristupačnog turizma. Održan je tradicionalni Letnji kamp distrofičara Južnobačkog okruga, Kamp hemofiličara Srbije, boravak i rehabilitacija studenata sa posebnim potrebama iz Novog Sada, kao i sportske pripreme stonotenisera sa invaliditetom. Zaposleni u "Banji Kanjiža" dobili su visoke ocene učesnika boravkom u ovoj specijalnoj bolnici, zadovoljnih, pre svega, gostoljubljem zaposlenih, infrastrukturnim uslovima i uslugama, što obećava da će i sledeće godine doći u Kanjižu.

- Ono što želimo i u budućnosti – naglasila je direktorka Drndarski - je da „Banja Kanjiža“ ostane mesto u kome će prirodno lekoviti činoci i medicinsko osoblje voditi brigu o prevenciji i lečenju, gde će našim gostima biti pružena kvalitetna, besprekorna medicinska i nemedicinska usluga, gde će pronaći ljubaznost, razumevanje i mesto koje će svakom gostu biti lek za dušu i telo.



SPECIAL HOSPITAL "BANJA KANJIŽA"

Kanjiža, thanks to the Special Hospital for Rehabilitation "Banji Kanjiža" is well-known in the world of health tourism. In order to preserve health, it offers a variety of health, wellness and SPA treatments, which are based on the use of natural healing factors - thermal water and mud. The high level of medical services carried out by the professional team of doctors, hospitality of the employees and the local population, pleasant ambience for all who seek peace, greenery and rest from everyday life, contributes to the guests returning for years, and there is a need for extra beds very often.

- Thanks to all these things, for the first eight months of this year, 35.000 overnight stays were recorded. Most guests are private self-financing patients and patients sent by RFZO to stationary rehabilitation. In the first eight months, 208 vouchers worth 5.000 dinars were used for a holiday, and the interest of the users is increasing every year – proudly says PhD Slobodanka Drndarski, a director at the "Banja Kanjiža", adding that every year in a special hospital, something is renovated. - In order to innovate programme packages and improve the quality of medical rehabilitation, a peloid centre was renovated two years ago, while last year, with their own funds and the donation of the Ministry of Trade, Tourism and Telecommunications in the amount of 10 million dinars, swimming pool area was also renovated, observing the latest European standards. The complete swimming pool was adapted for people with special needs, and thanks to the donation of the Provincial Secretariat for Healthcare, a swimming pool crane was bought for people with disabilities.

This year special attention was devoted to staying and rehabilitation of people with special needs, and summer in "Banji Kanjiža" was in the spirit of accessible tourism. There were the traditional summer dystrophy camp of South Banat, the Hemophilic camp of Serbia, stay and rehabilitation of students with special needs from Novi Sad, as well as sports preparations of disabled table tennis players. The employees of "Banja Kanjiža" got high marks from participants for their stay in this special hospital, who were satisfied, above all, with the hospitality of employees, infrastructure conditions and services, indicating they will come back next year in Kanjiža.

- What we want in the future, - emphasized the director Drndarski – is that "Banja Kanjiža" remains a place where natural healing factors and medical personnel will take care of prevention and treatment, where our guests will be provided with quality, impeccable medical and non-medical services, where they will find kindness, understanding and a place that will be a cure for the soul and the body for each guest.



BANJA KANJIŽA
Specijalna bolnica za rehabilitaciju

100 godina čini Vaše zdravlje

Brži put do zdravlja i lepote

uz primenu

prirodno lekovitog faktora



Tel.: 024 875 163

office@banja-kanjiza.com

www.banja-kanjiza.com

PORODIČNI HOTEL ZA ODMOR I RELAKSACIJU

Kada je današnji vlasnik hotela Aqua Panon Miroslav Radoman odlučivao gde da investira svoj novac, Banja Kanjiža mu se učinila vrlo atraktivnom i sve je ukazivalo na to da se od uloženog kapitala može očekivati i dobit. Tako je hotel kapaciteta 33 sobe, apartmanskog tipa, otvoren 2005. godine, već 2010. promenio vlasnika, a od tada i svoj izgled i razvojnu strategiju. Danas i sobe, i enterijer i eksterijer hotela izgledaju sasvim drugačije. Događena su i dva bazena, wellness, kuhinja, restoran, sale za sastanke... Hotel Aqua Panon je postao pravi porodični hotel i jedan od retkih u Srbiji koji, zahvaljujući ulaganju u sopstvenu bušotinu, ne samo što ima termalnu vodu u bazenu, već se koristi i za grejanje čak 2.570 kvadrata, što hotel košta svega 150.000 dinara!

- Kada je moj otac kupio hotel Aqua Panon, bio je u blokadi 72 miliona dinara ili nekih 900.000 evra – kazuje **Ivana Krčmar**, generalna direktorka hotela. – Dug je u potpunosti isplaćen i uloženo je još milion i četiri stotine hiljada evra. Kako poslujemo najbolje govori podatak da od 2010. nikada nismo bili u blokadi, a zarade i sve druge obaveze isplaćuju se redovno. I posle manje od deset godina, tržišna vrednost našeg hotela je danas oko 2,5 miliona evra. Osim što smo mnogo uložili u sam hotel i njegove nove sadržaje, zahvaljujući mom ocu, poznatom fudbalskom sudiji, okrenuli smo se sportskom turizmu, a potom i lovnom i zdravstvenom, ali smo se ozbiljno otvorili i za porodice, pa je sada možda najbolja definicija hotela Aqua Panon: porodični hotel za odmor i relaksaciju. Okretanje novim ciljnim grupama obezbedilo nam je broj noćenja koji se danas kreće od 15.000 do 19.000 – rekord zabeležen 2015. zahvaljujući ugovoru sa NIS-om.

Od pre dve godine kada je Ivana preuzela upravljanje hotelom, dosta toga se, i njen otac priznaje, promenilo nabolje, pre svega, odnos prema gostima, koji je sada drugačiji, topao, a bolji je i finansijski efekat. Više nema prostora a ni potrebe za novom gradnjom, već samo za šminku, sređivanje soba, krečenje, detalje koji ovu hotelsku priču mogu da podignu, poput atraktivnog kamina koji danas krasi lobi... Za to, osim novca, treba obavezno imati talenat za uređenje enterijera, ali i mnogo ljubavi za hotelski posao.

- Moj stav je da hotel nikada ne spava, a to znači da i posao hotelijera traje 24h – naglašava direktorka Krčmar i dodaje: - Naporan je ali i prelep i nikad dosadan. Zahvalna sam ocu što mi je prepustio da nastavim da razvijam njegovu viziju, da podižem standarde da bi nam novi gosti dolazili a stari se vraćali. Iskreno, moja najveća nagrada je kada vidim da se gosti vraćaju, da ima onih koji kod nas dolaze 10 godina ili dolaze više puta godišnje... Imamo ozbiljan broj stranih gostiju, jer, Kanjiža ne samo što je lepo mesto za odmor i relaksaciju, beg od gradske vreve i stresa, već ima i dobro razvijenu privredu i sve više



FAMILY HOTEL FOR REST AND RELAXATION

When today's owner of Aqua Panon Hotel Miroslav Radoman was making a decision where to invest his money, Banja Kanjiža seemed very attractive to him, indicating that the capital invested could bring profit. The hotel, which was opened in 2005 with the capacity of 33 suite-type rooms, changed its owner in 2010, and, along with its appearance and development strategy. Today rooms, as well as the interior and exterior look very different. Two swimming pools, wellness, kitchen, restaurant, meeting rooms have been upgraded... The hotel Aqua Panon has become a true family hotel and one of few in Serbia, which, thanks to the investments in its own well, not only has thermal water in the pool, but they use it for heating as much as 2.570 square meters, which costs only 150.000 Dinars!

- When my father bought hotel Aqua Panon, it was 72 million dinars or about 900.000 euros in debt – says **Ivana Krčmar**, a GM



www.aquapanon.com

Moderan hotel sa tradicionalnim vrednostima

Hotel Aqua Panon, u srcu Panonske ravnice - u Kanjiži, na severu Vojvodine, između reke Tise i gradskog parka, idealan je za zdravstveni, konferencijski, lovni i city break turizam.

Gostima Aqua Panona na raspolaganju je:

- 47 moderno uređenih, kompletno opremljenih soba, uključujući tri luksuzna apartmana;
- Spa & Wellness centar sa đakuzijem, saunom, sobom za masažu i zatvorenim bazenom sa termalnom lekovitom vodom, temperature 38°C;
- Fitnes kutak;
- Otvoreni bazen (18,5 x 9 m, dubine 1,5 m), letnja bašta i dečije igralište na samo par koraka od bazena;
- Restoran poznat po ukusima tradicionalne vojvođanske kuhinje (pored „à la carte“ jela, služe se i pansionski obroci po pristupačnim cenama);
- Iznajmljivanje bicikala, a postoji mogućnost i za
- Organizovanje individualnih ili grupnih poseta destinacijama u neposrednoj blizini hotela: Subotici, Paliću, Totovom Selu ili Mađarskoj...

I nije daleko, a nije ni skupo.

Dobro došli!



MODERN HOTEL WITH TRADITIONAL VALUES



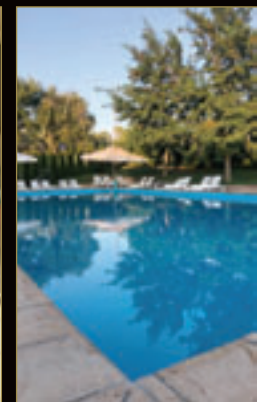
Hotel Aqua Panon, in the heart of the Pannonia Plain – in Kanjiža, in the north of Vojvodina, between the Tisa River and the town park, is ideal for health, conference, hunting and city break tourism.

Aqua Panon hotel's guests have at their disposal:

- 47 modern decorated, fully equipped rooms, including three luxury apartments;
- Spa & Wellness centre with a Jacuzzi, sauna, massage room and indoor swimming pool with thermal healing water, water temperature of 38°C;
- Fitness corner;
- Outdoor swimming pool (18,5 x 9 m, depth 1,5 m), summer garden and children's playground just a few steps from the pool;
- Restaurant known for the tastes of traditional Vojvodina cuisine (besides „à la carte“ dishes, there are board meals at affordable prices);
- Bicycle rental, and there is also a possibility to
- Organize individual or group visits to destinations near the hotel: Subotica, Palić, Totovo Selo or Hungary...

And it is neither far away nor expensive!

Welcome!





Autor specijala / Author:
Ljiljana Rebronja

poslovnih gostiju. Oni jesu zahtevni, jer znaju šta je kvalitet, ali smo i mi na nivou zadatka upravo zahvaljujući svom profesionalizmu i spremnosti da odgovorimo na svaki njihov razuman zahtev. Veoma sam ponosna na svoj tim koji čine vrlo mladi ljudi, izuzev šefa kuhinje, koji je 30 godina u svom poslu. Inače, u našem restoranu služe se specijaliteti regionalne mađarske kuhinje, ali se trudimo i da se prilagodimo potrebama i željama gostiju. U tome nam pomažu i dobri dobavljači, od kojih su mnogi, poput Zvonka Bogdana, i prijatelji naše kuće. Svi oni doprinose da ova hotelska priča u kojoj živimo realan život, bude onoliko uspešna koliko smo tom uspehu zajedno posvećeni.

A kako Aqua Panon, već osam godina u vlasništvu iste porodice, ozbiljno gradi imidž reprezentativnog porodičnog hotela u kojem će se svi segmenti gostiju dobro osećati, izgleda izvesno da je pred njim sigurna budućnost o kakvoj danas mnogi mogu samo da sanjaju.

at the hotel. – The debt was fully paid and another one million and four hundred thousand euros were invested. The fact that since 2010 we have never been in debt, and salaries and all other obligations have been paid regularly best shows how well we do business. And after less than ten years, the market value of our hotel today is about 2.5 million euros. In addition to investing heavily in the hotel and its new facilities, thanks to my father, the famous football judge, we turned to sports tourism, which is followed by hunting and health tourism, but we also opened seriously our hotel for families, so now maybe the best definition of hotel Aqua Panon is: a family hotel for rest and relaxation. Turning to new target groups has provided us with the number of overnight stays ranging from 15,000 to 19,000 – a record in 2015 thanks to a contract with NIS Company.

Since two years ago, when Ivana took over the management of the hotel, as her father acknowledged, many things have changed for the better, above other things, the attitude towards guests, which is now different, warm, and there is also a better financial effect. There is neither more room nor need for new constructions, but only for small improvements, room arrangement, painting, details that can raise this hotel story, such as an attractive fireplace, that today adorns the lobby... For this, besides money, it is necessary to have talent for interior design, but also a lot of love for hotel business.

- I believe that a hotel never sleeps, which means that a hotelier's work day lasts for 24h – stresses a director Krčmar and adds: - It is tough but also charming and never boring. I am grateful to my father for letting me continue to develop his vision, to raise standards for new guests to come, and the old ones to return. Honestly, my biggest reward is when I see that the guests are coming back, that there are those who have been coming to us for 10 years or come several times a year... We have a serious number of foreign guests because, Kanjiža is not only a nice place to rest and relax, to escape from city noise and stress, but it has a well-developed economy and more and more business guests. They are demanding because they know what quality is, but we are capable of performing that task precisely thanks to our professionalism and readiness to respond to every reasonable request. I am very proud of my team, which consists of very young people, except for a chef, who has been in this business for 30 years. Otherwise, our restaurant serves regional Hungarian cuisine, but we also try to adapt to the needs and wishes of our guests. Good suppliers also help us with this, and many of them are, like Zvonko Bogdan, our friends. All of them contribute to this hotel's story, in which we live a real life, to be as successful as we are dedicated to this success together.

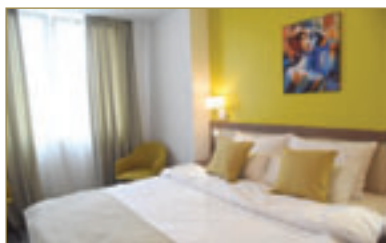
Since Aqua Panon has belonged to the same family for eight years now, it seriously builds the image of a representative family hotel in which all types of guests will feel well, it seems certain that there is a secure future ahead of them, which today many can only dream of.

U SRCU VRNJAČKE BANJE



www.fontanavrnjackabanja.com

Dobro došli u hotel "Fontana", dobro došli u Vrnjačku Banju! Znamo koliko Vam znači kvalitetan odmor, vrhunska usluga i ljubazno osoblje. Razumemo Vašu potrebu da na odmoru ili poslovnom putu uživajte beskompromisno. Zato smo sve i podredili Vama i Vašem uživanju. Naše komforne sobe, pansioni i „a la carte“ restoran, wellness i spa centar, konferencijska sala i ljubazno osoblje pružice Vam jedinstveno iskustvo bilo da ste sa porodicom na odmoru, zaljubljeni par ili na poslovnom putovanju.



In the heart of Vrnjci Spa

Welcome to hotel Fontana. Welcome to Vrnjci Spa. We know how much quality rest, premium service and welcoming staff mean to you. We understand your need for unconditionally enjoyment while on vacation or business trip. That is why we create our service to suite you. Our comfort rooms, pansion and „a la carte“ restaurant, wellness & spa center, conference room and hospitable staff will give you a unique experience whether you are on family vacation, couple in love or on a business trip



U 2019 – BOGATIJI ZA

Zahvaljujući bogatoj turističkoj ponudi – kulturno-istorijskom nasleđu, atraktivnoj okolini, sjajnoj gastronomskoj ponudi juga Srbije, kao i kvalitetnoj promotivnoj kampanji, grad Niš svake godine povećava broj turista i noćenja stranih gostiju. Nakon rekordne 2017. godine, kada je zabeleženo više od 106.000 turista i 200.000 ostvarenih noćenja, u prvih 7 meseci ove godine ostvaren je, takođe, odličan rast broja turista od 17%, od čega je mnogo veći broj stranaca. Stalan porast broja turista, ali i putnika na niškom Aerodromu „Konstantin Veliki“, stvara brojne mogućnosti za nove investicije, pa se krajem ove i u prvim mesecima naredne godine očekuje otvaranje dva renovirana hotela u strogom centru grada.

Hotel „Ambasador”, dugogodišnji arhitektonski simbol centralog gradskog trga, koji kao goste pamti najveće državnike sveta i filmske dive Holivuda, poput Ričarda Bartona i Elizabet Tejlor, koji su posetili Filmski festival, biće početkom 2019. godine otvoren kao luksuzni hotel sa 5 zvezdica. Enterijer hotela je u potpunosti obnovljen savremenim arhitektonskim rešenjima, dok je spoljašnjost dobila novu staklenu fasadu u kojoj se ogleda centralni gradski Trg Kralja Milana. Hotel „Ambasador” će imati u ponudi luksuzne apartmane, studija i deluks sobe, konferencijske sale i više restorana sa ekskluzivnom ponudom, uključujući i panoramski restoran na 18. spratu, lounge bar sa terasom, spa centar.

Drugi stari /novi hotel koji će biti rekonstruisan i otvoren početkom naredne godine je **hotel „Park”**, jedan od najstarijih hotela u Nišu i prvi javni objekat izgrađen u stilu proslavljene

IN 2019 – TWO RENEWED LUXURY HOTELS

Thanks to the rich tourist offer – cultural and historical heritage, attractive surroundings, great gastronomy offer of the south of Serbia, as well as a quality promotional campaign, every year, the city of Niš increases the number of tourists and the number of overnight stays of foreign guests. After record-breaking 2017, when more than 106.000 tourists and 200.000 overnight stays were recorded, in the first 7 months of this year, an excellent increase of 17% was also achieved, with much more foreign guests. A steady increase in the number of tourists, an increase in the number of passengers at the Niš Constantine the Great airport, opens many opportunities for new investments, so at the end of this and in the first months of next year two renovated hotels will be opened in the city centre.

Hotel Ambassador, a long-standing architectural symbol of the central city square, the guests of which were the world's greatest politicians and Hollywood film stars, like Richard Barton and Elizabeth Taylor, who visited the Film Festival – will be opened in early 2019 as a luxury 5 star hotel. The interior of the hotel has been completely renovated with modern architectural solutions, while the exterior has got a new glass façade in which central city square of King Milan reflects. The hotel Ambassador will offer luxurious suits, studios and deluxe rooms, conference rooms and more restaurants with an exclusive offer, including a panoramic restaurant on the 18th floor, a lounge bar with a terrace, a spa.



DVA LUKSUZNA HOTELA



Hotel „Ambasador“

„moderne“. Podignut je 1937. godine i dugo vremena nakon izgradnje bio je jedini hotel u gradu i jedan od retkih u Srbiji koji je gostima mogao da ponudi sobe sa centralnim grejanjem, vodom i telefonom u svakoj sobi, a imao je i vlastiti parking i bioskop.

Planovi za novi izgled hotela „Park“ su da će, osim smeštajnog prostora sa 4*, imati kongresni centar, galerijski prostor, spa i wellness centar, „etno kutak“, kao i luksuznu balsku dvoranu. Velika terasa, koja gleda na obližnji park i reku Nišavu, biće adaptirana za organizaciju matinee zabava, kako bi se gostima dočarala atmosfera nekadašnjeg gradskog hotela.

Otvaranjem dva hotela visoke kategorije, sa svim pratećim sadržajima, doprineće da Niš u potpunosti postane turistička destinacija koja će moći da zadovolji potrebe svih kategorija gostiju.

The other old/new hotel which will be reconstructed and opened at the beginning of next year is **Hotel Park**, one of the oldest hotels in Niš and the first public property built in the famous “Style Moderne”. The hotel was built in 1937 and for a long time after its construction it was the only hotel in the city and one of the few in Serbia that could offer guests rooms with central heating, water and telephone in every room, and had its own parking and cinema.

Plans for the new look of Hotel Park will, apart from the 4* rooms, include a convention center, gallery space, spa and wellness center, ethno corner, as well as a luxury ballroom. The large terrace, which overlooks the surrounding park and the River Nišava, will be adapted for the organization of the Matinee parties, in order to evoke the atmosphere of the former city hotel.

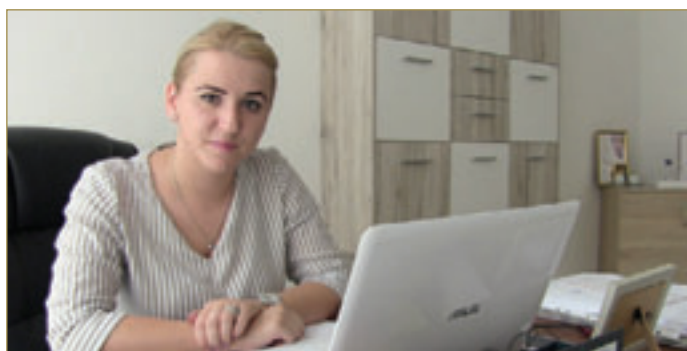
The opening of two hotels of high category, with all accompanying contents, will contribute to the city of Niš to become a tourist destination that will be able to satisfy the needs of all categories of guests.



Hotel „Park“

IZUZETNA TURISTIČKA DESTINACIJA EVROPE

Novi Pazar svojim kulturno-istorijskim nasleđem, susretom kultura Istoka i Zapada, zanatskim i trgovačkim duhom, specifičnom gastronomijom, banjama i planinama u okruženju, prirodom i ljudima, zaslužen od prošle godine nosi titulu Izuzetne destinacije Evrope u Srbiji.



U poslednje tri godine broj turista koji posećuju Novi Pazar povećao se za 29 procenata zahvaljujući, između ostalog, i mladoj, vrednoj ekipi entuzijasta u lokalnoj turističkoj organizaciji.

- U prethodne tri godine radilo se, pre svega, na popravljanju slike Novog Pazara, kako u zemlji, tako i u regionu i svetu. U ovom periodu ugostili smo više od sto domaćih i stranih televizijskih ekipa – iz UAE, Travel Chanel-a, Turske nacionalne televizije, kao i televizije iz Rusije i zemalja u okruženju. Potrudili smo se da kroz te emisije svim ljubiteljima putovanja predstavimo Novi Pazar kao veoma zanimljivo mesto u Srbiji koje svakako treba posetiti – ističe direktorka TONP **Ljiljana Lešević**.

Thanks to its cultural and historical heritage, mixture of eastern and western cultures, craft and trade spirit, specific gastronomy, spas and mountains in the surroundings, nature and people, last year Novi Pazar earned the title of European Destination of Excellence in Serbia.

In the last three years the number of tourists who visit Novi Pazar has increased by 29 percent thanks to, among other things, young team of the tourist organization headed by a director **Ljiljana Lešević**.

- In the last three years we have worked, primarily, on the correction of the image of Novi Pazar, in the country, in the region and in the world. In this period of time we have hosted more than a hundred domestic and foreign TV crews – from the UAE, the Travel Chanel, the Turkish national TV station, as well as television stations from Russia and other countries in the region. We tried to present Novi Pazar as a very interesting place to visit in Serbia through those shows – says the director of TONP Ljiljana Lešević.

A PLACE TO REST AND TREAT

In the last few years, the Tourist Organization of Novi Pazar has participated in numerous fairs in the country and abroad, has made contacts with colleagues in this field, with great tour operators, and they also include this town in their offers. The number of accommodation capacities in Pazar has also been increased, having only 900 beds in categorized facilities by the end of the last year. Now there are 1.200 beds, which is still insufficient, but with the initiative of the private sector, the hotel business is becoming more profitable, so there are more new properties in the town and spas in the area.



EUROPEAN DESTINATION OF EXCELLENCE

MESTO ZA ODMOR I LEČENJE

Turistička organizacija Novog Pazara učestvuje poslednjih godina i na brojnim sajamovima u zemlji i inostranstvu, ostvaruje kontakte sa poslenicima u ovoj oblasti, sa velikim turoperatorima i turističkim agencijama, a oni u svoju ponudu uključuju i ovaj grad. Povećan je i broj smeštajnih kapaciteta u Pazaru, koji je do prošle godine imao svega 900 ležajeva u kategorisanim objektima. Sada ih je 1.200, što je i dalje nedovoljno, ali inicijativom privatnika hotelijerstvo postaje sve unosniji posao, pa novi objekti niču i u gradu, i banjama u okolini.

- Kako se veliki broj hotela i smeštajnih kapaciteta izgradio baš na prostoru Novopazarske i Rajčinovića banje, naš grad je uz podršku Turističke organizacije Srbije dobio i status banjskog mesta. Želimo da na predstojećem Sajmu turizma u Beogradu Novi Pazar prikazemo i kao banjsko mesto gde ljudi ne dolaze samo da se leče, već i da sa porodicom provedu kvalitetan odmor – objašnjava naša sagovornica.

- As a large number of hotels and accommodation capacities were built right in the area of Novopazarska and Rajčinovića spas, with the support of the Tourist Organization of Serbia, our town got the status of a spa town. We wish to present Novi Pazar at the upcoming Tourism Fair in Belgrade as a spa town where people don't come only to be treated, but also to spend a good vacation with their families – explains our interviewee.



PRIZNANJE IZ EVROPE

Priznanje turističkim radnicima u Novom Pazaru stiglo je prošle godine iz Evrope. Bio je to Konkurs EDEN (*European Destinations Excellence*) Evropske komisije, koji je Novi Pazar svrstao u pet top destinacija, a zatim kao pobjednika proglasio za Izuzetnu destinaciju Evrope u Srbiji.

- Mi smo žiriju Evropske komisije predstavili naše kulturno-istorijske spomenike od izuzetnog značaja, kao i spomenike pod zaštitom UNESCO, te su i oni potvrdili da na teritoriji Srbije ne postoji nigde više kulturno-istorijskih spomenika koncentrisanih na jednom mestu, kao u Novom Pazaru. Svečana ceremonija dodele nagrada održana je u Briselu i nakon toga TO Novi Pazar je dobila svoj profil na sajtu izuzetnih destinacija Evropske komisije, čiji je broj posetilaca oko 20 miliona – otkriva Ljiljana Lešević, koja priprema i doktorsku disertaciju na temu turizma i demografije.

TRANSROMANIKA

Još jedan evropski projekat zainteresovao je turiste za Novi Pazar. „Transromanika“, kulturno-turistički put Save-ta Evrope, obuhvata pet romaničkih lokaliteta u Srbiji od kojih su četiri u okolini Novog Pazara (Studenica, Gradac, Sopoćani i Đurđevi stupovi). Upravo to privlači turiste sa azijskog kontinenta, kojima je u poslednje vreme nezaobilazna destinacija Novi Pazar. Da ostanu duže, staraju se novopazarski ugostitelji i trgovci, pa je i prihod od turizma narastao.

Leto u Novom Pazaru obiluje manifestacijama koje privlače posetioce. Jedna od njih je „Pazar na dar“ tradicionalnog karaktera u organizaciji TONP, a odnosi se na sajam rukotvorina i suvenira. Tu je i sada već poznati festival „Stari grad“, zatim manifestacija „Dani dijaspori“ i trgovački let-nji, jesenji i novogodišnji vašari. Sve to još nije dovoljno, kažu u TO Novi Pazar i poručuju da je potrebno mnogo više događaja i svega ostalog što će privući turiste da dođu u ovaj grad.

Dragan Jovanović

RECOGNITION FROM EUROPE

A recognition from Europe for tourism workers in Novi Pazar arrived last year. It was the EDEN competition (*European Destinations of Excellence*) of the European Commission, who included Novi Pazar among top five destinations, and then declared it as the European Destination of Excellence in Serbia.

- We have presented our cultural and historical monuments of great importance to the jury of the European Commission, as well as the monuments under the UNESCO protection, and they also confirmed that in Serbia there is no other place with more cultural and historical monuments concentrated in one place, as Novi Pazar has. The award ceremony was held in Brussels and after that TO Novi Pazar got its profile on the website of the European Commission's exceptional destinations, with a total of around 20 million visitors – reveals Ljiljana Lešević, who prepares a doctoral dissertation on tourism and demography.

TRANSROMANICA

Another European project was interesting for tourists in Novi Pazar. „Transromanica“, cultural – tourism road of the European Council, includes five Romanesque sites in Serbia of which four are near Novi Pazar (Studenica, Gradac, Sopoćani and Đurđevi stupovi monasteries). This is exactly what attracts tourists from the Asian continent, to whom Novi Pazar recently became a must-visit destination. Novi Pazar's caterers and merchants do everything to make them stay longer, so tourism revenue has also increased.

Summer in Novi Pazar abounds in events that attract visitors. One of them is a traditional fair of handicrafts and souvenirs „Pazar na dar“ organized by the TONP. There is also well known festival „Stari grad“, then „Dani dijaspori“ event and summer, autumn and new years' trade fairs. All this is still not enough, say people of the TO Novi Pazar and add they need much more events and everything else that will attract tourists to come to this town.

Dragan Jovanović



TRADICIJA DUŽA OD VEKA:



VAŠAR U RAŠKI



Nemanjina 1/2
36350 Raška
036/738 670, 036/5471-333
www.raska-turizam.rs
www.lovekopaonik.com

Tradicionalni Vašar u Raški, jedan je od najstarijih vašara u Srbiji. Prvi organizovani vašar održao se 1860. godine. Svake godine, u vreme praznika Pokrova Presvete Bogorodice, 14. oktobra, Raška je domaćin brojnim trgovcima, ali i gostima iz različitih krajeva Srbije.

Turistička organizacija Raška od 2013. godine za dane vašara otvara „Ulicu dobrih domaćina – Domaćinsku“ i pored izložbeno-prodajnog programa brojnih izlagača i udruženja, koja prezentuju domaću radinost, stare zanate i tradicionalne gastronomske specijalitete, organizuje i kulturno-zabavne sadržaje. Za vašar u Raški ljudi kažu:

„Ko ga jednom poseti i narednih godina je ovde“.



TRADITION LONGER THAN A CENTURY:

THE FAIR IN RAŠKA

Traditional Fair in Raška is one of the oldest fairs in Serbia. The first organized fair was held in 1860. Every year, during the holidays of the Holy Virgin, on October 14, Raška is host to many merchants and visitors from different parts of Serbia.

Tourist organization Raška from 2013 during the Fair opens the „Good hosts street - Domaćinska“ and besides exhibition and sales program of numerous exhibitors and associations who present cottage industry, old crafts and traditional gastronomic specialties, there is also cultural and entertainment program. For Raška's Fair people say:

„When one visits it, comes back next year“.



DOBRO DOŠLI U RADISSON COLLECTION HOTEL!

Beogradski Radisson Blu Old Mill Hotel se 1. avgusta zvanično pridružio ekskluzivnom brendu Radisson Collection. Hotel sada posluje pod novim imenom Radisson Collection Hotel, Old Mill Belgrade u okviru hotelske grupacije Radisson Hotel Group.

Radisson Collection hotele odlikuje autentičan i moderan dizajn koji prati model savremenog načina života. Pažnja novog brenda usmerena je ka detaljima, funkcionalnosti, udobnosti, kao i kreiranju jedinstvenog iskustva za goste kroz restoran koji nudi lokalne specijalitete, fitness & wellness program i održivi razvoj.

- Ponosni smo što je Beograd sada dom jednog od prvih hotela brenda Radisson Collection – izjavio je **Yilmaz Yildirimlar**, potpredsednik regije Centralne i Istočne Evrope.

Svi hoteli u okviru ovog brenda nalaze se na centralnim gradskim lokacijama, u neposrednoj blizini glavnih znamenitosti i pružaju jedinstveno lokalno iskustvo gostima.

- Velika je čast postati deo brenda Radisson Collection i imati priliku da ga predstavimo srpskom tržištu. Re-branding predstavlja važan korak u daljem razvoju našeg hotela. Ostajemo posvećeni očuvanju našeg jedinstvenog karaktera, pružanju izuzetne usluge i održavanju jakih odnosa sa gostima i partnerima – rekla je **Gabriela Ditetova**, generalna direktorka hotela Radisson Collection, Old Mill Belgrade koji će poslovaťi pod Radisson Hospitality AB.





WELCOME TO RADISSON COLLECTION HOTEL!



As of 1st August 2018, the Radisson Collection Old Mill Hotel Belgrade begins a new chapter, as the latest addition to the most exclusive brand in the Radisson Hotel Group portfolio. The rebrand marks the property's elevation to Radisson Collection – a new, premium lifestyle collection devoted to the most outstanding properties in the Radisson Hotel Group.



Each and every property is truly one-of-a-kind, distilling the best of its location through interior design, exceptional guest amenities and the expertise of its people. True to this philosophy – and like all members of the new collection – the Radisson Collection, Old Mill Hotel Belgrade delivers a range of exceptional guest experiences across dining, fitness, wellness and sustainability.

Yilmaz Yildirimlar, Area Senior Vice President for Central and Southern Europe, said: "We are proud that Belgrade is now home to one of the first Radisson Collection hotels."

Situated in prestigious locations across the world's foremost destinations, each Radisson Collection property is designed to support a contemporary way of living.

- It is a great honor to be part of these one-of-a-kind Radisson Collection properties and to introduce this new brand to the Serbian market. This rebranding represents an important step towards the future development of our hotel and we are committed to maintaining our distinctive character while providing exceptional service and building strong relationships with our guests and partners – said **Gabriela Ditetova**, General Manager of Radisson Collection Hotel Old Mill Belgrade, which will be operated by Radisson Hospitality AB under an international management agreement.



BUDŽET HOTELI ZAISTA DONOSE NOVAC!



Pre nekoliko godina imala sam priliku da upoznam **Tobias-a Brown-a**, sa kojim sam potom imala seriju diskusija o razvoju hotelske industrije. Tobias je radio na operativnim poslovima, kao i onim vezanim za investicije, te je interesantno da je odlučio da se pridruži lancu „easyHotel“ pre nekoliko meseci. Prelazak iz posla sa modernim hotelskim proizvodom u potpuni hostel/hotel koncept koji zapravo prodaje sobe bez prozora (u kojoj ne bih mogla da zamislim da spavam) navelo me je da se zapitam kakva je budućnost hotelske industrije i da li je taj koncept samo jeftin ili zaista ima vrednost koju traže nove generacije.

BUDGET HOTELS REALLY MAKE MONEY!

I have been introduced to Tobias Brown a couple of years ago and we had a number of discussions in regards to hotel industry development. Tobias has been working both in operations and investments and it is interesting that he decided to join easyHotel a couple of months ago. Moving from contemporary hotel product to complete hostel/hotel concept that actually sells rooms without a window (that I cannot imagine to sleep in) made me ask myself what the future of hotel industry is and if this concept is just cheap or it really has a value that the new generations are looking for.

EKONOMSKI OTPORNI POKRETAČI INVESTICIJA

• *Već više od 25 godina ste u hotelskoj industriji, najviše u sektoru razvoja. Da li je došlo do nekih promena vezano za planove investitora gde ulagati novac i njihova očekivanja u poslednjih 15 godina?*

- Percepcija o segmentu budžet (budget, engl.) smeštaja značajno se promenila i više se ne smatra jeftinom, prljavom i nebezbednom, kao što je to bilo ranije. Danas je to čist, pouzdan, ekonomski otporan pokretač investicija, koji ostvaruje stalan priliv novca.

Kao atraktivne, unosne investicije, hoteli postaju većinski deo investicionih okruženja. Privatne kompanije, preduzetnici, banke, osiguravajuće kuće i penzioni fondovi uključuju se u investiranje u hotelski biznis. U Evropi je zapažena pojava budžet hotelskih koncepta koji su, zahvaljujući kompanijama IHG (Holiday Inn Express), Whitbread (Premier Inn) i Dieter Müller (MotelOne) postali ne samo uglašeni i brojniji, veći i privlačniji za investitore.

Danas, menadžeri zaduženi za razvoj hotela treba da razumeju kako postaviti brend na tržište, njegov ključni tehnički proizvod, distribuciju, marketing, operativne troškove itd., ali i da unaprede svoj odnos prema investiciji i nekretninama – da razumeju vrednost zemljišta, potencijalne izvore profita ili gubitaka, izvodljivost, ROI, IRR, EBITDA – sve su to delovi ukupne vrednosti inovacija.

Tržište se ujedinjuje, brendovi se spajaju - Marriott i Starwood, Wyndham i WIMDU, Carlson i Prizeotel, Rezidor, Accor i 25hours, a i segmenti gostiju su različiti - od poslovnih do turista, od penzionera do milenijalaca...

Inovacije su svuda prisutne: od toga kako upravljamo hotelima koristeći nove tehnologije i smartphone aplikacije za rezervacije, check-in i otključavanje soba. Vreme belih rukavica, „dama i gospoda koji služe dame i gospodu“ i konsijerža polako prolazi, a uskoro će nestati i čokoladice na jastuku! Umesto mirenja sa neiskorišćenim prostorima u hotelu, kao što su sale za sastanke i prazni F&B prostori, hoteli

ECONOMY RESISTANT INVESTMENT VEHICLE

• *You have been working in hotel industry for more than 25 years, mostly in development. Has anything changed in terms of investors' plans where to invest and their expectations, and what has happened for the last 15 years?*

The perception, in particular, of the budget segment, is a 180-degree change – not the cheap, smeary, unsafe or cheesy image as before. It is more a clean, reliable, good value for money and economy resistant investment vehicle, generating consistent cash flows.

As an attractive, lucrative investment, hotels are becoming mainstream part of the investment landscape. They are attractive for the 'bricks & mortar' (real estate) asset, and more recently for the operational aspect in terms of servicing lease contracts, and generating ROIs / IRRs.

Private Equity, Venture Capital, Insurance & Pension Funds and not just Banks are involved now. As a result, there are now more sophisticated financial tools investment vehicles.

The naughtiest early saw the advent (in Europe) of the budget hotel concept, thanks to IHG with Holiday Inn Express, Whitbread with Premier Inn and Dieter Müller with MotelOne. Not only have the brand products become more refined and numerous, but they have also developed meanwhile in order to appeal to the investor.

Nowadays as a hotel developer, one needs to understand not just how to market a brand, its core technical product, the distribution, marketing, operating costs etc. but also to enhance investment and real estate implications – understand land values, potential P&Ls, benchmark stats, feasibility, ROIs, IRRs, EBITDA – all are part of the overall value proposition.

There's been a plethora and surge of long stay, serviced apartment, midscale hostel concepts and of course the advent of AirB&B and an increased confusion to the customer understanding what the brands are, what they offer and represent

The market is consolidating – brand merging / acquiring other brands i.e. Marriott and Starwood, Wyndham and WIMDU, Carlson and Prizeotel, Rezidor, Accor and 25hours.





pronalaze nove načine kako da iskoriste prostor za veću ekonomsku vrednost i brendirana iskustva.

„ESYHOTEL“ = VALUE FOR MONEY

• *Zaduženi ste za sektor razvoja i akvizicija u lancu „easyHotels“, koji nudi niskobudžetni proizvod. Šta predstavlja vrednost vašeg brenda u očima potrošača? Da li nudite gostima iskustvo i koje vrste?*

- Iskustvo gostiju je lokalno – hoteli se nalaze na pogodnim lokacijama, čisti su, pouzdani, predstavljaju vrednost za novac, konzistentan proizvod gde su restorani, kafići, prodavnice, noćni život u neposrednoj blizini. Osoblje je lokalno, te može da pruži neverovatan uvid i preporuke o tome gde treba ići i šta treba videti. Gosti plaćaju tačno ono što koriste i to je ono što i dobijaju. Obećavamo čistu sobu, kvalitetan san po pristupačnim cenama na lako dostupnoj i bezbednoj lokaciji. Sve dodatne usluge i proizvode gosti plaćaju kada i ako mi zatrebaju.

Rezervacije se izvršavaju online; proces check-in-a je u isto vreme i check-out. Nema potrebe da se gubi vreme kada se odlazi iz hotela za izdavanje fakture, plaćanje – sve je već urađeno. Dodatne usluge, kao što su rani check-in ili kasni check-out, čuvanje prtljaga, TV, WiFi, dnevne usluge sobarica, lanč paketi mogu da se plate po potrebi.

Bilo da ste poslovni putnik ili turista, putnik namernik ili pametni turista, „easyHotel“ nudi pristupačan i atraktivan smeštaj za sve. Svi su dobrodošli! Iako su budžet koncepti postali veoma sofisticirani sa pojavom lanaca, kao što su Meininger, Generator, A&O i drugi, „easyHotel“ definitivno

The type of guests is from all segments and backgrounds, corporate to leisure, golden oldies to millennials and the 'clever traveller'.

Innovation: How we operate hotels engaging new technology, digitalization, reservation to check-in to room key entry - all with an App on smartphone, using robots to take on menial tasks such as hovering of rooms. The days of white gloves, 'ladies and gentlemen serving ladies and gentlemen', liveried staff and Concierge are in decline as well as that chocolate on the pillow! Rather than accepting dead spaces such as underused meeting rooms and empty all-day F&B outlets, hotels are finding new ways to reconsider space for its economic value and branded experience.

So many brands on the market, highly segmented niche defined brands, in many cases re-define the perception of what one calls a hotel.

„EASYHOTEL“ = VALUE FOR MONEY

• *Now, you are Development & Acquisition for easyHotels, which is a low budget product. And today, when we talk about hospitality, the first thing we mention is experience. What is the value of your brand in eyes of a customer and do you offer your guests experience and what kind of it?*

The customer experience is a local one – we are just conveniently located, clean, uncomplicated 'bed for the night' within that local cosmos. It is a reliable, clean, value for money, consistent lodging product where restaurants, cafés, bars, nightlife, shops, sightseeing etc. awaits you within easy reach of the hotels' doorstep. All staff are locals and can give you an amazing insight and guidance where to go and what to see. As a guest, I pay exactly for what I use and that

privlači goste koji ne žele (iz bilo kog razloga) da odsednu u hostelu, ali isto tako ne žele da plaćaju cenu sobe u hotelima sa bed & breakfast konceptom.

Mi se bavimo smeštajem – nudimo sobe, bez hrane i pića. Stoga, po-mažemo lokalnoj sredini tako što se ne takmičimo s lokalnom ponudom hrane i piće. Mi zapravo podržavamo lokalne biznise dovodeći im više klijenata, utičemo na otvaranje lokalnih poslova... To je win-win situacija za sve!

ROLEX PO CENI SWATCH SATA?!

• *U regionu jugoistočne Evrope, trenutno, većina novih (preuređenih ili novoizgrađenih) hotela ima 4 i 5 zvezdica. Investitori pokazuju nedovoljno interesovanja za niskobudžetne hotele. Šta bi bio njihov razlog da razmišljaju tako o low budget proizvodu?*

- U većini slučajeva je to ponos, osećaj tradicije, a kod ostalih čista taština! Većina vlasnika, menadžera i investitora su lokalni igrači koji su samoostvareni ljudi i koji grade nešto što je za njih prestižno i monumentalno! Bez želje da budem ciničan, u stvarnosti većina gotovih proizvoda su uvek kompromisi onog kako bi trebalo da bude. Rečnikom investora, oni žele Rolex, ali su spremni da plate cenu Swatch sata. Ideja da što je veća kategorija hotela veći je i profit – je apsolutna anatema. Tvrdoglavo neznanje – totalni nedostatak razumevanja ili želje da se razume koliko efikasni mogu biti budžet hoteli, posebno oni brendirani, zato što oni zaista donose novac!

• *U okviru vašeg lanca, nalaze se sobe bez prozora. Shvatam da ih prodajete, to je deo vašeg posla. Ipak, pitam se da li biste ikad spavali u takvoj sobi?*

- Definitivno bih! U početku mi se ta ideja nije dopala, a onda sam je isprobao – u sobi napravljenoj u kontejneru. Ima mnogo prednosti, recimo, garantovano zamračena soba, koja je takođe i tiša i jeftinija. Za one kojima je potreban san, na primer, noćnim radnicima, porodicama, čak i vozačima koji dugo vremena voze u kontinuitetu, ovo predstavlja atraktivno rešenje. Utisak je zapravo stanje uma, a rešenje koje bi ublažilo sumnju većine ljudi je u pametnom i autentičnom dizajnu, kao na primer osvetljenju, lažnim prozorima sa zavesama i pozadinskim svetlom, dobroj ventilaciji i udobnoj sobi.

*Razgovor vodila: Marina Franolić,
Adria Hotel Forum / HOW Festival*

is what I get. We promise a clean room, a good nights' sleep at an affordable price in an easily accessible and secure location. I will pay a fair price for all the ancillary services and products, as and when I need them.

I book online; the check-in process is also simultaneously the checkout. No need to waste time when it is time to leave, invoicing, and payment have all been taken care of. Extra ancillary services such as early C/in, late C/out, luggage storage, TV, WiFi, daily housekeeping services, travel food boxes etc. I can pay for, as and when I need them

Whether a business or leisure traveller, a road warrior or a clever traveller, easyHotel offers affordable and attractive accommodation to all – everybody is welcome! You pay for what you need and use, as and when you need it.

Although concepts have become very sophisticated with the advent of Meininger, Generator, A&O and co. easyHotel definitely appeals to those not wanting to stay (for whatever the reason is) in a hostel, but also don't want the hassle and higher rates of a limited service budget hotel with bed & breakfast concept.

Our business is accommodation; we offer rooms, not food & beverage services. Hence, we enhance the local community by not saturating and competing with the local food and drink offering. Actually, we support the local businesses by bringing them more clients, create local jobs and pay local business / leisure taxes and operating licenses. Positive win-win!

ROLEX AT THE PRICE OF SWATCH WATCH?!

• *In the SEE region, at the moment, majority of new (refurbished or new built) hotels are 4* and 5*. Investors show very low interest for low budget hotels. What would be their reason to think about such a low budget product?*

In many cases pride, a sense of tradition and in others just plain vanity! Majority of owners, operators and investors are local players who are self-made people, building something that is prestigious and a monument to themselves! Without wanting to be cynical, in reality the majority of finished products are always a compromise on how it should be. In investment terms, they want a Rolex, but only want to pay a Swatch Watch price for it. The idea that the higher the star rating is, the higher the profitability is a complete and utter anathema.

I is a stubborn ignorance - total lack of understanding or wanting to understand how efficient budget hotels can be, especially branded one, because they really do make money!

• *Within your easy hotels, you have some rooms without the window. I understand you sell it, it is part of your job. However, I wonder, would you ever sleep in such a room?*

Definitely yes! I was not initially turned on by the idea and then I tried it myself – in a container built bedroom. There are many advantages, namely having a guaranteed blacked-out room, that is also quieter and less expensive. For those who need to sleep, i.e. project and late night workers, families, even long distance drivers, this is an attractive solution. The notion is partly a state of mind and the solution which would alleviate most people's doubt is through clever and authentic design i.e. lighting, fake window with blinds and back lighting, good ventilation and a comfortable room.

Marina Franolić
Adria Hotel Forum / HOW Festival



INTERVJU:

GREGOR JAMNIK, PREDSEDNIK UDRUŽENJA HOTELIJERA SLOVENIJE:

DIGITALIZACIJA OZBILJNO



UŠLA U INDUSTRIJU

Udruženje hotelijera Slovenije, koje radi pod okriljem Turističko-ugostiteljske komore Slovenije (TGZS), čiji su članovi automatski i članovi Udruženja, okuplja sva velika turistička preduzeća: banje, wellness centre, planinske centre, gradske kao i primorske hotele. Zato je **Gregor Jamnik**, njihov predsednik i hotelijer po profesiji – GM atraktivnog ljubljanskog hotela “Slon”, pravi sagovornik za priču o aktuelnom trenutku u slovenačkoj hotelskoj industriji. Ono što smo saznali od našeg sagovornika potvrdilo je, između ostalog, da život u globalnom selu kakvo je danas Planeta, podrazumeva da se iz komšijskog dvorišta ponešto može prelitati i u vaše... Recimo, hronični nedostatak ugostiteljskog osoblja u sezoni a kod nas i van nje...

DIGITALIZATION HAS SERIOUSLY ENTERED THE INDUSTRY

The Slovenian Hoteliers Association, operating within the Tourism and Hospitality Chamber of Slovenia (TGZS), whose members are automatically members of the Association, gathers all important tourism companies: spas, wellness centers, mountain centers, and city and seaside hotels. Therefore **Gregor Jamnik**, their president and a hotelier by profession – GM at the attractive Ljubljana’s hotel Slon, is the right person to talk to about current state in the Slovenian hotel industry. What we learned from our interlocutor has confirmed, among other things, that life in a global village such is today’s Planet implies that something from the neighborhood yard might spill over into yours... For example, the chronic lack of hospitality staff in the season, and in our case, out of the season as well...

INTERVIEW:

GREGOR JAMNIK, THE PRESIDENT OF THE SLOVENIAN HOTELIERS ASSOCIATION

U okviru Turističko-ugostiteljske komore Slovenije funkcionira i Udruženje hotelijera Slovenije, čiji je predsednik Gregor Jamnik, inače GM hotela "Slon" u Ljubljani. Članovi Udruženja su, kako i sam sa zadovoljstvom ističe, sva velika turistička preduzeća i to iz svih oblasti – od banja i wellness centara, do planinskih, primorskih i gradskih hotela. Udruženje je i član krovne evropske asocijacije hotelijera – HOTREC, za koju godišnju članarinu pokriva Slovenačka turistička organizacija. Kao strukovna organizacija, njen zadatak je da štiti interese hotelijera i da u tom smislu ima dobru komunikaciju sa resornim ministarstvom i odgovarajućim institucijama vezano za zakone i propise, a pitanja kojima se, takođe, bavi su obrazovanje, kvalitet i konkurencija, međunarodna praksa, ali i razmena dobre domaće prakse.

USKORO SA EVROPSKIM ZVEZDICAMA

-Važan događaj za članove Udruženja je godišnja konferencija, na kojoj se bavimo aktuelnim temama. Ove godine, je to bila tema vezana za kadrove u ugostiteljstvu i turizmu, s fokusom na to kako ih motivirati za rad u struci. Jednom godišnje organizujemo i stručnu ekskurziju u neku od susednih zemalja i hotelima viših kategorija, da bismo se upoznali s njihovom ponudom, organizacijom rada i razmenili iskustvo. Ove godine smo posetili Veneciju, a za sledeću već planiramo Budimpeštu – kaže Gregor Jamnik, dodajući da ih do kraja ove godine čeka puno aktivnosti, s obzirom da od 1. oktobra preuzimaju evropsku kategorizaciju – Hotelstars, a Udruženje će na terenu imati ulogu kontrolora, zajedno s Komisijom za zaštitu kvaliteta.

Within the Tourism and Hospitality Chamber of Slovenia operates the Slovenian Hoteliers Association, whose president is Gregor Jamnik, a GM at hotel Slon in Ljubljana. The association members are, as he proudly points out, all important tourism companies from various fields – from spas and wellness centers to mountain, seaside and city hotels. The association is also a member of European Hoteliers Association – HOTREC, for which annual membership fee is covered by the Slovenian Tourism Organization. As a professional organization, its task is to protect hoteliers' interests and in that sense to have a good communication with the line ministries and relevant institutions related to law and regulations, and the issues that it also deals with are education, quality and competition, international practice, and the exchange of good domestic practice.

SOON WITH THE EUROPEAN STARS

-A significant event for the members of the association is the annual conference, on which we deal with current topics. This year, it was a topic related to staff in catering and tourism, with a focus on how to motivate them to work in this field. Once a year we organize a professional excursion to some of the neighboring countries and hotels of higher category, in order to get acquainted with their offer, organization of work and also to exchange experience. This year we have visited Venice, and for the next we are already planning to go to Budapest – says Gregor Jamnik, adding that by the end of this year they will have had a lot of activities, since from October 1st they are going to take over the European categorization - Hotelstars, and the association is going to have a controlling role, together with the Commission for the Protection of Quality.



Grand Hotel Toplice - Bled



Hotel Slon - Ljubljana



Hotel Bernardin - Portorož



Hotel Aleksandar - Rogoška Slatina

INTERVJU:

GREGOR JAMNIK, PREDSEDNIK UDRUŽENJA HOTELIJERA SLOVENIJE

● *Imate li podršku resornog ministarstva, komorskog sistema, turističkih organizacija... ?*

- Udruženje hotelijera Slovenije ima svu podršku Turističko-ugostiteljske komore i vodi sve njihove aktivnosti. Lepo sarađujemo i sa Slovenačkom turističkom organizacijom, a imamo dobrog sagovornika i u Ministarstvu, odnosno Direktoratu za turizam, koji nas konsultuje kada su u pitanju izmene zakona i propisa. Trude se da se predlozi Udruženja ispoštuju. Ponekad uspešno ali, na žalost, ne uvek.

KOKURENCIJA SVE OZBILJNIJI PROBLEM

● *Kakvo je stanje u hotelskoj industriji danas u odnosu na period od pre 10, 15, 20... godina?*

- Sve se menja, sve se racionalizuje, usluge u hotelima rade agencijski radnici... Broj zaposlenih se stalno smanjuje. Digitalizacije je ozbiljno ušla u industriju. Zahvaljujući sajtovim, konkurencija iz čitavog sveta (često neloyalna) je svuda prisutna.

● *Šta se ključno promenilo?*

- Airbnb je zauvek promenio hotelijerstvo, ali, bojim se, ne nabolje!

● *Da li je vlasnička transformacija u hotelskom sektoru u Sloveniji završena?*

- Još uvek nije. Neki od najvećih hotela u Sloveniji će tek dobiti nove vlasnike. Na žalost, previše hotela u Sloveniji još uvek je u državnom vlasništvu.

● *Koji su globalni hotelski brendovi prisutni u Sloveniji i koliko su uticali na kvalitet vašeg hotelskog proizvoda?*

- Neki su prisutni i doprinose podizanju nivoa kvaliteta i povećanju posete turista iz drugih zemalja. U Sloveniji su: Kempinski, InterContinental, Radisson Blu, Best Western Premier, Austria Trend, Design hotels, Four Points by Sheraton, Ibis by Accor, Mercure by Accor, Small Luxury Hotels, Relais & Chateaux. Za tako malu zemlju nije loše, a planira se još dosta drugih brendova u budućnosti.

● *Da li je to donelo promene u strukturi gostiju?*

- Da, naravno, više je stranih gostiju. U avgustu ih je u Sloveniji bilo 77% od ukupnog broja gostiju. Stalno se povećava i popunjenost hotela, kao i prosečna cena noćenja.

TRAŽE SE KONOARI, KUVARI, SOBARICE, RECEPCIONERI...

● *Da li to povećanje dobro prati i kadrovska politika? Kako stojite zaposlenima u ugostiteljstvu?*

- Za normalno poslovanje hoteli imaju dovoljno radne snage, ali je problem leto i pik turističke sezone, kad se otvaraju manji restorani, kafane, dodatni kapaciteti – letnje bašte, bazenski kompleksi... Hronično nedostaju konobari, u hotelima fale sobarice, recepcioneri, kuvari itd.

● *Koliko se ulaže u redovnu i celoživotnu edukaciju kadrova?*

- Uspostavili smo dobru saradnju i sa srednjim i sa višim stručnim školama, koje šalju đake na praksu u preduzeća. U Sloveniji imamo i sistem NPK – priznavanje nacionalnih profesionalnih kvalifikacija, tako da se stručnost može proveravati i bez obzira na zvanično završenu školu. Udruženje hotelijera Slovenije je bilo aktivno uključeno u inoviranje školskih programa, tako da se stručni deo zaista izvodi za

● *Do you have the support of the line ministry, chamber system, tourism organizations... ?*

- The Slovenian Hoteliers Association has the support of the Tourism and Hospitality Chamber and manages all their activities. We also have a nice cooperation with the Slovenian Tourism Association, and we have good associate in the Ministry, i.e. the Directorate of Tourism, that ask us for the opinion when it comes to changing laws and regulations. They try to comply with the proposals of the association. It is sometimes successful but, unfortunately, not always.

COMPETITION IS AN INCREASINGLY SERIOUS PROBLEM

● *What is the situation in the hotel industry today like compared to the period of 10, 15, 20... years ago?*

- Everything is changing, everything is rationalizing, and the hotel services are being performed by agency workers... The number of employees is constantly decreasing. Digitization has seriously entered the industry. Thanks to websites, competition from around the world (often not loyal) is everywhere.

● *What has changed fundamentally?*

Airbnb has changed the hotel business forever, but, I'm afraid, not for the better!

● *Has the ownership transformation in the hotel sector in Slovenia been completed?*

- Not yet. Some of the largest hotels in Slovenia are waiting for the new owners. Unfortunately, too many hotels in Slovenia are still state-owned.

● *Which global hotel brands are present in Slovenia and how much have they affected the quality of your hotel product?*

- Some are present and contribute to raising the level of quality and increasing the visits of tourists from other countries. In Slovenia, there are: Kempinski, InterContinental, Radisson Blu, Best Western Premier, Austria Trend, Design hotels, Four Points by Sheraton, Ibis by Accor, Mercure by Accor, Small Luxury Hotels, Relais & Chateaux. Not bad, for such a small country, and many other brands are planned in the future.

● *Has this brought changes in the structure of guests?*

- Yes, of course, there are more foreign guests. In August, there were 77% of foreigners out of the total number of guests in Slovenia. Hotel occupancy rate is constantly increasing as well as the average price rate.

LOOKING FOR WAITERS, CHEFS, HOUSEKEEPERS, RECEPTIONISTS...

● *Is this increase well followed by personnel policy? What is the situation with the employees in hotel industry?*

- For everyday operations hotels have enough manpower, but the problem is summer and peak of the season, when smaller restaurants, taverns, additional capacities - summer gardens, pool complexes are opened... There is a chronic lack of waiters, in hotels housekeepers, receptionists, chefs etc.

● *How much is invested in regular and lifelong education of staff?*

- We have established good cooperation with both secondary and higher vocational schools, which send pupils to practice in companies. In Slovenia, we have the NPK system - recognition of national professional qualifications, so that expertise can be checked regardless of officially completed school. The Slovenian Hoteliers Association was actively involved in innovating school programs, so that the



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in style.



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INTERVJU:

GREGOR JAMNIK, PREDSEDNIK UDRUŽENJA HOTELIJERA SLOVENIJE

potrebe struke. Za redovno zaposlene postoji mogućnost edukacije uz rad, koju organizuje stručna komora, ili interne edukacije koju organizuju preduzeća interno za svoje radnike iz različitih stručnih oblasti. Nažalost, kao što sam već rekao, problemi nastaju u sezoni zbog ozbiljnog nedostatka kadrova.

professional part is really performed for the needs of the profession. For regular employees, there is a possibility of training in work, organized by an expert chamber, or internal education organized by enterprises internally for its employees from different fields of expertise. Unfortunately, as I have already said, problems arise in the season due to a serious lack of staff...



Radisson Blu - Ljubljana



Hotel Intercontinental - Ljubljana



Hotel Kempinski Palace - Portorož



Hotel Grad Otočec

● Koliko su, inače, ljudi motivisani za posao?

- Interesantno pitanje. Rekao bih da ima ljudi koji stvarno rade srcem i dušom, a to se onda odražava i na posao i njegov kvalitet. Moram da istaknem i činjenicu da ljudima puno znači ne samo plata, već i raspored obaveza na poslu.

● Beleži li se rast investicija u hotele?

- U proteklih pet godina puno je hotela renovirano, a priprema se renoviranje još nekih, poput hotela "Slon", "Lev" i "Union" u Ljubljani. Hotelijeri su svesni da hotele treba izdržavati i posle određenog broja godina renovirati. Osim soba, mnogo se ulaže u renoviranje restorana, kafića... koji dobivaju nov i moderan dizajn a s njim i sasvim novu gastronomsku ponudu, koja prati svetske gastro trendove.

● Imate li najave za otvaranje novih hotela?

- Najavljuje se izgradnja dva nova velika hotela u centru Ljubljane. Prvi će imati tri zvezdice i 150 soba, a drugi - oko 350 soba i četiri zvezdice superior. Trebalo bi da budu sagrađeni do 2021. Najavljuju se i drugi projekti, ali njihova realizacija još je daleko, a stvarne namere će pokazati vreme.

Ljiljana Rebronja

● How much are people motivated for the job?

- An interesting question. I would say that there are people who really put their heart and soul in work, and this reflects both on the job and its quality. I have to point out the fact that people care a lot not only for their salaries, but also about a schedule of obligations at work.

● Is the increase of hotel investments recorded?

- Over the past five years, many hotels have been renovated, and some renovations are under way, such as the hotel Slon, hotel Lev and hotel Union in Ljubljana. Hoteliers are aware that hotels need to be maintained and after a number of years renovated. Apart from the rooms, much investing is in renovating restaurants, cafes ... that get a new and modern design with it and a completely new gastronomy offer, which follows the world's gastronomy trends.

● Are there announces of new hotel openings?

- The construction of two new large hotels in the center of Ljubljana is announced. The first will have three stars and 150 rooms, the other one - about 350 rooms and four stars superior. They should be built by 2021. Other projects are being announced, but their realization is still far away, and real intentions will show in time.

Ljiljana Rebronja

MJESTO VAŠEG ODMORA I POSLOVNIH USPJEHA PLACE OF YOUR HOLIDAY AND BUSINESS SUCCESS

Sinonim za **odmor** i **relaksaciju**, kao i mjesto kvalitetno provedenog vremena za svaku vrstu posjete, Verde Complex predlaže novo iskustvo za predstojeću jesen.

A synonym for **vacation and relaxation** and a place of quality time spent for each type of visit, Verde Complex proposes a new experience for the upcoming autumn.

Wellness & Spa



Wellness & Spa centar nudi veliki izbor **masaža** i drugih **tretmana**, koje će svaki Vaš boravak učiniti relaksiranim i nezaboravnim.

Wellness & Spa offers a wide range of **massages** and other **treatments** that will make your stay more relaxed and unforgettable.

Kapacitet restorana podržava i organizaciju raznih **banketa**, **koktel prijema** i **izložbi**, a za svaku priliku u dogovoru sa Vama kreiramo gastro ponudu koja će nadmašiti kako Vaša, tako i očekivanja Vaših zvanica.

Capacity of the restaurant provides organization of various **banquets**, **cocktail receptions** and **exhibitions** and for each occasion, in communication with you, we design a gastronomic offer that will exceed both your and your guests' expectations.

Ala carte restoran / restaurant



Organizacija seminara i konferencija

Organization of seminars and conferences

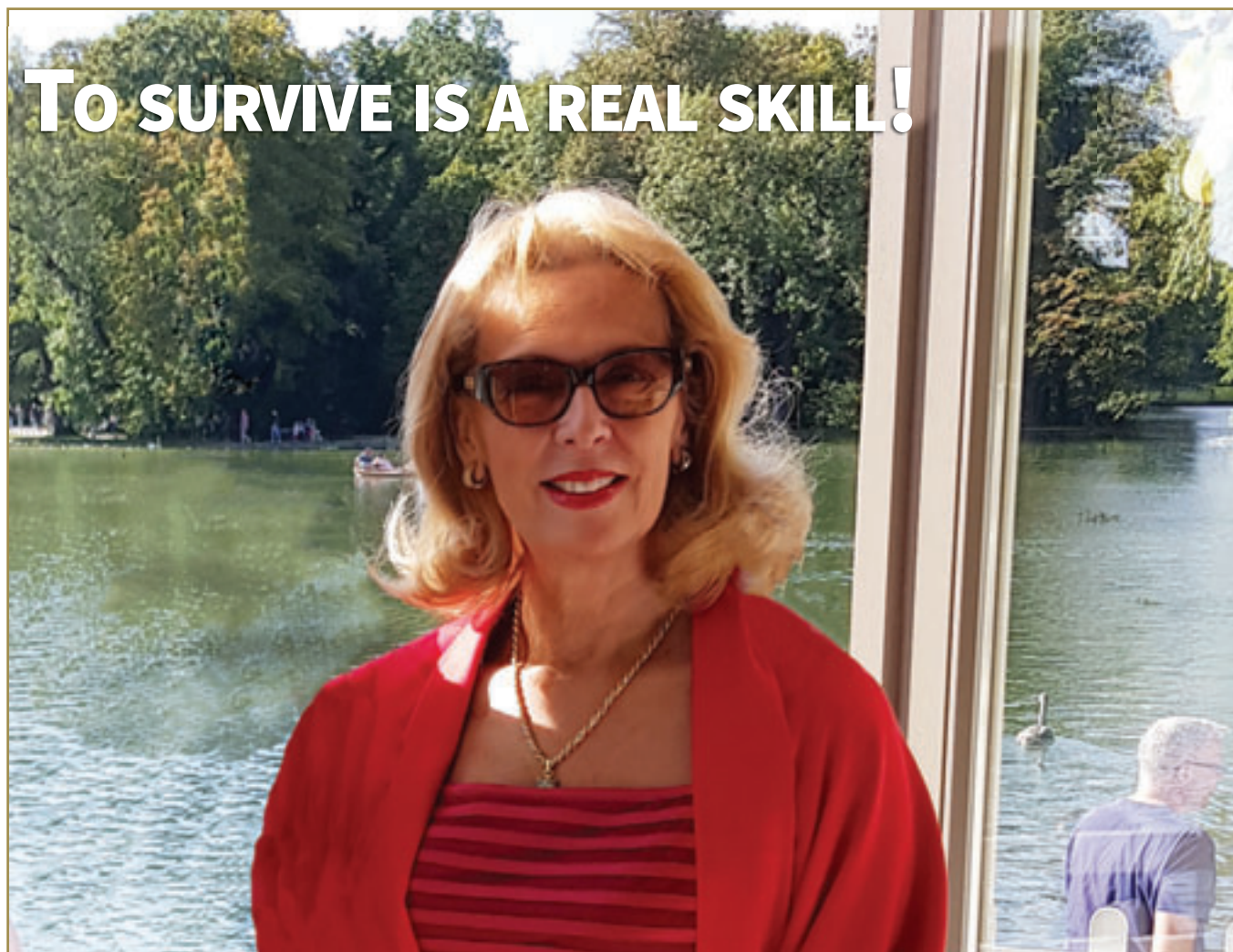


Pozicija hotela i bogata ponuda sadržaja je željeno mjesto ove jeseni za organizaciju **seminara** i **konferencija**. Hotel raspolaže sa **3 konferencijske sale**, maksimalnog kapaciteta 240pax, opremljenim najsavremenijom tehničkom opremom.

Position of the hotel and wide range of facilities makes it a desired place for this autumn to organize **seminars** and **conferences**. The hotel has **3 conference rooms**, maximum capacity of 240pax, equipped with state-of-the-art technical equipment.

VEŠTINA JE OPSTATI!

Vreme provedeno u hotelskoj industriji **Ružica Petrović Dedijer**, GM beogradskog *IN Hotela*, ne meri više godinama, već životom uloženim u hotelski posao. Oni koji su imali privilegiju da rade s njom, kao i oni koji je poznaju kažu da je jedinstvena ličnost u istoriji našeg hotelijerstva – istovremeno i dama i oficir! Kao nemački đak u svoju poslovnu filozofiju, koja je i njena životna priča, ugradila je znanje, vojničku disciplinu, odgovornost, principijelnost, istrajnost, stav, ali i ljubav prema profesiji koja je njen život. Ona je perfekcionista koji zna da se tajna hotelskog zanata krije u detaljima, a profit u uštedama. Zato i jeste idealan sagovornik za globalno aktuelnu temu o umetnosti ili veštini opstajanja.



The time she has spent in the hotel industry **Ružica Petrović Dedijer**, a GM at the Belgrade's IN Hotel, is not counted in years, but in life she has invested in the hotel business. Those who have had the privilege to work with her, as well as those who know her say that she is a unique personality in the history of our hotel industry – at the same time, a lady and an officer! Being a German student, she has incorporated knowledge, military discipline, responsibility, principles, perseverance, attitude, and love for the profession that is her life in her business philosophy, which is also her life story. She is a perfectionist who knows that the secret of the hotel craft is hidden in detail, and the profit in savings. That is why she is the ideal interlocutor for the global topic of: the skill of survival.

Ceo svet je u promenama, živi se sve brže, komunicira preko Interneta ili telefonom, mnogo toga se završava bez fizičkog prisustva, potrošačka groznica trese planetu... Samo retko ko može da zaradi toliko novca koliko može da se potroši... Zato je danas ušteđen novac, u stvari - zaraden, a štednja u 21. veku neminovnost koja obezbeđuje kontinuitet u svim sektorima, pa i u hotelskoj industriji. Zato smo **Ružicu Petrović Dediđer**, GM-a beogradskog IN Hotela, koju mnogi opisuju kao „gvozdenu damu“, poznatu po tome što čvrsto drži hotelske troškove pod kontrolom, zamolili da nam sa pozicije dugogodišnjeg hotelijera otkrije gde sve otiče novac i šta je moguće učiniti da se uštede povećaju a troškovi umanje.

PRAVA MERA ŠTEDNJE?!

- Svet je već uveliko zahvatila manija robotizacije! Iako se neka da verovalo da roboti nikada neće ući u hotele, savremeno hotelijerstvo razbilo je sve iluzije: roboti su se našli na recepciji i ušli u ostale hotelske sektore, sve s jednim jedinim ciljem - da se smanje troškovi radne snage, koji su u razvijenim zemljama izuzetno visoki. Verujem da kod nas roboti nikada neće moći da zamene ljude - kaže gospođa Dediđer, ali neke uštede mogu da se izvrše.

Njeno iskustvo govori da je pravo vreme da se razmišlja o uštedama od onog trenutka kada investitor donese odluku da gradi hotel. Prvi korak je da svoju viziju podeli sa odabranom konsultantskom kućom koja će uraditi studiju izvodljivosti (ili isplativosti) za objekat (feasibility study), sa svim važnim podacima kao što su: za koji period će se investicija isplatiti, koliko zvezdica treba da ima hotel, koliko soba, koja je isplativost na tom broju soba a kolika na nekom većem, šta su prateći sadržaji, da li treba da ima sektor hrane i pića, sopstvenu vešernicu itd. Veoma je važno rešiti kako smanjiti protok vode, uštedeti struju itd., kao i šta će se sve od materijala ugraditi u objekat. Pitanje je i da li je isplativo ulagati u skup nameštaj, kada i nameštaj i detalje enterijera treba posle izvesnog vremena osvežiti ili promeniti. Sve prilično komplikuje činjenica da već posle 7-8 godina hotel zahteva da se zaradeni novac vrati i ponovo investira u renoviranje, a posle 10 godina i u ozbiljnije radove, kako hotel ne bi izgubio na kvalitetu.

U hotelijerstvu je, ističe gospođa Dediđer, sve rešivo i može da se popravi, ali svaka prepravka znači gubitak novca, vremena, snage, poverenja i često reputacije.

- Zato je veština hotelijera i u tome da se nađe mera ili granica do koje može da se štedi. Ako se pretera sa štednjom, urušava se kvalitet a onda nema povratka. Kao nosioci „Zelenog ključa“ u hotelijerstvu, mi smo, na primer, pre 7 godina uveli u sobe kartone s porukom upućenom gostu u kojoj ga obavestavamo kako da nam signalizira da li želi da mu se promeni posteljina. Naši gosti su to vrlo pozitivno primili, jer od nas takve uštede koje su ekološki opravdane i očekuju.

The whole world is changing, people live faster, communicate via the Internet or phone, many things are being finished without a physical presence, and consumer's fever shakes the planet... People rarely earn as much as they can spend... Therefore saved money is actually earned money, and saving in the 21st century is inevitable because it provides continuity in all sectors, especially in the hotel industry. That's why we asked **Ružica Petrović Dediđer**, a GM at Belgrade's IN Hotel, described by many as the „iron lady“, known for keeping the hotel costs under control, to reveal to us from the position of an experienced hotelier where the costs are hidden and what hoteliers could do to increase savings and decrease costs.

THE RIGHT SAVINGS MEASURE?!

- The world has already been affected by the robots mania! Although it was once believed that robots would never enter the hotels, modern hotel industry broke all the illusions: there are robots at the front desk and they entered the other hotel sectors - with one single goal - to reduce the labour costs that are extremely high in developed countries. I believe that in our country robots will never be able to replace people - says Mrs Dediđer, but some savings can be made.

Her experience shows that it is the right time to start with savings from the moment the investor decides to build a hotel. The first step is to share his vision with a selected consulting house that will do a feasibility study, with all important data such as: what the period in which the investment will be returned is, how many stars the hotel should have, how many rooms it should have, what the cost-effectiveness of that number of rooms and of higher number is, what the accompanying contents are, whether it should have a food and beverage sector, an in-house laundry, etc. It is important to resolve issues of how to reduce water flow, save electricity, etc, and what materials should be used when building the property. She is not sure if it is profitable to invest in marble and furniture when furniture and interior details should be refreshed or changed after some time. Everything is pretty complicated by the fact that after 7-8 years the hotel requires you to return money and reinvest money for renovation and after 10 years to invest in major work for the hotel not to lose on quality.

In the hotel industry, Mrs. Dediđer points out, everything can be resolved and can be improved, but any modification means loss of money, time, strength, trust and often reputation.

- That's why hoteliers need to have a skill to find the right saving measure or the line. If you cross the line of savings, the quality collapses and then there is no return. As the bearers of the "Green Key" in the hotel industry, for example, 7 years ago we introduced cards in rooms to inform guests of the way they can signal us to change the sheets. Our guests have taken this very positively, because they expect from us such environmentally justified savings.

Of course we use cleaning products that have eco-certificates, and there are food quality testing in the kitchen two times a month, we recycle cardboard,



Naravno, koristimo hemiju koja ima ekološke sertifikate, a dva puta mesečno vrše se ispitivanja kvaliteta namirnica u kuhinji, odvajamo karton, papir, odvajamo biološki otpad, štedimo vodu, struju... Ekološka svest postoji u celom kolektivu i tako se i ponašamo.

Velike uštede mogu se postići i racionalnijom organizacijom vremena zaposlenih. Nigde ne piše da treba da radite u kontinuitetu osam sati svakog dana. Ako ima posla, to je u redu, ali ako je izvesno da ga u određenom periodu neće biti, treba se u skladu s tim i organizovati.

Kod mnogih stvari nema štednje, ali zato možda direktor ne mora da vozi džip, možda ne mora da putuje prvom klasom aviona... Mi o takvim stvarima vodimo računa, svesni da je svaki ušteden dinar – zarađen dinar!

NISKE CENE ŠALJU LOŠU PORUKU

- Još nešto, ne možete da štedite na posteljini zato što svako ko prihvati da plati određenu cenu zna šta treba za to da dobije. Mislim da je u Srbiji davno poremećen odnos cena i vrednosti našeg proizvoda. Naravno da su cene niže u čitavom svetu, ali mi smo, čini mi se, otišli ispod granice opravdanosti. Lepo je imati visoku cenu, ali nije dobro ni zdravo na duge staze sebe potcenjivati, jer se na taj način potcenjuje čitava jedna industrija. Osim toga, postoji opasnost da nećemo moći da opstanemo s tim cenama, da nema renoviranja i obnavljanja, i da dođe do urušavanja objekata. Uzgred, mislim da niko ne ceni onoga ko nešto daje ispod cene, jer to znači da tu nešto ne valja. Ima gostiju koji nam kažu koliki im je budžet i očekuju da se u to uklopimo. Na takvoj ponudi se ljubazno zahvalimo i pored pretnje da više nikada neće doći, jer je za nas to neisplativo. Za one čiji je argument da je najskuplja prazna soba, naš odgovor je da su u pravu, ali ne i ako je daješ ispod cene koštanja, ako držiš radnu snagu i praviš sve ostale troškove a taj trošak ne možeš da pokriješ.

Hvala bogu, prošle godine hotelijeri su počeli ozbiljno da razmišljaju o tome i svi su pomalo korigovali svoje cene naviše, što me je obradovalo, jer je naša usluga izvrsna i nema potrebe da je sami devalviramo. Iako su se mnogi plašili, to nije uticalo na smanjenje broja gostiju, jer je za poslovne ljudi koji dolaze u naše hotele korekcija od 5-6 evra gotovo zanemarljiva. Shvatili su da je to neophodno da bismo funkcionisali. Uzgred, nije u redu da jedna strana bude vrlo zadovoljna, a druga nezadovoljna. Nije normalno precenjivati svoju uslugu, ali nije izdržljivo na duge staze ići ni ispod cene. Suština je u trajanju! Možete sve sjajno da napravite, ali veština je opstati, zadržati nivo i kvalitet, naročito danas kada je, zbog ogromne fluktuacije radne snage, veoma teško naći dobar kadar. Stoji da zarade u hotelskoj industriji nisu visoke i to je jedan od razloga velike fluktuacije kadrova.

- I svi su podložni kontroli! Kontrola je najvažnija kada su uštede u pitanju. Ona održava sistem. Naravno, niko ne voli da bude

DRUGA KUĆA

Dok smo ispraćali jednog gosta, postavili smo za nas rutinsko pitanje: Da li je sve bilo u redu? A on je odgovorio (i hvala mu na tome): Jeste, ali mi se čini da mi se niste toliko obradovali kao prošli put! Taj odgovor me još jednom uverio da gost hotel uvek doživljava kao drugu kuću. I podsetio da mi od tog gosta - živimo!

THE SECOND HOME

While we were escorting a guest, we asked him a routine question: Was everything in order? And he replied (and I thank him for that): Yes, but it seems to me that you were not as glad to see me as you were the last time! That answer once again convinced me that the guest always perceives a hotel as the other home. And it reminded me that we make our living out of that guest!

paper, separate biological waste, save water, electricity... There is ecological awareness throughout the collective, and we behave according to that. Great savings can also be achieved by a more rational organization of the employees' time. There is no such a rule that you must work continuously for eight hours every day. If there is a job to do, that is ok, but if it's certain that there will not be a thing to do in a certain period of time, working hours should be organized accordingly.

There are many things that can't be subjected to savings, but maybe a director doesn't have to drive an expensive car, nor to travel in first class on the airplane... We take care of such things, aware that every dinar saved – is a dinar earned!

LOW PRICES SEND A BAD MESSAGE

- One more thing, you can't save on bedding because anyone who accepts paying a certain price knows what he should get. I think that the price and value ratio of our product has long been disturbed in Serbia. Of course, the prices are lower in the whole world, but we, it seems to me, have gone below the margin of justification. It's nice to have a high price, but it's not good or healthy in the long run to underestimate yourself, because in this way the whole industry is underestimated. In addition, there is a danger that we will not be able to survive with those prices, that there will be no renovation and restoration, and that the buildings will collapse. By the way, I think that nobody appreciates those who give anything below the price, because that means something is wrong. There are guests who tell us how much their budget is and expect us to fit into it. We kindly say "no, thank you" to such an offer despite the threat that they will never come again, because it isn't profitable for us. For those who say that the most expensive room is the empty room, our answer is they are right but not if you sell it below the cost price, if you keep employees and make other costs, and you can't cover those costs.

Thank God, the hoteliers started to think seriously about it last year, and all of them slightly adjusted their prices upward, which made me happy, because our service is excellent and there is no need to devalue ourselves. Although many were scared, this did not affect the decrease in the number of guests, because for business people

kontrolisan, pa ne voli ni šefa, rukovodioca i direktora. Sve se kontroliše: svi zaposleni, inventar, magacini, odeljenja... - od podruma do krova! Kontrolu odeljenja vrše šefovi. Što je šef svesniji da je gost njegova plata, on više uvodi reda, jer kontroling je u prevodu jedna vrsta reda, način ponašanja. Mi bežimo od standarda i procedura, a onda nema ni odgovornosti i može da se zabušava. Zato teško prihvatamo standarde. Na šefovima je da budu vrlo istrajni i da ne popuštaju.

who come to our hotels the correction of 5-6 Euros is almost negligible. They realized it was necessary for us to function. By the way, it is not right that one side is very satisfied, and the other is dissatisfied. It is not normal to overestimate your service, and it is not durable in the long run to go below the price. The essence is lasting! You can do everything great, but the skill is to survive, maintain level and quality, especially today, because of the huge fluctuation of labour, it's very hard to find good employees. It's true that salaries in the hotel industry are not very high, and this is one of the reasons for the high fluctuation of personnel.



NEKAD GOSPODA, UVEK GLUMCI

Na pitanje šta bi bila poruka ljudima koji dolaze u industriju, Ružica Dediđer kaže:

- U Beogradu je ranije raditi u hotelu bio prestiž, a hotelijeri su bili gospoda, u pravom smislu ambasadori svog grada, zemlje... Kao i stjuardese, hotelijeri su nekada morali da budu prijatnog izgleda, da znaju jezike, da su ljubazni... Avionske karte su bile skupe i avion nije bio dostupan svakome. Danas svi mogu da lete avionom. Tako je i sa hotelskom industrijom. Ko hoće da se bavi ovim poslom i da bude zaista srećan što radi u hotelu, jer taj posao daje brojne mogućnosti, prvo treba da raščisti da

- And everybody is subject to control! Control is the most important when it comes to savings. It maintains the system. Of course, no one likes to be controlled, so they don't like either the manager or the director. Everything is controlled: employees, inventory, warehouses, and departments... - from the cellar to the roof! Middle managers control the departments. The more they are aware that the guest is their salary, the more they care for the order, because controlling is in translation a kind of an order, a way of behaving. We run away from standards and procedures, but then there is no responsibility and people can work less. That's why it is difficult for us to accept standards. The managers need to be very persistent and shouldn't give up.

ONCE GENTLEMEN, ALWAYS ACTORS

To the question what her message to the people who come to the industry would be, Ružica Dediđer says:

BEOGRADU SU POTREBNI DOGAĐAJI!

- Ja veoma retko izjavljujem da mislim da ima dovoljno hotela, mislim pre svega na hotele s 4 zvezdice. Mi smo se unificirali, svi imamo iste cene, izgledamo isto, i borimo se strašno. Svi trčimo za istim gostima i ne snalazimo se najbolje. Mislim da će u nekom trenutku hoteli morati da nešto promene: ili će biti 4 zvezdice ili će spustiti zvezdicu na tri, pa promeniti politiku cena i nivo, jer Beogradu nije potrebno toliko hotela. Potrebno mu je mnogo više događaja! To je ono što nas može popuniti, vratiti na scenu. Zato nam treba kongresni prostor.

li je odgovarajuća osoba za uslužnu delatnost. Ako ima komplekse, nikada neće uspeti, jer na kojoj god poziciji bio, uvek će biti u potčinjenom položaju u odnosu na gosta. Može li da istrpi kritiku, da sluša i da se prilagođava, da bude uvek nasmejan, da sve probleme ostavi pred vratima hotela..? Ako sve to može, treba da krene da uči zanatski deo posla.

Na žalost, i kad uđu u industriju, mnogo su nestrpljivi, žele brze rezultate. Prosto nemaju želju da prvo dobro nauče posao ili što više stvari koje im mogu biti od koristi, pa da tek onda idu dalje. Mislim da se povremeno dešava da steknu visoko mišljenje o sebi. To može da bude loše u svakom pogledu.

Danas posle mnogo i vremena i života uloženog u hotelsku industriju, uvek u odbrani profesije i profesionalizma, zbog čega je dva puta zaredom dobitnik najvećeg priznanja u hotelijerstvu - *Lider hotelske industrije*, pitamo Ružicu Petrović Dediđer šta je nju vodilo kroz profesiju, koje je lekcije naučila, oko čega nema kompromisa, zbog čega je zaista ponosna..? A ona kaže:

- Ja mislim da sam vrlo uporna osoba, istrajna i u svom ponašanju i stavu vrlo stabilna. Mislim, takođe, da sam dosta stroga prema sebi i zato se, verovatno, tako ponašam i prema drugim ljudima kada je posao u pitanju. Vrlo sam odgovorna i disciplinovana, osetljiva na nepoštovanje reda, pravila, uspostavljenih standarda i, posebno, interesa kuće. Duboko razmišljam o svakom odlučujućem koraku i nije me sramota da pitam ono što ne znam. Odavno sam naučila i to da hotelijer ne sme da meša privatno i poslovno. Može da crpi energiju iz privatnog života, ali nijedan privatni problem ne sme da donese na posao. Zato uvek govorim da je sastavni deo našeg posla - gluma. *Stavljaš masku: ti si raspoložen*. Nema „up and down“. Iako nije lako, trudim se da imam razumevanja za ljude, ali uvek imajući na umu da moramo da radimo, da imamo rezultate. Jer, baš zato što ih imamo, trajemo i opstajemo. Od IN Hotela smo za 12 godina napravili brend! To je ozbiljan razlog za ponos svih nas u ovoj kući.

Ljiljana Rebronja

- Earlier it was a matter of prestige to work in a hotel in Belgrade, and hoteliers were ladies and gentlemen, in fact, the ambassadors of their city, the country... Like stewardesses, hoteliers once had to have a certain height and weight, to speak foreign languages, to be kind, to look nice. Airline tickets were expensive and the plane was not available to everyone. Today, everyone can travel in an airplane. So is the hotel industry. Those who want to deal with this business and to be really happy to work in a hotel, because this job offers many opportunities, they need first to clarify whether they are the right people for service industry. If one has complexes, they will never succeed because whatever position they work in is, they will always be in a subordinate position in relation to the guest. Can he endure criticism, listen and adjust, be always smiling, and leave all the problems at the door of the hotel..? If he can do all this, he should start to learn the craft part of the job.

BELGRADE NEEDS EVENTS!

- I very rarely say that I think we have enough hotels, first of all 4-star hotels. We are unified, we all have the same prices, we look the same, and we compete hard. We all run for the same guests and don't do that very well. I think that at some point hotels will have to change something: either they will be 4 star hotels or lose one star and become 3 star hotel, and change price policies and level, because Belgrade doesn't need so many hotels. It needs more events! These can fill our rooms, return us into the game. That's why we need congress space.

Unfortunately, even when they enter the industry, they are very impatient, wanting quick results. They simply do not have the desire to first learn a good job or more things that can be of use to them, and only then to go on. I think that sometimes it happens to them, to have a high opinion of themselves. This can be bad, in every way.

Today, after a lot of time and life invested in the hotel industry, always in the defence of profession and professionalism, which is why she has won the biggest recognition in the hotel industry – The Leader of Hotel Industry twice, we ask Ružica Petrović Dediđer what has led her through the profession, what lessons she has learned, in what situations she doesn't make any compromises, what she is really proud of..? And she says:

- I think that I am very persistent, assiduous and very stable in behaviour and attitude. I also think pretty strict on myself, and that's why I probably behave in that way to other people when it comes to business. I am very responsible and disciplined, sensitive to disrespect of the order, rules, and established standards and, in particular, the interest of the home. I think deeply about every decisive step and I am not ashamed to ask what I do not know. I learned a long time ago that a hotelier should not mix private and business life. He can draw energy from his private life, but no private problem can be brought to work. That's why I always say that acting is an integral part of our work. *You put on a mask: you are in a good mood*. There is no „ups and downs“. Although it's not easy, I try to have understanding for people, but always keeping in mind that we have to work, we need to have results. And just because we have them we endure and survive. In 12 years we have made the brand of IN Hotel! This is a serious reason for the pride of all of us in this hotel.

Ljiljana Rebronja



Cena po osobi 1.650 rsd | čaša vina uključena u cenu

Price per person 1.650 rsd | glass of wine included

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U lepom ambijentu i prijatnoj atmosferi,
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Vesna Kostadinović

vlasnik i GM „Kraljevih čardaka“ – Kopaonik



Rođena je 1977. godine u Kragujevcu, gde je završila Prvu kragujevačku gimnaziju, a zatim i Pravni fakultet. Bavi se hotelijerstvom i, kako sama kaže, uživa u tome. Pre devet godina suprug i ona dozvolili su sebi da sanjaju otvorenih očiju: sve je počelo od ideje da naprave vikendicu na Kopaoniku, da bi danas plivali u ozbiljnim hotelijerskim vodama. Hotel „Kraljevi čardaci“ dobio je brojne prestižne nagrade, od kojih izdvaja: „Stvaraoci za stoljeća“ – 2016. u Dubrovniku, a iste godine i „Cvet uspeha za ženu zmaja“ – priznanje Udruženja poslovnih žena Srbije za uspešan poslovni model, kao i „PRESS zvezdicu“ – priznanje Turističkog Sveta i Ambasadora dobre usluge.

Udata je i majka dve devojčice, Lenke i Lole.

DA NISTE HOTELIJER, BILI BISTE...?

Pravnica sam po zanimanju, ali mi je iz ove perspektive drago da se ne bavim pravom... Marketing je nešto u čemu uživam i trenutno sam dosta u marketingu.

KOJU ISTORIJSKU LIČNOST BISTE VOLELI DA UGOSTITE U HOTELU?

Pod utiskom sam smrti prof. dr Vladete Jerotića. Iskreno, volela bih da je bio naš gost. Nadam se da će u našoj istoriji zauzeti mesto koje mu pripada.

NA ŠTA NAJVIŠE OBRAĆATE PAŽNJU KAO GOST HOTELA?

Na profesionalizam, ljubaznost i neposrednost osoblja, ali i na higijenu hotela.

KOJA LIČNA VEŠTINA VAS IZDVAJA OD OSTALIH HOTELIJERA?

Talenat za verbalnu i neverbalnu komunikaciju. Volim da slušam i osluškujem potrebe, želje i sugestije zaposlenih, saradnika i gostiju. Često sam s njima u neformalnoj komunikaciji. A moram da istaknem i to da se ceo menadžment našeg hotela trudi da se u svakoj situaciji oseti dobra energija i opuštenost koja je danas, kada se tako brzo i stresno živi – svakome potrebna.

DA LI STE VIZIONAR, STRATEG, LIDER, KREATOR ILI...

U poslu sam sa suprugom. Mi smo sve to zajedno i mnogo više od toga... Hrabri, pre svega!

ŠTA JE ZA VAS NAJVEĆA VREDNOST, A ŠTA NAJVEĆA MOTIVACIJA?

Zdrava i jaka porodica. Motivacija u poslu je definitivno emocija koju sam u posao unela, ljubav prema Kopaoniku, prirodi...

OD KOGA STE DOBILI NAJDRAGOCENIJU POSLOVNU LEKCIJU?

Ne mogu sada ni jednu da izdvojim kao najdragoceniju. Bilo je mnogo dobrih lekcija. Najviše se pamte one koje naučiš iz sopstvenog iskustva. Mnogo sam učila i od saradnika, naročito od našeg menadžera hotela koji je hotelijer 30 godina, ali i od drugih divnih ljudi koji su bili voljni da svoje iskustvo i znanje podele.

O ČEMU JOŠ UVEK SANJATE?

Sanjam da Kopaonik živi cele godine. Toliko je lepote u njemu da je prava šteta da ga ljudi otkrivaju samo tokom par meseci godišnje. „Čardaci“ polako bude svest kod turista da Kopaonik nije samo ski planina. To je samo jedan od mojih snova, a sanjam često.

DA IMATE VIŠE VREMENA – U ŠTA BISTE GA INVESTIRALI?

Volela bih da više vremena provodim sa porodicom. Da više putujem, boravim u prirodi...

KOJA JE VAŠA POSLOVNA I ŽIVOTNA FILOZOFIJA, A ŠTA MOTO?

Prihvati izazov i živi ono što radiš... Dobro radi i dobrom se nadaj.

A moto u poslu: Samo zadovoljan radnik je dobar radnik!

BRIEF INTERVIEW

Vesna Kostadinović

Owner and GM at the
Kraljevi Čardaci Hotel – Kopaonik

She was born in 1977 in Kragujevac, where she graduated from the First Kragujevac Gymnasium, and then the Faculty of Law. She deals with hotel business and, as she says, enjoys it. Nine years ago, her husband and she allowed themselves to dream with the opened eyes: everything started from the idea of making a weekend house on Kopaonik, and today they are in a serious hotel business. Kraljevi Čardaci Hotel has received many prestigious awards, of which she singles out: "Stvaraoci za stoljeća" in 2016 in Dubrovnik, and the same year "Cvet uspeha za ženu zmaja" – by the Association of Business Women in Serbia, a recognition for successful business model, as well as the PRESS Star award by the Turistički Svet and the Ambassadors of Quality Service.

She is married and has two daughters, Lenka and Lola.

WHAT WOULD YOU BE, IF YOU WERE NOT A HOTELIER?

I'm a lawyer by profession, but from this perspective, I am glad that I don't deal with the law. I enjoy dealing with marketing and I am currently very much occupied with it.

WHICH HISTORICAL FIGURE WOULD YOU LIKE TO HOST AT THE HOTEL?

I am still under the impression of the death of a professor PhD Vladeta Jerotić. Honestly, I wish he was our guest. I hope he will receive well-earned place in our history.

WHAT DO YOU PAY MOST ATTENTION TO AS A HOTEL GUEST?

To professionalism, friendliness and openness of staff, as well as to a hotel's hygiene.

WHICH PERSONAL SKILL SETS YOU APART FROM OTHER HOTEL MANAGERS?

Talent for verbal and non-verbal communication. I like to listen and feel the needs, wishes and suggestions of employees, associates and guests. I often have informal communication with them. And I must point out that the entire management of our hotel makes sure that good energy and relaxation are present in every situation, which everyone needs in these fast and stressful times.

ARE YOU A VISIONARY, STRATEGIST, LEADER, CREATOR OR...?

I am in the business with my husband. We are all these together and much more... Brave, above all!

WHAT IS THE HIGHEST VALUE FOR YOU, AND WHAT IS THE GREATEST MOTIVATION?

Healthy and strong family. Motivation in business is definitely the emotion that I brought into the business, love for Kopaonik, nature...

WHO GAVE YOU THE MOST VALUABLE BUSINESS LESSON?

I can't single out the most precious ones. There were lots of good lessons. You remember most those you learn from your own experience. I have learned a lot from my associates, especially from our hotel manager who has been working as a hotelier for 30 years now, and other lovely people who were willing to share their experience and knowledge.

WHAT ARE YOU STILL DREAMING OF?

I wish Kopaonik could be active during the whole year. There is so much beauty in it, it's a pity people visit it only a few months a year. "Čardaci" slowly changes tourists' awareness that Kopaonik is not just for skiing. That's one of my dreams. I often dream.

IF YOU HAD MORE TIME – WHERE WOULD YOU INVEST IT?

I would like to spend more time with my family. To travel more, spend time in nature...

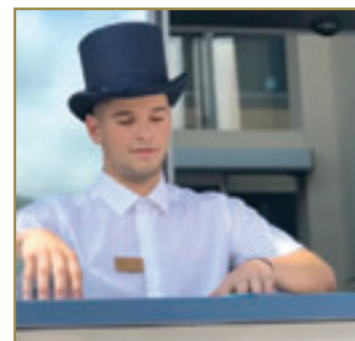
WHAT IS YOUR BUSINESS AND LIFE PHILOSOPHY, AND YOUR MOTTO?

Accept the challenge and live what you do... Work well and hope for the best. And my business motto: Only a satisfied worker is a good worker!

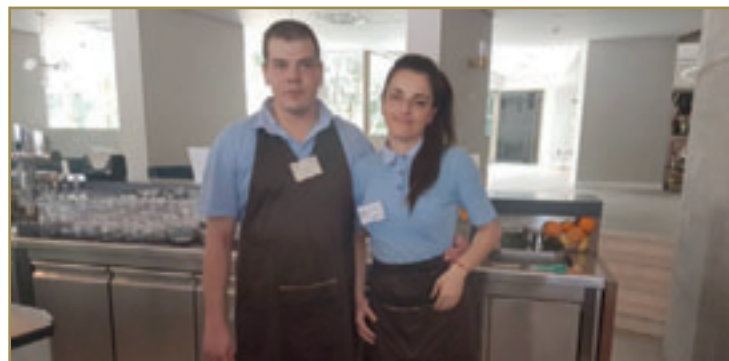


Lady A too

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ALATI ZA ŽIVOT PO SVOJOJ MERI

Od kako sam pročitala prvi članak o NLP-u, a ima tome 10-ak godina, nisam prestajala da razmatram mogućnosti kako bi NLP mogao da postane deo mog životnog iskustva. Tokom tog istraživanja, predavanje na temu NLP i zdravlje, snažno mi je privuklo pažnju. Na tom predavanju sreća sam prvi put **prof. dr Lelicu Todorović**. Rekla bih da je to bila svojevrsna prekretnica u mom životu. Njeno predavanje dalo mi je odgovore na mnoga pitanja, ali i otvorilo jedan novi ciklus i poglavlje u mom životu. Tada ni slutila nisam da će mi ubrzo jedna informacija u vezi sa mojim zdravljem u trenu okrenuti život naglavačke i da će mi koučing sa prof. dr Lelicom Todorović pomoći da se stabilizujem i povučem prave poteze. Naime, dijagnostifikovan mi je karcinom štitaste žlezde i postavljene vrlo loše prognoze koje se, na sreću, nisu obistinile. Ipak, to iskustvo me je dovelo do prepoznavanja sopstvene životne svrhe i otvorilo mi puteve za lični rast i razvoj, kao i za podršku drugim ljudima čime se sada kao NLP kouč bavim, naročito onim ljudima koji prolaze kroz slične zdravstvene izazove.

Zadovoljstvo mi je da ovog puta, u ulozi novinara, postavljajući pitanja svojoj dragoj mentorki, dođem do odgovora koji će približiti NLP svima koji se još uvek preispituju šta to kroz NLP edukaciju mogu da učine za sebe, kako mogu da unaprede svoj život u svim aspektima, kao i na koji način im koučing može biti podrška u svim, a posebno u kriznim i stresnim, životnim situacijama.

TOOLS FOR LIVING ACCORDING TO OWN NEEDS



Since I've read the first article about NLP, and it was about 10 years ago, I haven't stopped studying the possibilities for NLP to become a part of my life experience. During this research, a lecture on the topic of NLP and health strongly caught my attention. At this lecture I met professor PhD Lelica Todorović for the first time. I would say that it was a kind of a turning point in my life. Her lecture gave me answers to many questions, but also opened a new cycle and chapter in my life. At that time, I did not realize that soon I would be able to turn my life upside down in a moment with information about my health and that the coaching of a professor PhD Lelica Todorović would help me stabilize and pull the right moves. Namely, I was diagnosed with thyroid gland cancer and very bad prognoses that fortunately, didn't happen. Nevertheless, this experience has led me to recognize my own life purpose and opened up my paths for personal growth and development, as well as for supporting other people, which I now deal with as an NLP coach, especially for those who go through similar health challenges.

I am pleased that this time, as a journalist, asking questions to my dear mentor, I come to a response that will bring NLP closer to everyone who is still questioning what they can learn to do for themselves through NLP trainings, how they can improve their lives in all aspects, as well as how the coaching can be their support in all life situations, especially those that are crisis and stressful.

Lelica Todorović PhD, NLP trener & kouč, osnivač Centra za lični razvoj, komunikaciju i liderstvo RAVNOTEŽA i rukovodilac projekta NLP GRADIONICA, profesor strukovnih studija na visokoj medicinskoj školi Milutin Milanković, autor knjiga. www.nlpgradionica.com, FB: www.facebook.com/elica.todorovic, e-mail: info@nlpgradionica.com
Jelena Jović, NLP master & coach, osnivač Heart Balance Coaching pristupa, radi uglavnom sa klijentima koji prolaze kroz određene zdravstvene izazove i podržava ih u tome da osveste disbalanse na drugim nivoima, tj. okidače koji su do stanja na fizičkom nivou i doveli. www.jjbalance.com, FB: [Heart Balance Coaching Jelena Jović](https://www.facebook.com/HeartBalanceCoachingJelenaJovic)



● *Pojam Neurolingvističko programiranje (NLP) baš rogovatno zvuči i možda upravo zbog svoje apstraktnosti nekoga u startu odbije. Možeš li nam NLP „prevesti“ na svakodnevni jezik?*

- U startu - teško pitanje. Rekla bih da je to neka vrsta uputstva za prepoznavanje kako ljudi funkcionišu i skup alata kojima možemo da promenimo obrasce našeg razmišljanja, emocionalnog reagovanja i ponašanja ukoliko nam nisu korisni.

ŠTO JE MANJE ZNANJA, MANJE I SVESTI O NEZNANJU

● *Pitanje koje zainteresovani za NLP često postavljaju je: Zašto da idem na NLP edukaciju kada ja to već znam?*

- Kako znaju da znaju kad nisu prošli edukaciju? Da li nešto znate ili ne znate možete zaključiti tek kad to proverite. O tome da li su to znali, mogu da kažu tek posle edukacije, nikako pre. Ja se „plašim“ ljudi koji su uvereni da znaju sve. Što je manji krug znanja manja je i svest o neznanju.

● *Kakve promene u životu može očekivati neko ko prođe NLP edukaciju?*

- Za početak, da osvesti kako razmišlja, kako emocionalno reaguje, kako se ponaša i kako to kreira njegov sadašnji život i sve njegove aspekte. Jednom rečju, da napravi „mapu sadašnjeg stanja sebe

● *The term Neuro-linguistic programming (NLP) sounds very ungraceful and maybe due to its abstract appearance someone is immediately turned down. Could you „translate“ NLP in everyday language?*

- At the beginning – a difficult question. I would say that this is a kind of instruction for recognizing how people function and a set of tools we can use to change the patterns of our thinking, emotional response and behaviour if they are of no use to us.

LACK OF KNOWLEDGE LEADS TO LESS AWARENESS OF IGNORANCE

● *The question that is often asked by the interested in NLP is: Why should I go to NLP trainings, when I already know all that?*

- How could they know if they didn't undergo the trainings? Whether you know or don't know you can only conclude when you check it. Whether they knew it, they could only say after education, not before. I'm "afraid" of people who are convinced that they know everything. The smaller the circle of knowledge is, the less the awareness of ignorance is.

● *What kind of changes in life can one expect after the NLP trainings?*

- To begin with, to realize how he thinks, how he reacts emotionally, how he behaves, how he creates his present life and all its aspects. In one word, to create a "map of his and his life's present state". When we adopt patterns, and this happens most often in early childhood, these patterns become our habits, our programs. The problem is when the program is not useful to us and people around us, it can even be extremely harmful, and we

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Jelena Jović, NLP master & coach, a founder of the Heart Balance Coaching approach, works mainly with clients who go through certain health challenges and supports them in realizing unbalance on other levels, i.e. triggers responsible for the physical state. www.jjbalance.com, FB: [Heart Balance Coaching Jelena Jović](https://www.facebook.com/HeartBalanceCoachingJelenaJovic)

i svog života“. Kada usvojimo obrasce, a to se najčešće dešava već u ranom detinjstvu, ti obrasci postaju naše navike, naši programi. Problem je kad program nije koristan po nas i ljude oko nas, čak može biti izuzetno štetan, a da mi toga nismo svesni. To je zbog „filtera“ u našem umu. Kada tokom NLP edukacije to osvesti, polaznik dobija alate kojim može kreirati nove programe. NLP se najviše zadržava na tome šta je sada i šta može biti. Ne bavi se previše onim što je bilo, jer prošlost ne možemo da izmenimo. Ono što možemo da izmenimo je naš odnos prema prošlosti i NLP ima puno alata za to.

● *Prema tvom iskustvu i iskustvu tvojih klijenata, u kojim oblastima života se NLP u praksi pokazao kao izuzetno koristan?*

- Zavisi od toga šta je klijent želeo i gde mu je „škripalo“. Pokazao se korisnim u zdravlju, karijeri, međuljudskim odnosima, odnosu prema roditeljima i prema deci, odnosu prema samom sebi, finansijama, sportu, preduzetništvu, učenju, u upravljanju stresom i pronalaženju dobre mere za balansiranjem između poslovnih i privatnih obaveza. Pokazao se i vrlo moćnim u tome da ljudi sebi daju dozvolu da uživaju u slobodnom vremenu.

METODOLOGIJA ZA PREVENCIJU MNOGIH BOLESTI

● *Kao lekar specijalista interne medicine veliki deo svog života si posvetila medicini. Kako je NLP transformisao tvoj život i koliko ti sada medicinski „background“ pomaže u NLP edukacijama i koučingu?*

- NLP je upotpunio moju medicinsku edukaciju dajući mi mogućnost da se bavim svim aspektima čoveka: telom, umom i emocijama. Posebno mi je dao metodologiju za prevenciju mnogih bolesti.

● *Po čemu se tvoje NLP edukacije razlikuju od drugih, po čemu su specifične?*

- Na mojim NLP edukacijama radimo na tome da ljudi primećuju i pozitivne i negativne strane života, drugih ljudi, sebe i svojih iskustava. Radimo na tome da prevaziđu zaglavljenost u nekim životnim iskustvima, bilo negativnim ili pozitivnim, da otvore čula za realnost, a da istovremeno sačuvaju sposobnost za maštu i kreaciju. Da koliko je god moguće prestanu da se pretvaraju i pred sobom i pred drugima, da priznaju svoje jake i svoje slabe strane, a onda ih osnažujem i dajem alate kako da kreiraju život po svojoj meri



are not aware of it. It's because of the "filter" in our mind. When he becomes aware of that during the NLP trainings, a student gets tools to create new programs. NLP retains most on what is now and what can be. It doesn't deal too much with what used to be, because the past cannot be changed. What we can change is our relation to the past and NLP has a lot of tools for that.

● *According to your experience and experience of your clients, in which areas of life has NLP proved to be extremely useful?*

- It depends on what a client wanted and what his problem was. It has proven useful in health, careers, interpersonal relationships, relationships with parents and children, self-reliance, finance, sports, entrepreneurship, learning, managing stress and finding a good measure of balancing between business and private obligations. It proved to be very powerful in giving people permission to enjoy their free time.

METHODOLOGY FOR THE PREVENTION OF MANY DISEASES

● *As a doctor of internal medicine, you devoted much of your life to medicine. How has NLP transformed your life and how does your medical background help you with NLP trainings and coaching?*

- NLP fulfilled my medical education giving me the opportunity to deal with all aspects of a man: a body, mind and emotions. Especially it gave me methodology for the prevention of many diseases.

● *What makes your NLP trainings different from others, what makes them unique?*

- On my NLP trainings we work on making people notice the positive and negative sides of life, other people, themselves and their experiences. We work on making them overcome being stuck in some life experiences, negative or positive, open their senses to reality and at the same time preserving the ability for imagination and creation. To make them as far as possible, stop pretending to acknowledge their strengths and weaknesses, and then empower them and give them tools to create a life according to their own needs and needs of people they live with, without endangering others. It is about how to remain human, even when life is bad, when people behave badly, to recognize when they are behaving badly.



i meri ljudi sa kojima žive ne ugrožavajući ostale. Kako da ostanu ljudi i onda kada je život loš, kada se ljudi loše ponašaju, da prepoznaju kada se oni sami loše ponašaju.

● *Jedan od ciljeva koji sebi možemo da postavimo je i da napišemo knjigu. Ti si ih napisala nekoliko, a sada spremaš nešto novo, zanimljivo i drugačije?*

- Prvo sam napisala udžbenik Interna medicina za studente visokih strukovnih medicinskih škola. Zatim sam objavila tri knjige iz oblasti NLP-a i koučinga i knjigu pesama i kratkih priča. Sada spremam roman i jedva čekam da ga objavim.

DOBAR KOUČ NE DAJE SAVETE, VEĆ OTVARA MOGUĆNOSTI

● *NLP edukacije održavaš širom Srbije, ali i u bivšim jugoslovenskim republikama. Ko su polaznici tvojih edukacija. Kako bi ih ukratko opisala?*

- To su ljudi koji žele da sebe unaprede jer su postali svesni da samo sopstvenim unapređivanjem mogu da „poprave“ i sve one i ono oko njih što im se ne dopada. To su najčešće vlasnici firme, rukovodioci, političari, predavači, advokati, IT-ovci. Dolaze i ljudi koje pošalju firme, studenti, roditelji, radim na projektima UNDP-a sa državnim institucijama. Jednom rečju, ljudi koji dolaze na NLP edukacije su lideri u svojim oblastima ili pretenduju da to budu.

● *Šta je važno da bi neko bio dobar NLP trener i kouč?*

- Dosta toga, ali bih prednost dala životnom i trenerskom iskustvu. NLP trener može postati i vrlo mlad čovek, jer tokom edukacije može da nauči NLP tehnike. Ali, da bi moćna znanja koja je dobio mudro koristio za dobrobit ljudi koje podučava, mora imati životno i trenersko iskustvo. Dobar kouč je mudar, skroman i poverljiv. Ne daje savete već otvara mogućnosti. Ostavlja klijentu da izabere i uči ga da preuzme odgovornost za svoje izbore. Neizostavno, za oba mora biti čestit čovek.

Jelena Jović

● *One of the goals we can set for ourselves is to write a book. You wrote a few of them, and now you are preparing something new, interesting and different?*

- First I wrote an internal medicine textbook for students of high vocational medical schools. Then I published three books from the field of NLP and coaching and a book of poems and short stories. Now I'm preparing a novel and I cannot wait to publish it.

A GOOD COACH DOESN'T GIVE ADVICE, HE OPENS UP POSSIBILITIES

● *You have NLP trainings across Serbia, and ex-Yu republics. Who are your students? How would you describe them in brief?*

- These are people who want to improve themselves because they become aware that only by personal improvement they can „fix“ others and things around them they don't like. These are mostly business owners, managers, politicians, lecturers, lawyers, IT professionals. There are also people sent by their companies, students, parents, I work on UNDP projects with state institutions. In a word, people who come to NLP educations are leaders in their fields or want to be one.

● *What is important for one to be a good NLP coach?*

- Many things, but I would give preference to life and coach experience. NLP coach can be a very young man, because during trainings he can learn NLP techniques. But in order to use the powerful knowledge that he received wisely for the benefit of the people he teaches, he must have a life and a trainer's experience. A good coach is wise, modest and trustful. He doesn't give advice but opens possibilities. He leaves to a client to choose and teaches him to take responsibility for their choices. Inevitably, for both, he must be an honest man.

Jelena Jović

UNIKATNI HOTELSKI DIZAJN: "LES BAINS" - PARIZ

"OTKAČENI" ŠIK NOVOG

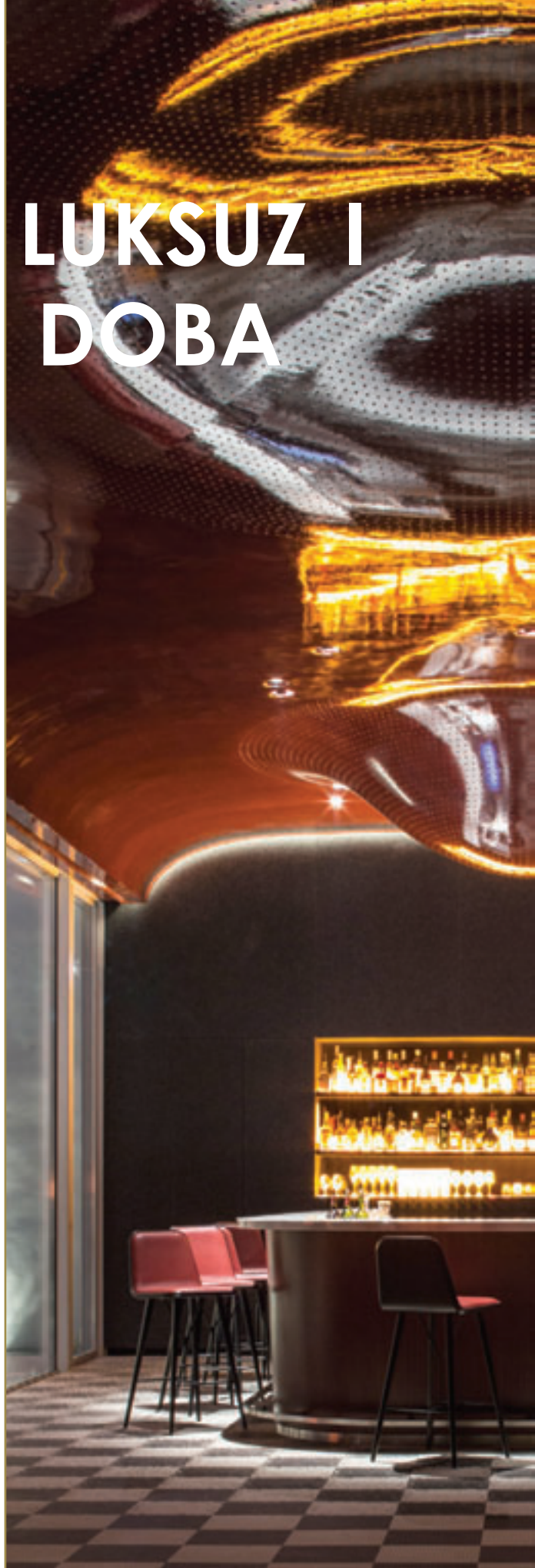
LUKSUZ I DOBA

Uz veliku pompu i prisustvo brojnih stranih i domaćih poznatih ličnosti, u Parizu je otvoren novi hotel, koji ne pripada nijednom svetskom hotelskom lancu - hotel "Les Bains", na radost onih koji vole retro ali i "otkačeni" luksuz i šik novog doba.

Istorija hotela „Les Bains“ počinje pre 130 godina. Nastao je kao javno kupatilo, ali kada su šezdesetih godina prošlog veka Francuzi počeli da ugrađuju kupatila u svoje stanove, više nije bilo potrebe za tim i ovaj objekat prerastao je u kulturni noćni klub. I to kakav!

Dekadentni klub za svetski džet set

Kao odgovor na njujorški „Studio 54“, profesor Moris Maroa je u „Kupatilima“ otvorio diskoteku koja je odmah zaludela svetski džet set. U nju su u grupama dolazili najviđeniji poklonici boga Bahusa i rimskih imperatora: tu je pio glumac Džek Nikolson, šetala manekenka Karla Bruni, tu je Endi Vorhol predstavio svog protežea slikara Žan-Mišela Baskijata, a veliki pečat ostavio je francuski pevač Serž Geinzburg, čije je privatno kupatilo sa oranz pločicama preslikano u klubu... Ovo mesto voleli su i Dejvid Bouvi, Mik Džeger, Grejs Džouns... Tu je DJ Dejvid



UNIQUE HOTEL DESIGN:
LES BAINS – PARIS



“CRAZY” LUXURIOUS NEW AGE CHIC

With the great media attention and presence of numerous foreign and domestic celebrities, a new hotel was opened in Paris, which does not belong to any global hotel chain – Les Bains Hotel, to the joy of those who like retro but also "crazy" luxurious new age chic.

The history of Les Bains Hotel began 130 years ago. It was a public bath, but when, in the 1960's, the French began to build bathrooms in their apartments, there was no longer a need for a public baths and this building turned into a famous nightclub. And what a nightclub it was!

DECADENT CLUB FOR THE WORLD'S JET SET

In response to New York's "Studio 54", Professor Maurice Marois opened a discotheque in the "Baths" which instantly attracted the world's jet set. There used to come the most famous worshipers of the god of Bahus and Roman emperors: there was Jack Nicholson an actor, Carla Bruni a model, Andy Warhol presented there his protégé Jean Michel Basquiat, and the great impact left French singer Serge Gainsbourg, whose private bathroom with orange tiles was copied in the club... This place was loved by David Bowie, Mick Jagger, and Grace Jones... DJ David Guetta met here his waitress Cathy... Before all of them, the famous French writer Marcel Proust used to come here for a bath once a week! This created a place where there were no rules. People could do whatever they wanted, according to former visitors.

Mr. Marois's son – Jean-Pierre decided to open Les Bains Hotel at the place of the decadent club. His double profession, hospitality and film („South of the Border" with David Lynch and satirical film „American Innocence") provided him a different view on hospitality.

LIKE IN A FILM

- Looking for a hotel is just like looking for a script, and searching for an architect is just like choosing a film director. Everything must be in harmony, a camera must be supplemented with acting, montage should highlight a material, and design should highlight a nature of the building and give a new life to hotel – used to say Jean-Pierre.



Geta upoznao svoju konobaricu Ketii... Pre svih njih, slavni francuski književnik Marsel Prust je jednom nedeljno dolazio na kupanje! Tako je nastalo mesto gde nisu postojala pravila. Tamo se moglo raditi sve i svašta, tvrde nekadašnji posetioci.

Sin gospodina Maroa - Žan-Pjer odlučio je da na mestu dekadentnog kluba otvori hotel „Les Bains“. Njegova dvostruka profesija, hotelijerstvo i film („Južno od Granice“ s Dejavodom Linčom i satirični film „Američka nevinost“) omogućili su da ima drugačiji pogled na hotelijerstvo.

KAO U FILMU

- Tražiti hotel je kao tražiti scenario, a traganje za arhitektom je kao biranje filmskog režisera. Sve mora da bude u harmoniji, kamera mora da se dopunjuje s glumom, montaža treba da istakne materijal, a dizajn da osvetli prirodu zgrade i stupi u nov život hotela – imao je običaj da kaže Žan-Pjer.

U to ime, arhitekta Vensan Bastija i enterijeristi Tristan Ojer i Deni Montana stvorili su od hotela živ, internacionalni klub i hotel s restoranom, barom sa zasvođenom lakiranom tavanicom, privatnim salonom, dok hodnici prekriveni crnim plišanom tapisonom sa oker cvetnim motivima, baš kao što doliči vremenu „Dece cveća“, vode ka 39 svetlih soba, veličine od 20 do 80 kvadrata. Izgrebani zidovi i tepisi, šabi šik, retro oranž sofe. Ipak, sobe izgledaju kao da su oduvek bile takve.

U šumi krvavo crvenih stubova u restoranu vlada glavni kuvar Mihael Ris, ovenčan s tri Mišelin zvezdice. Pod restorana je obložen pločicama s temom kupatila: tako su postavljene da izgleda kao da zapljuskuju bar. Stolovi i stolice u danskom stilu, jednostavnih linija. Na zidovima brojni fluorescentni posterii iz sedamdesetih godina prošlog veka. U diskoteci s tavanice visi poznata lopta koja se okreće i na sve strane šalje šarene zrake - omaž vremenu panka.

Žan-Pjer Maroa smatra da je ova zgrada prava za hotel.

- Želeo sam – kaže on - da kada ljudi uđu u ovu zgradu naprosto osete da je to hotel „Les Bains“, da osete koliko je nabijen istorijom, neverovatnim pričama i životom koji se dešavao u njemu.

Jelena Kaličanin

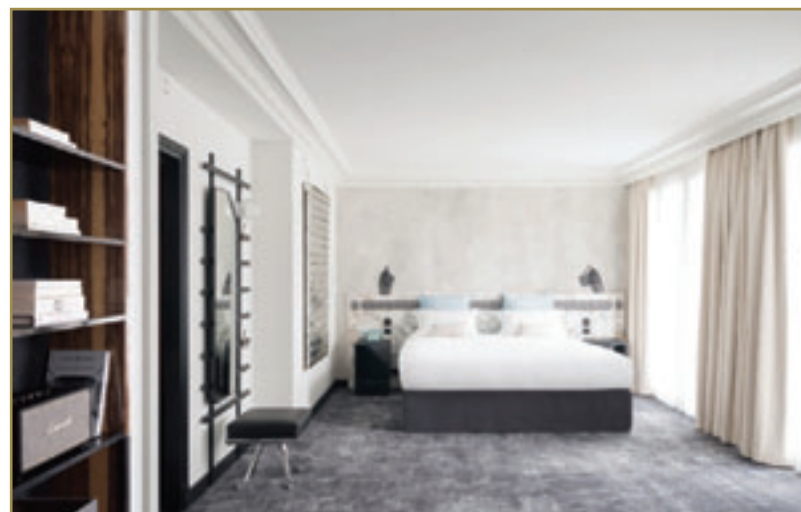


On this behalf, architect Vincent Bastie and interior designers Tristan Auer and Denis Montel transformed the hotel into a live, international club and a hotel with the restaurant, bar with a domed painted ceiling, private salon, while corridors, covered by black plush carpet with ochre flower design, as it should be in the time of the „Flower Children“, lead to 39 bright rooms, sizes from 20 to 80 square meters. Scratched walls and carpets, shabby chic, retro orange sofas... Nevertheless, rooms look like they have always been like this.

In the woods of bloody red pillars in the restaurant rules three Michelin stars chef Michael Rees. Restaurant floor is covered in tiles with a bathroom theme: set in a way that it appears like they splash the bar. Tables and chairs are in Danish style, of simple lines. On the walls there are numerous fluorescent posters from the seventies of the last century. From the discotheque's ceiling hangs well known ball that turns and splatters colourful rays throughout the space – punk time homage. Jean-Pierre Marois believes this is the right building for a hotel.

- I wanted when people enter here to simply feel this is Les Bains Hotel, to feel how much is it charged with history, incredible stories and life that was going on in it – says Jean-Pierre.

Jelena Kaličanin





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HOTEL EPA I STILA

Potka za dizajn hotela „Klaus K“ bio je ep „Kalevala“, prema kojem je 1938. godine snimljen film o srednjovekovnom vlastelinu Klausu Kurkiju... Te iste godine na gornjem dovratku ulaznih vrata hotela, napravljenih od čuvenog Vironlahti granita, ugravirano je njegovo ime.



THE HOTEL OF EPIC AND STYLE

A weft for the design of hotel „Klaus K“ was the Kalevala epic, according to which in 1938 a film about the medieval nobleman Klaus Kurki, was made...The same year, on the upper doorpost of the hotel's door, made of the famous Virolahti granite, his name was engraved.

Uz mantra „ep i stil“, zajedno s renomiranim arhitektama iz biroa SARC i dizajnerskog tima STYLT Trampoli, sazdan je dizajnerski koncept hotela "Klaus K", koji uvodi finski folklor u svaku poru ovog zanimljivog hotela. Mladi (kao zemlja) i stari (kao nacija), svjetlo i tama, dizajn i tradicija. Čist, sveden, dramatičan, tih, magičan dizajn hotela, inspirisan nacionalnim finskim epom "Kalevala", pričom punom tragedije, mitova, čarolije, emocija, magičnom, lepom, punom života, koja izražava samu suštinu Finske.

STRAST, TAJNA, ŽELJA I ZAVIST

U "Kalevali" postoje četiri teme: strast, tajna, želja i zavist. Zato su sobe podeljene u četiri kategorije - od narandžaste, s motivima irvasa u „mističnim“ apartmanima, do dekadentne čokoladne i bordo nijanse u sobama „zavisti“. U svakoj se na zidovima nalaze umetnička dela s temom iz epa koja opisuje specifičnu atmosferu. Enterijer „Mystic room“ pokazuje emotivne teme iz epa. Tako „Desire room“ ističe želju - „*Danima sam se nadao, tražio dok sam sazevao. Čekao na dobru godinu koja je dolazila s letom.*“ „Envy suite“ nosi temu zavisti - „*Podneo sam to vrlo loše i sve vreme proveo čekajući Väinämöinen, tvrdeći da bolje pevam od njega.*“

Ova razigranost dovela je do pete kategorije soba. Pre tri godine bračni par Škvorc (gospodin je poreklom Slovenac), pozvao je u goste dva finska slikara koji su pre toga svoja dela izlagali u hotelu „Klaus K“. Riko Sakinen i Jani Lainonen su nedelju dana boravili u dva „Zavist“ apartmana. Zidovi su im poslužili kao platna a inspiracija je bila - zavist. Riko je nacrtao ogromnog "The Hong Kong Curry Flavor Cup Noodle" robota, eksplozivnu mešavinu karelijskog ljutog jela i savremene brze pice mexicana. Iznad robota krupnim crnim slovima piše: „Razlog zašto zavidim Fincima“.

STVARANJE SVETA IZ SEDAM JAJETA

Zidovi recepcije i tepisi u hodnicima koji vode u sobe pričaju priču „Kalevale“ o stvaranju sveta iz sedam jajeta: ptice pevačice, labudovi, svrake, orlovi, konji, irvasi, medvedi, vukovi i pčele. Gost će lako primetiti na mnogim mestima hotela oblike jajeta. U „Kalevali“ Ilmatar (čist vazduh) silazi u vode, dok ga vetar oplodava i tako se pretvara u Majku Vodu. Patka plovuša ili guscarica drži gnezdo na kolenu i u njemu šest jaja od zlata i jedno od gvožđa. Gvozdeno jaje joj opeče koleno, ona se trgne, jaja se razbiju i tako nastaje svet: rađaju se Sunce, Mesec i zvezde.



With the mantra „epic and stile“, together with reputable architects from SARC and designers team of STYLT Trampoli, a design concept of hotel "Klaus K", that inputs Finnish folklore in every pore of this interesting hotel, was made. Young (as the country) and old (as the nation), light and darkness, design and tradition. Pure, simple, dramatic, quite, magical hotel design, inspired by the national Finnish Kalevala epic, the story full of tragedies, myths, magic, emotions, enchanting, beautiful, full of life, expressing the very essence of Finland.

PASSION, SECRET, DESIRE AND ENVY

In the Kalevala there are four topics: passion, secret, desire and envy. Therefore the rooms are divided into four categories – from orange, with a reindeer motives in the „mystic“ apartments, to a decadent chocolate brown and burgundy colours in the „envy“ rooms. On the walls of each room there are art works with the theme from the epic which describe specific atmosphere. „Mystic room’s“ interior shows emotional themes from the Kalevala. So the „Desire room“ highlights desire - „*I hoped for all my days, looked for all my growing-time, Waited as for a good year, looked as for summers coming.*“ The „Envy suite“ carries the envy topic - „*He took that very badly, spent all his time envying Väinämöinen, said to be a better singer than him.*“

This playfulness has led to the fifth category of rooms. Three years ago Škvorc spouses (a gentlemen is of Slovenian origin), invited two Finnish painters who had previously exhibited their works at hotel „Klaus K“. Riiko Sakinen and Jani Lainonen stayed for a week at two „envy“ apartments. The walls served as canvases and the inspiration was envy. Riko drew a huge "The Hong Kong Curry Flavour Cup Noodle" robot, explosive mixture of Corellian spicy dishes and modern fast food pizza Mexicana. Above the robot in large black letters is written: „The reason I envy the Finns“.

HEAVEN'S BLACKSMITH

Jani's apartment walls are covered with vortexes similar to tattoos, representing the names of famous couples – Romeo and Juliet, Diana



THE CREATION OF THE WORLD FROM THE SEVEN EGGS

The reception walls and carpets in the corridors leading into the rooms tell the story of the Kalevala about the creation of the world from the seven eggs: songbirds, swans, magpie, eagles, horses, reindeers, bears, wolves and bees. Guest can easily notice many egg shapes throughout the hotel. In the Kalevala Ilmatar (clean air) goes down in the water, while wind is fertilizing so it turns into Mother Water. A duck holds on its knee a nest with six golden eggs and one made of iron. The iron egg burns the knee, duck winces, eggs break and so the world is created: the Sun, the Moon and stars are born.

NEBESKA KOVAČNICA

U Janinom apartmanu zidovi su prekriveni vrtlozima u stilu tetovaže, koji predstavljaju imena poznatih parova - Romea i Julije, Dajane i Čarlsa... Kako priča o parovima postaje uzbudljivija i skandaloznija - slova, od bele, prelaze u tamniju boju (Džon i Merilin, Čarls i Kamila...). Ukoliko žele i ako plate, gosti tu mogu da upišu svoja imena. Do danas se već nekoliko parova upisalo na zidove...

U restoranu „Ilmatar“ služi se savremena i jednostavna finska hrana koju vole i lokalci i stranci. „Ahjo“ bar i noćni klub helsinškog džet seta i evropske poslovne klijentele ima 350 mesta, plus mala terasa na kojoj dvadesetak osoba može da đuska. Starosna granica - 24 godine! Sjajna muzika, atmosfera, opuštanje, ples... Upravo je u klubu na zidu prikazana ogromna slika stvaranja sveta prema „Kalevali“. Klub je dizajniran u crno-beloi boji ukazujući na kontrast dana i noći, svetlosti i tame, dobra i zla. Ajho je Kovačnica, centralno mesto u „Kalevali“, jezgro vatre u kojoj Ilmatar Kovač kuje Sampo-magični mlin koji proizvodi brašno, so i novac.

A na gornjem dovratku ulaznih vrata hotela, koja su napravljena od čuvenog Vironlahti granita, 1938. godine ugravirano je ime Klaus Kurki.

- Naš cilj je da se generišu nove ideje u odnosu na iskustvo gosta - kaže Mark Škvorc i dodaje: - Ohrabrujemo ljude da se bave dizajnom i na taj način stvaraju bolji grad, proizvodne usluge i radno okruženje.

Mark i Mia su otvoreni prema svima. Da bi ih bolje upoznali možete se prijaviti za specijalan hotelski paket koji će vam omogućiti zanimljiv vikend u njihovom društvu, u društvu njihovih prijatelja umetnika, čak i njihove dece!

Jelena Kaličanin

Foto: Hotel Klaus K

and Charles... As the story about couples becomes more exciting and scandalous - letters, from white, turn into darker colour (John and Marilyn, Charles and Camilla...). If they want and if they pay, guests can sign their names. So far, several couples have signed on the walls...

At the restaurant „Ilmatar“ there are modern and simple Finnish dishes that both locals and foreigners like. „Ahjo“ bar and night club of Helsinki's jet-set and European business clientele has 350 seats, plus small terrace where about twenty people can dance. Age limit - 24 years! Great music, atmosphere, relaxation, dancing... On the club's wall there is a huge artwork depicting the Genesis according to the Kalevala. The club is designed in black and white indicating day and night contrast, light and darkness, good and evil. Ajho is a blacksmith, a central place in the Kalevala, a core of fire where Ilmatar mints Sampo-magical mill that produces flour, salt and money.

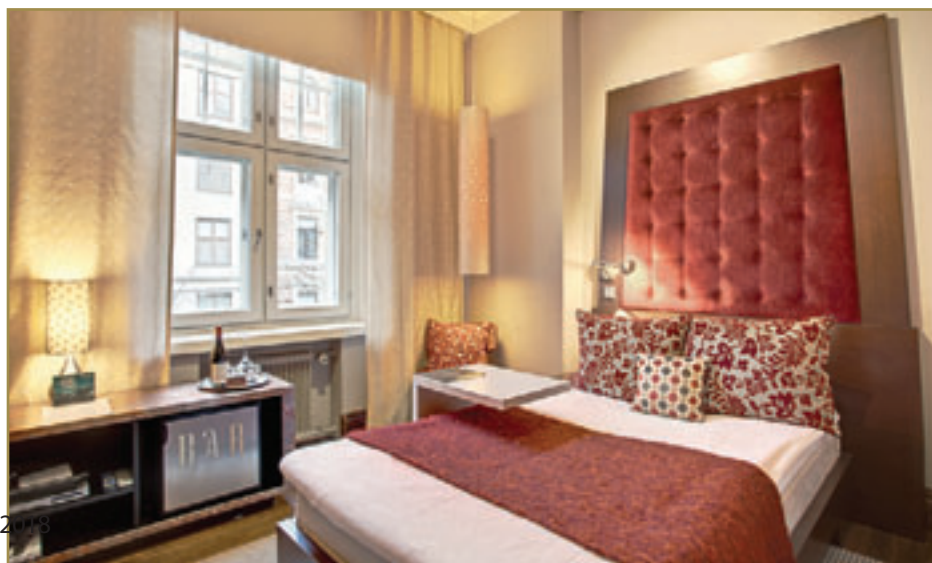
And on the upper doorpost of the hotel's door, made of the famous Vironlahti granite in 1938 the name of Klaus Kurki was engraved.

- Our goal is to generate new ideas in relation to the guest's experience - says Mark Škvorc and adds - We encourage people to deal with design and thus create better cities, products, services and work environment.

Mark and Mia are opened to everyone. To get to know them better you can sign up for a special hotel that will provide you with an interesting weekend in their company, in the company of their artists, even their children!

Jelena Kaličanin

Photo: Hotel Klaus K



PODZEMNI HOTEL U ŠANGAJU



Luksuzni hotel „InterContinental Shanghai Wonderland“, koji će se skoro ceo nalaziti ispod nivoa zemlje – u dubokoj jami nekadašnjeg kamenoloma u jugozapadnom Šangaju, biće otvoren do kraja ove godine. Projekat razvija „Shimao Grupa“, a hotelom će upravljati IHG, jedna od vodećih hotelskih kompanija.

Od ukupno 18 spratova hotela, dva će biti iznad zemlje, dok će se čak 16 nalaziti ispod nivoa tla, uključujući i dva sprata koja će biti pod vodom.

Hotel će se prostirati na površini od 61.000 kvadratnih metara i imaće 336 soba i apartmana sa balkonima iz kojih će gosti moći da uživaju u spektakularnom pogledu na vodopade sa okolnih litica.

Za razliku od uobičajenog arhitektonskog koncepta visoke gradnje, ovaj hotel će se od ostalih objekata razlikovati po nekonvencionalnom korišćenju prostora ispod tla. Dopirući 88 metara ispod zemlje, hotel preoblikuje odnos između grada i prirode, pretvarajući napušteni kamenolom u čudesnu atrakciju koja će zasigurno privući veliki broj posetilaca.



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SALON ZA ČITANJE, ZABORAVLJENI SIMBOL PRESTIŽA

Savremeni hoteli, bez obzira na kategorizaciju, teško se mogu zamisliti bez brzog interneta, satelitske televizije i modernih TV uređaja koji su na raspolaganju gostima. Ukoliko je hotel više kategorizacije, obavezno je da u svojoj ponudi ima luksuzni spa centar, bazen, fitness salu i teretanu, kao i kongresne dvorane. Nekada, najluksuznije opremljen prostor u hotelu nije bio predsednički apartman ili prestižni restoran, već biblioteka ili salon za čitanje. Da li je moguće u ponudu današnjih hotela uvrstiti i sadržaje koji su obeležili arhitekturu hotela u (ne tako davnoj) prošlosti, a koji su u savremenom hotelijerstvu na neki način zaboravljeni?

Brojni primeri širom sveta upućuju na to da postoji klijentela zbog koje vredi revitalizovati ili vratiti biblioteke i salone u ponudu hotela, bilo kroz njihove prvobitne oblike, ili kao savremene prostore i sadržaje. Evo kakva je situacija u susednoj Hrvatskoj.

READING SALONS, THE FORGOTTEN SYMBOL OF PRESTIGE



Modern hotels, regardless of category, can hardly be imagined without fast internet, satellite television and modern TVs. If it is a hotel of high category, it is obligatory to offer a luxury spa, swimming pool, fitness room and gym, as well as congress halls. Yet, the most luxuriously equipped space in a hotel was not a presidential suite or a prestigious restaurant, but a library or a reading lounge. Is it possible to include in today's hotels offers the contents that marked the hotel architecture in the past (not so faraway), that are in some way forgotten in the modern hotel industry?

Numerous examples around the world indicate that there is a clientele worth of revitalizing or returning libraries and salons to a hotel's offer, either through their original forms, or as contemporary spaces and contents. Here is the situation in neighbouring Croatia.



Nemačka čitaonica u Opatiji 1897. godine, danas trgovinski centar



Bivša Nemačka čitaonica u Opatiji (stanje danas)

HOTELSKE BIBLIOTEKE NEKAD

U današnjoj turističkoj ponudi poznatih destinacija u Hrvatskoj možda su donekle zanemarene biblioteke i njihovo bogatstvo, sadržaji i sve što one mogu ponuditi. U većini istraživanja pažnja se pretežno usmerava i posvećuje statističkim podacima o turističkom prometu, poput broja dolazaka, noćenja, potrošnje, prihoda itd, a vrlo malo pažnje se pridaje kulturnim potrebama turista i njihovim navikama čitanja.

Ako zavirimo samo stotinjak i koju godinu unazad, u vreme samih početaka razvoja turizma u tada turistički atraktivnim destinacijama, vidljivo je da su biblioteke imale važnu ulogu u turističkoj ponudi. Turistima su bile potrebne biblioteke kako bi se upoznali sa destinacijom i njenom okolinom, ali i kako bi zadovoljili vlastite kulturne potrebe. Zato su tada nove planirane turističke destinacije, poput Opatije, gradile zgradu biblioteke za potrebe turista. To znači da su planeri razvoja turizma razmišljali unapred, promišljajući o kulturnim i intelektualnim potrebama turista, te su nastojali da ih zadovolje u najboljoj mogućoj meri, uvažavajući sve njihove potrebe, pa tako i potrebu za čitanjem.

Zanimljivo je da su, svesni važnosti biblioteka za turiste, osim zgrada biblioteka, veći hoteli u svojim reklamama isticali salone za čitanje, druženje,

kartanje, manja muzička dešavanja... kako bi se turisti što kvalitetnije opustili i družili u ugodnom ambijentu. Sve to možemo videti ako zavirimo u stare turističke vodiče Opatije, Briona, Lošinja, Splita i Dubrovnika, ali i destinacija na kopnu – Lipika i Daruvara.

Tako je u Opatiji izgrađena nova lepa zgrada biblioteke i čitaonice 1897. prema projektu Adofa Tichyja, oblikovana u istoricističkom stilu. A ekskluzivni hoteli kao što su Quarneo, Bellvue, Imperial, Quisisana i drugi, želeći da se prikažu u što boljem svetlu i privuku više gostiju, u svojim oglasima ističu kako među ostalim sadržajima turistima na raspolaganju stoje prostorije za čitanje s knjigama.

I druge destinacije na Jadranu, ali i na kopnu, bile su svesne važnosti biblioteka i potrebe da se u svojim reklamama istakne mogućnost njihovog korišćenja, pa se tako na Lošinju, u poznatom hotelu Alhambra, takođe reklamiraju prostori za čitanje. I dubrovački hotel Imperijal poručuje turistima da se među ostalim sadržajima mogu služiti i prostorima za čitanje. Ekskluzivni Broni takođe nude prostore za čitanje.

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HOTEL LIBRARIES THEN

In today's tourism offer of famous destinations in Croatia maybe libraries, their wealth and everything they can offer, are neglected. In most surveys, attention is mainly focused on and devoted to statistical data on tourist traffic, such as the number of arrivals, overnight stays, consumption, income etc., and very little attention is paid to the cultural needs of tourists and their reading habits.

If we look about a hundred years back, in the time when tourism development first started at the attractive tourism destinations, it is evident that libraries had an important role in the tourism offer. Tourists needed libraries to get to know the destination and its surroundings, but also to meet their own cultural needs. That is why the newly planned tourism destinations, like Opatija, built library buildings for the needs of tourists. This means that tourism development planners thought ahead, reflecting on the cultural and intellectual needs of tourists, and tried to satisfy them as best as possible, taking into account all their needs, and therefore the need for reading.

It is interesting that, knowing the importance of libraries for tourists, besides building libraries, the larger hotels in their advertisements highlighted salons for reading, socializing, smaller music events... in order

to make the tourists relax and socialize in a pleasant ambience. We can see all this if we look into the old tourist guides of Opatija, Brijuni, Lošinj, Split and Dubrovnik, but also the destinations on land – Lipik and Daruvar.

Thus in Opatija a new beautiful building of the library and reading room was built in 1897 according to the project of Adolf Tichy, which was designed in a historical style. And exclusive hotels such as Quarneo, Bellvue, Imperial, Quisisana and others, in order to show themselves in the best light and attract more guests, emphasized in their advertisements that among the other amenities tourists can use reading rooms with books.

Other destinations in the Adriatic, but on the mainland as well, were aware of the importance of libraries and the need to emphasize the possibility of using them in their advertisements, so reading rooms were also advertised at well-known Alhambra hotel in Lošinj. Hotel Imperial in Dubrovnik was also telling tourists that, among other things, they could use reading facilities. Exclusive Brijuni also offered reading spaces.

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the Tourism Institute, Zagreb, Croatia





MODERNA NAMENA

Širom sveta možemo naći veoma posećene i poznate hotele, koji su tradicionalno očuvali svoje biblioteke iz originalnog vremena i od toga napravili atrakciju. Neki od svetski poznatih primera su **The Jefferson Hotel** u Vašingtonu, **Ballyfin Resort** u Irskoj, **La Réserve Hotel and Spa** u Parizu, **Temple House** hotel u gradu Čengdu u Kini. U okviru ovih hotela biblioteke zauzimaju značajno mesto. U smislu dizajna, većina njih je zadržala svoj istorijski oblik, sa veoma vrednim komadima antiknog nameštaja, čak i posle rekonstrukcija. Međutim, neke od ovih biblioteka osvežene su elementima modernog enterijera i opreme, ali i novim naslovima knjiga.

Osim tradicionalnog shvatanja i opremanja prostora hotelske biblioteke kao izdvojenog prostora sa policama, foteljama i kaminom, knjige se mogu ponuditi gostima u drugim prostorima i na drugačiji način.

U hotelima u svetu i na našim prostorima, trend je da se lobi osmisi i dizajnira kao multifunkcionalan prostor, gde u odvojenim ambijentima možemo sedeti za svojim laptopom ili tabletom, popiti

MODERN PURPOSE

Worldwide, we can find highly visited and famous hotels, which have traditionally preserved their libraries from the original time and have made an attraction from that. Some of the world famous examples are **The Jefferson Hotel** in Washington, **Ballyfin Resort** in Ireland, **La Réserve Hotel and Spa** in Paris and **Temple House** hotel in Chengdu, China. Within these hotels, libraries occupy a significant place. In terms of design, most of them retained their historical shape, with very valuable pieces of antique furniture, even after reconstruction. However, some of these libraries are refreshed by elements of modern interior and equipment, as well as new book titles.

Apart from the traditional understanding and furnishing of the hotel library space as a separate space with shelves, armchairs and fireplace, books can be offered to guests in other places and in a different way.

In hotels in the world and in our region, the trend is for the lobby to be designed as a multifunctional space, where in separate ambiances we can sit with a laptop or a tablet, drink coffee with



kafu u društvu i razgovarati, ili se osamiti i pročitati knjigu ili novine. Kako se prati i trend da se, dizajnerski kroz enterijer u ovaj prostor utisne nota „kućne atmosfere“, često se uz aksesore, kao što su tepisi, jastuci i lampe, tu nađe mesta i za policu sa knjigama, nalik na kućnu biblioteku. Uvođenjem određenog fonda knjiga ili digitalnih knjiga u ponudu hotela, može se ići u pravcu da biblioteka u okviru savremenog hotela postane i nešto više od dekorativnog elementa u enterijeru.

Proučavajući trendove u prošlim vremenima, kao i u savremenom turizmu, ne treba zanemariti tematska putovanja koja se organizuju da bi se videle i posetile poznate biblioteke, ili pogledali retki primerci knjiga, kao i trend osmišljavanja i dizajniranja tematskih hotela. Sledeći primeri hotela pokazuju ove trendove.

TEMATSKI HOTELI

Hotel Library Amsterdam je primer jednostavnog, ne tako luksuznog, ali zanimljivog hotela. Pozicioniran je u rekonstruisanom istorijskom objektu preko puta Centralne biblioteke – Openbare Bibliotheek. Lokacija je odredila ime i donela inspiraciju da se u ponudu sadržaja uvrsti sopstvena biblioteka modernog dizajna, sa zanimljivim sadržajem knjiga.

Kao primer hotela koji se tematski okreće knjigama jeste **Library Hotel** u Njujorku iz lanca luksuznih hotela Library Hotel Collection, koji, osim ponude velikog broja naslova, ide korak dalje i organizuje smeštajne jedinice po sistemu raspoređivanja i organizacije knjiga u bibliotekama.

friend, or read a book or newspapers in peace. As it is also followed the trend to imprint the tone of “home atmosphere” through interior design, there is also a place, besides accessories, such as rugs, pillows and lamps, for bookshelves, like a home library. By introducing a certain number of books or digital books into the offer of a hotel, a library within a modern hotel could become more than a decorative element in the interior.

Studying trends of past times, as well as modern tourism, one should not ignore the theme journeys organized to visit famous libraries, or see rare books, as well as the trend of designing of themed hotels. The following examples show these trends.

THEME HOTELS

Hotel Library Amsterdam is an example of a simple, not so luxurious but interesting hotel. It is located in a reconstructed historical building across the Central Library – Openbare Bibliotheek. The site has named the hotel and has inspired to include in the offer its own modern design library with an interesting book selection.

An example of a hotel, whose theme is focused on books, stands **Library Hotel** in New York within the luxury hotel chain Library Hotel Collection that, apart from offering a large number of titles, goes a step further and organizes accommodation units according to the system of arraignment and organization of books in libraries.

Theme hotel **The Literary Man** in Portugal, devoted to book fans, was opened in 2015 with more than



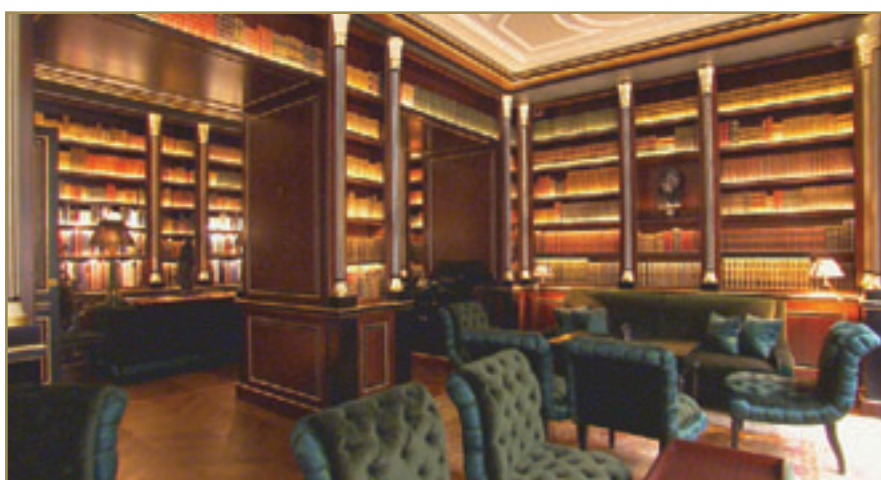
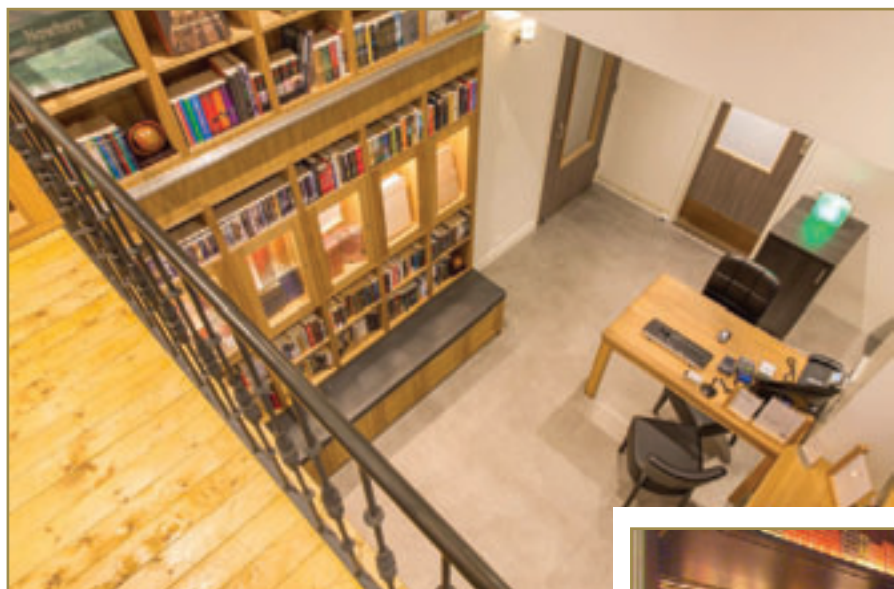
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Tematski hotel **The Literary Man** u Portugalu, okrenut ljubiteljima knjiga, otvoren je 2015. godine sa više od 50.000 naslova, koji se nalaze svuda – po zidovima, u vinskom podrumu, u noćnim ormarićima u sobama. Ovo je ujedno i hotel sa najvećim brojem knjiga na svetu, iako taj broj stalno raste.

Hotel Hazlitt's u Londonu, namešten u viktorijanskom stilu, inspirisan je majstorom engleske proze, Williamom Hazlittom.

Tu je i hotel **Book and Bed** u severozapadnom delu Ikebukuro područja u Tokiju, gde se kreveti nalaze skriveni iza policia sa knjigama, te gosti imaju mogućnost da se uspravaju čitajući.

Zatim, **The Library** – luksuzni hotel na plaži Chewang na Koh Samuiju na Tajlandu, koji svojim gostima, između ostalog, nudi prostor za čitanje, šetnje i kontemplaciju.

U današnje vreme digitalizacije knjiga, u ponudu sadržaja hotela ne bi bilo loše uvrstiti biblioteku, čak iako nemamo dovoljno prostora ili knjiga. Možda će se potencijalni klijenti odlučiti baš za hotel koji im nudi nešto više i vrednije od instant informacija koje svako od nas može pronaći na internetu.

Ivana Banović Đorđević, d.i.a.

50.000 book titles that can be found everywhere – on the walls, in a wine cellar, in night cabinets in the rooms. This hotel also has the largest number of books in the world, although this number is constantly growing.

Hotel Hazlitt's in London is designed in the Victorian style, and its theme was inspired by the master of English prose, William Hazlitt.

There is also hotel **Book and Bed** in the northwestern part of the Ikebukuro area of Tokyo, where the beds are hidden behind bookshelves, and guests have the opportunity to read in the bed.

Then, **The Library** – luxurious hotel on the Chewang beach on Koh Samui on Thailand, which offers its guests, among other things, space for reading, walking and contemplation.

In today's book's digitalization, it would be good to include a library in the hotel offer, even if we don't have enough space or books. Perhaps potential customers will decide exactly for a hotel that offers them something more valuable than instant information that each of us can find on the Internet.

Ivana Banović Đorđević, an architect

NA PRODAJU HOTEL U PEĆINI

Pećina koja je prvobitno služila kao sklonište u slučaju nuklearnog napada, a kasnije bila preuređena u noćni klub, potom u privatnu rezidenciju i naposljetku u hotel, sada je ponovo na prodaju. „Beckham Creek Cave Lodge“ poznata je kao najluksuznija pećina na svetu. Nalazi se u američkoj državi Arkanzas, i prodaje se po ceni od 2,5 miliona evra.

Forbs je pećinu nedavno proglasio jednim od najlepših podzemnih hotela na svetu, a našla se i na listama najunikatnijih hotela sveta.

Noćenje u njoj koštalo je 1.500 evra, a istovremeno je u hotelu moglo biti smešteno osam gostiju. U cenu je uključeno i održavanje štale i konjušnice, kao i održavanje same pećine.

U šta će se posle prodaje pećina pretvoriti, još uvek nije poznato.



Apartment HOTEL & SPA ZONED

OPUSTITE SE I UŽIVAJTE!

U autentičnom ambijentu hotela Zoned vaš boravak biće ispunjen gostoprimstvom domaćina, bilo da ste smešteni u zasigurno najkomfortnijem studiu na Kopaoniku - sa više od 25 kvm, odličnom za opuštanje u dvoje ili u apartmanu od čak 50 kvm - namenjenom porodicama. Nakon relaksacije u Spa sadržajima (jakuzzi, sauna, parno kupatilo, tepidarijum), rekreacije u teretani ili korišćenja nekog od terapijskih programa, večeri možete ulepšati u Cafe baru, druženjem uz piće, specijalitete domaće kuhinje i muziku ili u prostoru za zabavu i društvene igre.

Naša je misija da vaš odmor učinimo bezbrižnim, da se u hotelu Zoned odmorite i ispunite energijom, spremni za uživanje u čarima Kopaonika i aktivnom odmoru na ovoj prelepoj planini.



Relax and enjoy!

In the authentic ambience of Hotel Zoned, your stay will be filled with the hosts' hospitality, whether you are staying at the most comfortable studio of 25 square meters on Kopaonik, excellent for relaxation of two, or at the family apartment of 50 square meters. After relaxing in Spa facilities (Jacuzzi, sauna, steam bath, tepidarium), recreation at the gym or using one of the therapeutic programs, in the evening you can enjoy your time at the Cafe bar, socializing with drinks, specialties of local cuisine and music, or at the space for entertainment and social games.

Our mission is to make your vacation carefree, to make you relax and energize yourself at Zoned Hotel, ready to enjoy the magic of Kopaonik and active vacation this beautiful mountain.

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DOBAR ODNOS CENE I KVALITETA

Novi Sad nudi raznovrsnu ponudu smeštajnih kapaciteta, koja zadovoljava potrebe velikog broja različitih turista, od poslovnih gostiju do osoba koje su odlučile da u Novom Sadu provedu svoj odmor.

Novi Sad poseduje oko 4.300 ležaja. Pored velikog broja hotela svih kategorija, Novi Sad nudi i druge vidove smeštaja kao što su hosteli, privatni smeštaj, nekategorisan – prenoćišta i konačišta, smeštaj u domaćoj radinosti i seoskom turističkom domaćinstvu u okolini Novog Sada.

GOOD PRICE AND QUALITY RATIO

Novi Sad has a diverse offer of accommodation capacities, which meets the needs of a large number of different tourists, from business guests to people who have decided to spend their holiday in Novi Sad.

Novi Sad has around 4.300 beds. Apart from a large number of hotels of all categories, Novi Sad offers other accommodation types such as hostels, private accommodation, uncategorised accommodation, accommodation in residents' homes and rural tourism households in the vicinity of Novi Sad.

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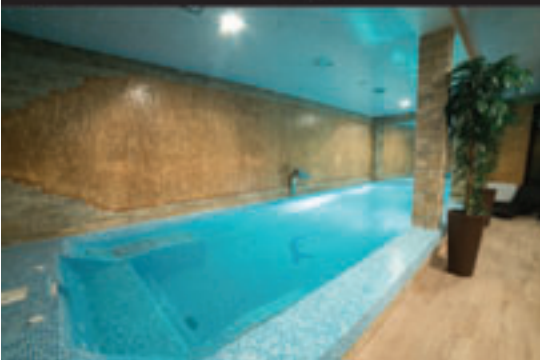




Photo: Dragan Kurucić

Početkom 2018. godine, otvoren je hotel „Sheraton“, koji za sada jedini posluje u okviru svetskog hotelskog lanca i on zadovoljava potrebe poslovnih gostiju na najvišem nivou.

Novi Sad se može pohvaliti i postojanjem turističkog naselja „Ribarsko Ostrvo“, kategorisanog sa 4 zvezdice. Osim toga, na udaljenosti od svega 15 kilometara od centra grada, prema naselju Čenej, nalazi se dobro opremljen kamp „Farma 47“.

Sve je veće interesovanje i za smeštajem u neposrednoj okolini Novog Sada – na salašima i drugim objektima koji svojim autentičnim izgledom i arhitekturom vraćaju u prošla vremena i pružaju turistima mogućnost da uživaju u miru i tradiciji vojvođanskog načina života, gde poseban užitek predstavlja vojvođanska kuhinja.

Prema podacima dobijenim na osnovu istraživanja koje je sprovela Turistička organizacija Grada Novog Sada, kao i podacima dobijenim iz razgovora sa turistima u info centrima, može se zaključiti da je najveći broj turista zadovoljan uslugom smeštaja. Kvalitet smeštaja ogleda se i u činjenici da je veći deo smeštajnih objekata renoviran, dok su neki objekti nedavno otvoreni. Takođe, turisti ističu da smeštaj u Novom Sadu pruža najbolji odnos cene i kvaliteta, te da su zadovoljni gostoprimstvom, srdačnošću osoblja, pristupačnošću.

Među brojnim aktivnostima koje Turistička organizacija Grada Novog Sada priprema za naredni period nalazi se i publikacija o svim smeštajnim kapacitetima u Novom Sadu, koja bi uskoro trebalo da bude izdata, unapređenje dela sajta sa informacijama o smeštajnim kapacitetima u Novom Sadu, kao i dopuna turističke signalizacije za dva nova hotela, što je nastavak projekta obeležavanja hotela u Novom Sadu. Prošle godine, obeležena su 22 hotela na 82 lokacije sa 120 informativnih tabli.

Sve informacije o smeštajnim kapacitetima možete pronaći na sajtu Turističke organizacije Grada Novog Sada: www.novisad.travel

Pratite nas i putem društvenih mreža:

Facebook: www.facebook.com/novisadcity

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LinkedIn: www.linkedin.com/company/tourist-organization-of-the-city-of-novi-sad

At the beginning of 2018, Sheraton Hotel was opened, which is for now the only one operating within the global hotel chain and it meets the needs of business guests at the highest level.

Novi Sad can also be proud of its tourism resort „Ribarsko Ostrvo“, which has 4 stars. In addition, just 15 kilometres from the city centre, towards Čenej, there is a well-equipped camp „Farma 47“.

There is a growing interest in accommodation in the immediate vicinity of Novi Sad – on Vojvodina farms and other facilities that, with their authentic appearance and architecture, take us back in the past and provide tourists with the opportunity to enjoy the peace and tradition of the Vojvodina lifestyle, where Vojvodina's cuisine is a special treat.

According to data obtained from the research carried out by the Tourist Organization of the City of Novi Sad, as well as the data obtained from interviews with tourists in info centres, it can be concluded that the majority of tourists are satisfied with the accommodation service. The quality of the accommodation is also reflected in the fact that most of the accommodation facilities have been renovated, while some facilities have recently been opened. Also, tourists point out that the accommodation in Novi Sad offers the best price-quality ratio, and that they are satisfied with the hospitality, the staff's warmth, accessibility.

Among the numerous activities that the Tourism Organization of the City of Novi Sad prepares for the following period, there are also a publication on all accommodation facilities in Novi Sad, which should be issued soon, the improvement of the site with information on accommodation capacities in Novi Sad, as well as the addition of tourist signalization for two new hotels, which is a continuation of the project of marking the hotels in Novi Sad. Last year, 22 hotels were marked on 82 locations with 120 information boards.

All information on accommodation facilities can be found on the website of the Tourist Organization of the City of Novi Sad: www.novisad.travel

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Photo: Dragan Kurucić

Kongresni hotel "Galleria" se nalazi u samom centru Subotice – najsevernijeg grada u Srbiji koji je u neposrednoj blizini granice Srbija – Mađarska. Sastavni deo Subotice je i Palić, jedna od najatraktivnijih turističkih destinacija u Srbiji. Hotel "Galleria" nudi besprekoran smeštaj u Subotici u neposrednoj blizini jezera Palić, a kao kongresni hotel imamo cilj da pomognemo u planiranju i organizaciji poslovnih skupova, i omogućimo superioran kvalitet usluge uz idealan cost-benefit odnos. Proverite zašto je smeštaj u hotelu "Galleria" u Subotici odličan domaćin svim individualnim i grupnim posetiocima severne Srbije. Hotel "Galleria" je jedini kongresni hotel u ovom regionu, a Subotica je jedan od najznačajnijih kongresnih centara u Srbiji. Kao ekskluzivni nosilac kategorije "Kongresni hotel", hotel "Galleria" se pozicionira kao pravi izbor na mapi MICE turizma regiona. Idealan je izbor za održavanje poslovnih skupova od manjih sastanaka, inicijativa, konferencija, izložbi ili događaja pa do velikih kongresa. Hotel "Galleria" je tu i da ispuni sve specifične i posebne standarde svojih gostiju i klijenata. U okviru svojih 6 kongresnih sala, Galleria pruža sve mogućnosti za idealan spoj efikasnog poslovanja i zajedničkog uživanja.

The conference hotel "Galleria" is located in the very center of Subotica - the northernmost city in Serbia, which is close to the border between Serbia and Hungary. Palić, one of the most attractive tourist destinations in Serbia, is also an integral part of Subotica. Hotel "Galleria" offers impeccable accommodation in Subotica in the immediate vicinity of Lake Palic, and as a congress hotel we have the goal to help in the planning and organization of business meetings, and provide superior service quality with an ideal cost-benefit relationship. Check why accommodation at the "Galleria" Hotel in Subotica is an excellent host for all individual and group visitors to northern Serbia. Hotel "Galleria" is the only congress hotel in this region, and Subotica is one of the most important congress centers in Serbia. As the exclusive carrier of the category "Congress hotel", the hotel "Galleria" is positioned as the right choice on the map of MICE tourism in the region. It is an ideal choice for holding business meetings from smaller meetings, incentives, conferences, exhibitions or events to large congresses. Hotel "Galleria" is here to fulfill all the specific and special standards of its guests and clients. Within its 6 congress halls, Galleria provides all the options for an ideal combination of efficient business and shared enjoyment.

NOĆENJE U DŽUNGLI, SILOSU ILI NA LITICI?!

Svi su već čuli za podvodni hotel, hotel od leda, ili za kapsula hotele... Sada vam predstavljamo neke manje poznate, ali podjednako neobične smeštajne objekte na svim meridijanima.

1. HOTEL NA DRVEĆU

U borovoj šumi u blizini Haradsa, na severu Švedske, na drveću je postavljeno sedam inovativnih soba različitog oblika i dizajna. Kompleks uključuje saunu, kao i sobe u obliku staklene kapsule, ptičjeg gnezda, kocke čija je „fasada“ obložena ogledalima, te NLO-a koji podseća na završnu scenu Spielbergovog filma E.T. Gosti ovog neobičnog hotela mogu da uživaju u nesvakidašnjoj prirodi i posmatraju polarnu svetlost.

2. EKOLOŠKI SMEŠTAJ U SILOSU

Smešten u Little River-u, nedaleko od lokalne železničke stanice, hotel „SiloStay“ nudi inovativan ekološki smeštaj na Novom Zelandu. Iako u njegovom neposrednom okruženju nema atrakcija, vlasnici ovog ne-standardnog smeštajnog objekta se nadaju da će okrugli silosi i mirno okruženje gostima pružiti priliku da se odmore psihički i fizički. Silosi su dizajnirani na dva sprata i sadrže krevet, kupatilo, mini kuhinju, stočić sa stolicama, TV i terasu.

3. PRVI SLANI HOTEL NA SVETU

„Palacio de Sal“ ili u prevodu „Slana palata“, nalazi se usred najveće slane pustinje na svetu Salar de Ujuni u Boliviji. Kompletno je izgrađena od soli, uključujući skulpture i veći deo nameštaja. Reč je o prvom slanom hotelu na svetu, koji sadrži impresivan lobi, bar i 16 soba sa kupatilom i centralnim grejanjem.

STAYING IN A JUNGLE, SILOS OR ON A CLIFF?!

Everyone has already heard of the underwater hotel, the ice hotel or the capsule hotels... Here are some less known, but equally unusual accommodations on all meridians.

1. A TREE HOUSE HOTEL

In the pine woods nearby Harads, on the north of Sweden, there are seven innovative rooms of different shapes and design set on trees. The complex includes sauna and rooms in the shape of a glass capsule, birds nest, cube with „facade“ covered in mirrors, and UFO-s that resembles the final scene of Spielberg's E.T. Guests of this unusual hotel can enjoy in incredible nature and watching the aurora borealis.



4. HOTEL „PEĆINA“

Ovaj atraktivni hotel sastoji se od 12 zasebnih koliba smeštenih na litici uz more i okruženih tropskim vrtovima u Negrilu na Jamajki. Kompleks ima i svoj spa centar i bazen sa slanom vodom, a najveća atrakcija su bar i romantični restoran unutar pećine.

5. DVOSOBNI APARTMANI U BOINGU 727

Ekipe „Costa Verde“ u Kostarici obnovila je letelicu Boing 727 iz 1965. godine i kreirala fantastičan dvosobni apartman. Prostorije su obložene drvenom lamperijom i opremljene ručno rađenim nameštajem od tikovine. U sklopu ovog objekta nalazi se i terasa sa koje se pruža nestvaran pogled na džunglu i okean.

6. TEMATSKI B&B RIZORT U VAGONIMA

Na obali jezera Klir u severnoj Kaliforniji nalazi se devet starih vagona. Svaki od njih različito je tematski uređen: jedan u stilu bordela u Nju Orleansu, drugi na temu Kazablanke, treći kao tropska kuća na plaži, četvrti poput Orijent ekspresa, peti u stilu Divljeg zapada... Ovaj neobični B&B rizort, čiji je naziv „Featherbed Railroad“, *TripAdvisor* je svrstao među top 10% hotela širom sveta, a uredništvo portala *Hotels.com* – među 10 najneobičnijih hotela.

7. PROVIDNI APARTMANI NA LITICI

„Skylodge Adventure“ apartmani su zapravo providne kapsule koje vise sa stenovite planine. Iz ovih apartmana, namenjenih hrabrim avanturistima, pruža se neverovatan pogled na dolinu Urubamba u Peruu. Da bi se prijavili u hotel, gosti moraju da se popnu uz stenu visoku 400 metara ili da dopešaće stazom do smeštaja. Svaki apartman ima četiri ležaja, trpezariju i kupatilo. Jedan gost je svoj boravak u ovom neobičnom apartmanu ovako opisao: „Upravo sam sišao iz *Skylodge Adventure* apartmana zip-lajnom nakon što sam noćio u kapsuli. To je jedna od daleko najzanimljivijih stvari koju sam ikad uradio u životu, iako sam prilično proputovao svet“.

8. HOTEL USRED DŽUNGLE

U dubini džungle u Šri Lanki, u nacionalnom parku Jala – staništu divljih životinja, nalazi se hotel „Kumbuk River Eco-Extraordinaire“, koji čini pet eko kućica. Gostima je omiljena vila „Slon“, sa dve velike spavaće sobe i otvorenim dnevnim boravkom na spratu, te stablom koje izbija posred kupatila. Ovaj nesvakidašnji kompleks kraj reke Kumbuk višestruko je nominovan za najbolji ekološki hotel na svetu od strane „World Travel Awards“, da bi 2008. godine postao jedini smeštajni objekat iz Šri Lanke kome je dodeljen ovaj „turistički Oskar“.

B.B.O.



6



2. ECO-FRIENDLY STAY IN SILOS

Situated in Little River, near the local train station, SiloStay Hotel offers innovative eco-friendly stay in New Zealand. Although in its immediate surroundings there are no attractions, the owners of this non-standard accommodation hope that round silos and peaceful surroundings will provide guests with the opportunity to relax, mentally and physically. The silos have two floors and feature a bed, bathroom, mini kitchen, small table with chairs, TV and a balcony.

3. THE FIRST SALTY HOTEL IN THE WORLD

„Palacio de Sal“ or in translation „Salty Palace“, is located in the middle of the world largest salty desert Salar de Ujuni in Bolivia. It's completely made of salt, including sculptures and the most of the furniture. This is the first salty hotel in the world, containing impressive lobby, bar and 16 rooms with a bathroom and a central heating system.

4. CAVE HOTEL

This attractive hotel consists of 12 separate cabins located on a cliff by the sea and surrounded by tropical gardens in Negril, Jamaica. The complex has a spa and a salty water pool, and the biggest attractions are the bar and romantic restaurant inside the cave.

5. TWO BEDROOM APARTMENT IN THE BOING 727

The Costa Verde team in Costa Rica renewed the Boing 727 from 1965 and created a fantastic two bedroom apartment. Rooms are covered in wooden panels and equipped with hand-made teak furniture. Within the property there is a balcony with the fascinating view of the jungle and the ocean.

6. THEME B&B RESORT IN RAILROAD CARRIAGES

On the Clear Lake's coast in northern California there are nine old railroad carriages. Each of them is designed on a different topic: the first is like a brothel in New Orleans, the second is with the Casablanca topic, the third is like a tropical beach house, the fourth resembles Orient Express and the fifth is in Wild West style... This unusual B&B resort, called Featherbed Railroad, *TripAdvisor* enlisted among top 10% of hotels in the world, and editors of *Hotels.com* – among the top 10 quirkiest hotels.

7. TRANSPARENT APARTMENT ON A CLIFF

The SkyLodge Adventure apartments are in fact transparent capsules hanging from the rocky mountain. These apartments, for brave adventurers, provide fascinating view of the Urubamba valley in Peru. In order to check in, guests must climb a rock 400 meters high or to walk on a trail to reach the accommodation. Each apartment has four beds, dining room and a bathroom. One guest described his stay in the unusual apartment with following words: „I just descended from the SkyLodge Adventure Suites this morning via zip line after an overnight stay in one of the capsules. This by far is one of the most memorable things I have ever done, and I have travelled the world quite extensively.“

8. A HOTEL IN THE MIDDLE OF A JUNGLE

Deep in the Sri Lankan jungle, in the Yala National Park – home to wild animals, there is Kumbuk River Eco-Extraordinaire Hotel, which consists of five eco-lodges. Guests love the Elephant Villa, with two huge bedrooms and an open plan lounge on its upper deck, with a tree through the middle of the bathroom. This extraordinary complex by the Kumbuk River has been nominated several times as the best eco hotel in the world by the „World Travel Awards“, and in 2008 it became the only accommodation in Sri Lanka with this „tourism Oscar“.

B.B.O.

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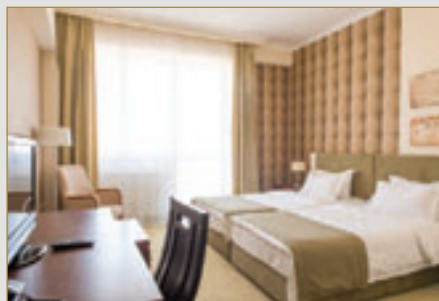
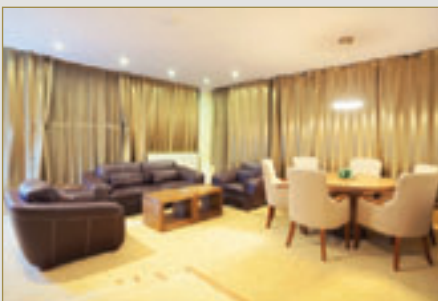
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KRALJEVSKO TURISTIČKO NASELJE NA KRALJEVSKOM OSTRVU

A ROYAL RESORT ON THE ROYAL ISLAND

Royal Mare Luxury Resort, na grčkom ostrvu Krit, koji pripada poznatom grčkom hotelskom lancu Aldemar resort, dobitnik je prestižne svetske nagrade - World Luxury Hotel Awards kao najbolji luksuzni rizort na svetu u kategoriji Luxury Spa & Thalasso Resort, nagrade koja predstavlja i javnu potvrdu vrhunskog kvaliteta i visoko profesionalnog nivoa usluge. Dobitnik je, takođe, i zlatne nagrade Elements All Inclusive, koja se dodeljuje u oblasti turizma, u okviru Tourism Awards za 2018.

Luksuzni kraljevski rizort - *Royal Mare Luxury Resort*, koji pripada poznatom grčkom hotelskom lancu *Aldemar resort*, nalazi se na severnoj obali najvećeg grčkog ostrva Krit, u blizini primorskog mesta Hersonisos, omiljenog letovališta turista iz čitavog sveta. Blizina Irakliona, glavnog i najvećeg grada ostrva Krit, pored kojeg se nalazi aerodrom, omogućava da se do ovog rizorta savremenim putem stigne za svega 20 minuta. U blizini je i čuveni arheološki lokalitet Knosos, poznat po legendarnom kralju Krita Minosu, po kojem nosi naziv minojska civilizacija i kultura, prema istorijskim izvorima najstarija civilizacija Evrope.

RIZORT PO MERI SVETSKOG DŽET SETA

Ovaj kritski rizort, dobro poznat svetskom džet setu, dobitnik je prestižne svetske nagrade - *World Luxury Hotel Awards* kao najbolji luksuzni rizort na svetu u kategoriji *Luxury Spa & Thalasso Resort*, nagrade koja predstavlja i javnu potvrdu vrhunskog kvaliteta i visoko profesionalnog nivoa usluge. Dobitnik je, takođe, i zlatne nagrade *Elements All Inclusive*, koja se dodeljuje u oblasti turizma, u okviru *Tourism*

Royal Mare Luxury Resort, on the Greek island of Crete, that operates within famous Greek hotel chain Aldemar Resort, has won the prestigious World Luxury Hotel Award as the best luxury resort in the world in the category of Luxury Spa & Thalasso Resort, the award that also represents a public recognition for superior quality and high professional level of service. It also won the golden award Elements All Inclusive, given in the field of tourism, at the Tourism Awards for 2018.

Royal Mare Luxury Resort, that operates within famous Greek hotel chain *Aldemar Resort*, is located on the northern shore of the largest Greek island of Crete, near the coastal town of Hersonisos, the favourite holiday resort of tourists from all over the world. The vicinity of Heraklion, the main and largest city of the island of Crete with the airport nearby, makes it possible to arrive to this resort by modern road in just 20 minutes. Nearby is also the famous archaeological site of Knossos, known for the legendary King of Crete Minos, and by his name is called the Minoan civilization and culture, the oldest civilization in Europe according to the historical sources.

RESORT FOR THE WORLD'S JET SET

This resort on Crete, well known to the world's jet set, has won the prestigious *World Luxury Hotel Award* as the best luxury resort in the world in the category of *Luxury Spa & Thalasso Resort*, the award that also represents a public recognition for superior quality and high professional level of service. It also won the golden award *Elements All Inclusive*, given in the field of tourism, at the *Tourism Awards for 2018*, since the concept of this "royal" resort is a combination of luxury and wellness, with a wide selection of food and drinks, and most

Awards za 2018, pošto je koncept ovog „kraljevskog“ rizorta kombinacija luksuza i wellness-a, uz bogati izbor hrane i pića, i najvažnije: razumevanje i uvažavanje potreba, želja i zahteva gostiju.

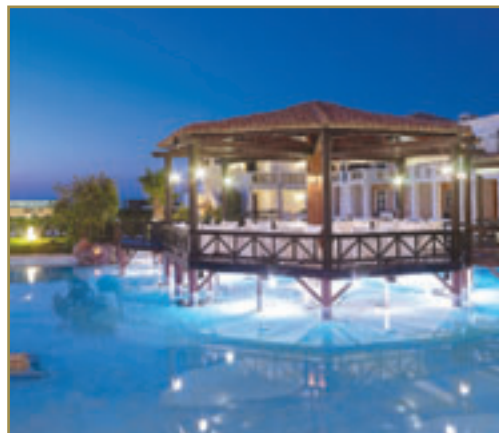
To znači da ima sve što je potrebno turistima, ali i nešto više od toga. U sastavu ovog „malog turističkog grada“, smeštenog uz obalu Kritskog mora, koji se prostire na čak 10 hektara, nalazi se: lepo uređena plaža, fitness, SPA, Wellness i Royal Thalasso Spa centar, saune, teniski tereni, tereni za mini-golf, dečje igralište, parking, više restorana, barova, prodavnica, bazena, veliki broj smeštajnih jedinica - 391 soba i 44 apartmana, kao i drugi sadržaji. Gostima je na raspolaganju 28 manjih i većih bazena sa morskom vodom, kao i „VIP relax baldahini“ za savršen odmor, tropski suncobrani i palme. U sastavu hotela su i dve konferencijske sale za organizovanje različitih vrsta seminara i poslovnih sastanaka. Restorani nude bogatu selekciju grčkih nacionalnih specijaliteta i specijaliteta drugih zemalja, a bogati obroci, sa velikim izborom jela, salata, voća, poslastica, vina i pića, služe se po principu švedskog stola. Atraktivne tematske večeri sa raznovrsnim muzičkim programom i animacijom za goste, česte su i uvek veoma posećene. Neobično ljubazno, profesionalno osoblje pruža gostima vrhunsku uslugu u svakom smislu. Po želji, usluga može da se zasniva na „Ultra All Inclusive“ konceptu, za koji je ovaj rizort, između ostalog, dobio ove godine i zlatnu nagradu „Elements All Inclusive“.

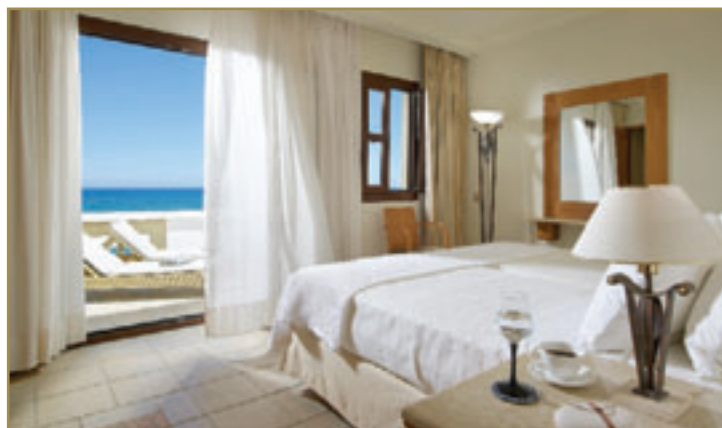
Lepo uređene staze ovog rizorta, duge više kilometara, na mnogim mestima popločane su predivnim mozacima, koji podsećaju na dekorativna umetnička ostvarenja kraljevske minojske civilizacije.

importantly: understanding and appreciating the needs, wishes and demands of guests.

This means it has everything that guests need, but also something more than that. Within this “small tourism resort”, located by the shore of the sea and covers as much as 10 hectares, there are: beautifully decorated beach, fitness, SPA, Wellness and Royal Thalasso Spa, saunas, tennis courts, mini-golf course, children's playground, parking, several restaurants, bars, shops, swimming pools, a large number of accommodation units – 391 rooms and 44 suites, as well as other facilities. Guests have at their disposal 28 small and large swimming pools with sea water, as well as VIP relax canopies for a perfect holiday, tropical umbrellas and palm trees. Within the hotel there are also two conference rooms for organizing different types of seminars and business meetings. The restaurants offer a wide selection of Greek national specialties and specialties from other countries, and rich meals, with a large selection of dishes, salads, fruit, treats, wines and drinks, are served as a buffet. Attractive themed evenings with a varied music program and animation for guests are frequent and always very well visited. Unusually friendly, professional staff provides guests with a superior service in every sense. On request, the service can be based on the “Ultra All Inclusive” concept, for which this resort, among other things, won this year the golden award “Elements All Inclusive”.

The well-arranged trails of this resort, several kilometres long, are in many places paved with beautiful mosaics, which resemble the decorative art of the Royal Minoan civilization. The decorative art of Knossos and Minoan civilization, according to the experts, reflects a strong sense of life and love for nature and beauty, reflecting the resort





Dekoratívna umetnost Knososa i minojske civilizacije, prema rečima stručnjaka, oslikava snažno osećanje za život i ljubav prema prirodi i lepoti, što na moderan način upravao oslikava ovaj savremeni rizort. Hotelski objekti, građeni su poput palata, sa mnoštvom manjih otvorenih jedinica, međusobno povezanih stepeništima i dvorištima, poput lavirinta, dok su pojedine prostorije pokrivene niskim ravnim tavanicama koje nose kamene stubovi. Drveće, ukrasno žbunje i razno cveće, među kojima dominiraju palme i orhideje, skladno oplemenjuju i ulepšavaju prostor rizorta, a pojedine bašte liče na prave male botaničke vrtove.

MESTO GDE SE PROSLAVLJA ŽIVOT

Royal Mare Luxury Resort ima sopstvenu uređenu plažu sa svom potrebnom opremom za potpuno uživanje. Nosilac je „Plave zastave“, koja znači da ispunjava najviše međunarodne ekološke standarde o zaštiti i kvalitetu obale i vode mora, kao i međunarodne oznake „Zeleni ključ“, kao ekološki odgovoran hotel.

Tokom boravka u objektima rizorta, turistima su na raspolaganju razni zabavni i kulturni sadržaji, muzičke večeri, ples, igra i proslave. Ovde se u pravom smislu te reči proslavlja život, sve u skladu sa sloganom „Celebrate Life“, koji odlično pristaje ovom rizortu.

- Mi težimo da svojim gostima pružimo vrhunsku uslugu. Trudimo se da postanemo model dobre prakse za turističku industriju, uvodeći nove sadržaje i tehnološke inovacije. Posvećeni smo kreiranju standarda koji će poboljšati poziciju naših rizorta na globalnoj turističkoj mapi - naglašava **Vassilis Fragoulakis**, komercijalni direktor hotela.

Otvoren 1997. godine kao prvi talaso centar u Grčkoj, *Royal Mare Luxury Resort* postavio je potpuno nove standarde na polju wellness turizma, a zahvaljujući ulaganju u objekte, obuku osoblja i obogaćivanje proizvoda, ovaj centar je danas standard uspešnosti za evropsko tržište spa i wellness turizma.

Tekst i fotografije:
Vladimir Majstorović

itself in a modern way. Hotel facilities were built like palaces, with a number of small outdoor units, interconnected by staircases and courtyards, like a maze, while some rooms have low flat ceilings that are carried by stone pillars. Trees, decorative bushes and various flowers, dominated by palm trees and orchids, harmoniously refine and beautify the area of the resort, and some gardens look like real small botanical gardens.

A PLACE WHERE LIFE IS CELEBRATED

Royal Mare Luxury Resort has its own decorated beach all the necessary equipment for full enjoyment. It is a bearer of the "Blue Flag", which means that it meets the highest international environmental standards on the protection and quality of coast and sea waters, as well as the international designations "Green Key" as an eco-responsible hotel.

During the stay in the resort's facilities, various entertainment and cultural facilities, music evenings, dance, play and celebrations are available to tourists. Here, in the true sense of the word, life is celebrated, all in line with the slogan "Celebrate Life", which fits well with this resort.

- We strive to provide our guests with a superior service. We are trying to become a model of good practice for the tourism industry, introducing new content and technological innovations. We are committed to creating standards that will improve our position on the global tourism map - says **Vassilis Fragoulakis**, a commercial director of the hotel.

Opened in 1997 as the first Thalasso centre in Greece, *Royal Mare Luxury Resort* set up completely new standards in the field of wellness tourism, and thanks to investment in facilities, staff training and product enrichment, this centre is today a standard of success for the European spa and wellness tourism market.

Text and photos:
Vladimir Majstorović



Originalni Dizni na kineski način

Šangaj, Kina

Originalni Dizni na kineski način. U Šangaju, Kina, otvoreno je novo, ogromno i sjajno Dizni park. Ovo je prvi Dizni park u Aziji i jedan od najvećih na svijetu. Park je dizajniran tako da odražava kinesku kulturu i tradiciju, ali i sadrži poznate Dizni karaktere i atrakcije. U parku se nalaze brojne atrakcije, uključujući i nove, koje su posebno prilagođene kineskim gostima. Park je otvoren za posjetu od početka listopada i očekuje se da će privući milijune posjetitelja.

Wellness kao stil života

Wellness kao stil života. Wellness je više od samo spa tretmana. Postaje način života koji uključuje zdravu prehranu, redovnu vježbu i mentalnu opuštenost. U wellness centrima se nude različiti tretmani koji pomažu u smanjenju stresa i poboljšanju općeg zdravlja. Ovo je idealan način za opuštanje i brigu o sebi.

Kuhar, buntovnik i „superstar“

Kuhar, buntovnik i „superstar“. Ova priča govori o kuharu koji je postao poznat zbog svoje jedinstvene i buntovne osobnosti. Njegova hrana je ne samo ukusna, već i vizualno spektakularna. On je postao „superstar“ u svijetu gastronomije i inspirira mnoge druge kuhare.

Lekovita MOĆ dodira

Lekovita MOĆ dodira. Masazna terapija ima brojne zdravstvene koristi. Pomaže u smanjenju stresa, poboljšanju cirkulacije krvi i opuštanju mišića. Također, može pomoći u liječenju nekih vrsta boli i poboljšanju sna. Dodir je jednostavan, ali vrlo učinkovit način za brigu o sebi.

Biseri ostrva

Biseri ostrva. Ova ostrva su poznata po svojim prekrasnim plažama, kristalno čistom moru i luksuznim hotelima. Svako ostrvo ima svoju posebnu atmosferu i atrakcije. Ovo je idealno mjesto za odmor i opuštanje u prirodi.

PUTOPISI

PUTOPISI. Ova stranica sadrži zanimljive putopise iz raznih dijelova svijeta. Autori opisuju svoje iskustva, lokalnu kulturu, gastronomiju i najljepša mjesta. Ovo je savršeno čitanje za ljubitelje putovanja.

ROMANTIČNO odmaralište U SRCU DŽUNGLE

ROMANTIČNO odmaralište U SRCU DŽUNGLE. Ovo odmaralište je savršeno mjesto za romantičan odmor. Nalazi se u srcu džungle i nudi prekrasne pogledove na prirodu, luksuzne sobe i romantične tretmane. Ovo je idealno mjesto za parove koji žele pobjeći od svakodnevnice.

Lukšuz u duhu drevne tradicije

Lukšuz u duhu drevne tradicije. Ovo odmaralište kombinira najviši luksuz s drevnom tradicijom. Nudi prekrasne pogledove na more, luksuzne sobe i tradicionalne tretmane. Ovo je idealno mjesto za opuštanje i brigu o sebi.

Ritz-Carlton ubedljivo prvi

Ritz-Carlton ubedljivo prvi. Ova priča govori o Ritz-Carlton hotelima koji su postali sinonim za luksuz i vrhunske usluge. Ovi hoteli su postali prvi izbor za one koji žele najbolje od života.

KRALJ hotelijera i hotelijer KRALJEVA

KRALJ hotelijera i hotelijer KRALJEVA. Ova priča govori o hotelijeru koji je postao poznat zbog svoje sposobnosti da pruži vrhunske usluge kraljevima. On je postao „kralj“ u svijetu hotelijerstva i inspirira mnoge druge hotelijere.

Putovanje JE PUT DO SAMOSPoznA

Putovanje JE PUT DO SAMOSPoznA. Ovo je priča o tome kako putovanje može biti put do samospoznaje. Putovanje omogućuje da se susretnemo s novim kulturama, ljudima i iskustvima, što nam pomaže da bolje razumijemo sebe i svijet oko nas.

SVET 16 GODINA

TURISTICKI

NAJVEĆI HOTELSKI LANCI

U hotelskoj industriji definitivno važi princip da je veličina važna, pa najveće hotelske kompanije u svetu nastavljaju da pronalaze tradicionalne, ali i nove načine da prošire svoje imperije. Dok je „Marriott International“ to učinio pripajanjem „Starwood“-a, „AccorHotels“ i „Wyndham Hotel Group“ ostvarili su rast u 2017. kroz akviziciju i proširenje brendova („Wyndham“ je pripojio „La Quinta“-u, a „Accor“ je lansirao brend hostela „Joe&Jo“ i preuzeo učešće u „25hours“ i „Banyan Tree“).

U odnosu na 2016. godinu, nije bilo pomeranja na listi 10 najvećih hotelskih kompanija, koju predvodi „Marriot International“, a koji je u prednosti u odnosu na drugoplasirani „Hilton“ za nekih 250.000 soba. Nimalo neobično – sedište najvećeg broja ovih „hotelskih giganata“ nalazi se u SAD i Kini.

Lista 20 najvećih hotelskih lanaca u 2017. izgleda ovako:

1. Marriott International, sa sedištem u SAD: 1.195.141 soba i 6.333 hotela
2. Hilton, SAD: 856.115 soba i 5.284 hotela
3. InterContinental Hotels Group, Engleska: 798.075 soba i 5.348 hotela
4. Wyndham Hotel Group, SAD: 753.161 soba i 8.643 hotela
5. Shanghai Jin Jiang International Hotel Group, Kina: 680.111 soba i 6.794 hotela
6. AccorHotels, Francuska: 616.181 soba i 4.283 hotela
7. Choice Hotels International, SAD: 521.335 soba i 6.815 hotela
8. BTG Homeinns Hotels Co, Kina: 384.743 sobe i 3.712 hotela
9. China Lodging Group, Kina: 379.675 soba i 3.746 hotela
10. Best Western Hotels & Resorts, SAD: 290.787 soba i 3.595 hotela
11. Hyatt Hotels Corp, SAD: 204.485 soba i 779 hotela
12. GreenTree Hospitality Group, Kina: 190.807 soba i 2.289 hotela
13. Carlson Rezidor Hotel Group (sada Radisson Hotel Group), SAD: 179.379 soba i 1.151 hotel
14. G6 Hospitality, SAD: 124.739 soba i 1.417 hotela
15. Dossen International Group, Kina: 105.951 soba i 1.087 hotela
16. Westmont Hospitality Group, SAD: 105.000 soba i 507 hotela
17. Magnuson Hotels, SAD: 103.306 soba i 1.274 hotela
18. Meliá Hotels International, Španija: 96.956 soba i 382 hotela
19. Qingdao Sunmei Group, Kina: 91.706 soba i 1.697 hotela
20. La Quinta Inns & Suites, SAD: 88.400 soba i 902 hotela



Marriott International



Hilton



InterContinental Hotels Group

U VRDNIKU NIČU FRUŠKE TERME

Krajem 2019. godine, Vrdnik će dobiti novi turistički kompleks pod nazivom Fruške terme, koji će se prostirati na površini od 28.964 m².

Planirani kompleks spratnosti 4Su+Pr+2+Pk, sadržaće hotel smeštajnog kapaciteta 416 ležajeva, 10 bazena sa termalnom vodom, spa centar, saune i tepidarijume.

Na trećem suterenu nalaziće se restoran na bazenima, wellness & spa centar, 16 tepidarijuma, slana soba i nekoliko vrsta sauna.

Drugi suteran sadržaće privatni spa centar sa saunama i tepidarijumima, dok je za prvi suteran predviđen restoran za 290 gostiju. U prizemlju je planiran medicinski blok, a u potkrovlju kompleksa biće konferencijske sale.

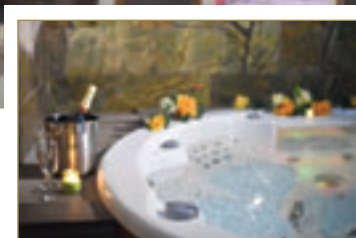
Projektant ovog kompleksa, čija je gradnja već počela, je DBA Architects, a izvođač grubih radova – firma Best izgradnja d.o.o. Novi Sad.

Iza ovog projekta stoji kompanija Promont Group, koja je već poznata u Vrdniku po investicijama u Hotel Premier Aqua i kompleks Vrdnička kula.

Izvor: *eKapija*



ZA ODMOR I OPUŠTANJE



Alfa Hotel Spa Resort - hotel sa tri zvezdice, ušuškan u hladu pored reke, raspolaže udobnim sobama i apartmanima, idealnim za odmor i opuštanje, daleko od gradske buke i gužve. U sklopu hotela su i otvoreni bazeni i moderno opremljen Wellness & Spa centar, čiji će bogati sadržaj zadovoljiti i najzahtevnije goste. Zato se u ovaj hotel uvek vraća - s osmehom!



For rest and relaxation



Alfa Hotel Spa Resort – hotel with three stars, tucked in a shade by the river, has comfortable rooms and apartments, ideal for rest and relaxation, away from the city noise and the crowd. Within the hotel there are also outdoor swimming pool and modern Wellness & Spa centre, whose rich offer will satisfy even the most demanding guests. That is why guests always return to this hotel – with a smile!

+381 35 280 085

www.hotelalfa.rs

www.facebook.com/Alfa-Hotel-Spa-Resort

www.instagram.com/alfaspa; www.twitter.com/hotelalfa035

REVOLUCIJA HOTELSKOG BIZNISA

PREDICTIVE PERSONALIZATION AND HOW IT'S REVOLUTIONIZING HOSPITALITY



Koncept usklađivanja tehnologije u cilju istovremenog unapređenja iskustva korisnika i povećanja profita hotela je ono što se naziva prediktivnom personalizacijom. To je proces od dva koraka, u kome se primenjuju tehnike kojima mašina „uči“ da bi se razumelo ponašanje korisnika, a zatim personalizovalo njegovo ili njeno iskustvo automatskim prezentovanjem najrelevantnijeg sadržaja i ponuda za tu osobu. Možda mislite da tako nešto već postoji, ali velika prednost ovog procesa je u tome što se „predviđanje“ dešava u realnom vremenu. Takođe, ovaj proces je sofisticiraniji, jer nije zasnovan na nekoliko jednostavnih pravila, već na stotine varijabli koje su u međusobnoj interakciji.

POTREBA ZA PREDIKTIVNOM PERSONALIZACIJOM

Predvidljivost ponašanja putnika je ključna zato što, na prvom mestu, postoji mnogo putnika i svi su različiti. Nažalost, ne možete

The concept of technology leveraging in order to improve user experience and increase hotel revenue simultaneously is what we call Predictive Personalization. It is a two-step process whereby you apply machine 'learning' techniques to understand user behavior, and then personalize his or her experience by automatically presenting the most relevant content and offers for that individual. You might ask yourself — hasn't that already been done? But the big leap here is that this prediction happens in real time. It's also much more sophisticated, not based on a few simple rules, but on hundreds of variables that interact with each other.

THE NEED FOR PREDICTIVE PERSONALIZATION

Predictive of travel behaviour is of key importance because, firstly, there are so many travelers and they are all different. Unfortunately, you can't know what they want using a few rules of thumb and blanket attributes like gender or nationality. Second, you need to anticipate his

saznati njihove želje koristeći nekoliko atributa, kao što su pol i nacionalnost. Drugo, treba da pretpostavite njegovo ili njeno ponašanje. Ljudi danas nemaju mnogo strpljenja i ukoliko morate da čekate da vam otkriju svoje želje i potrebe, oni će već otići daleko od vas. Morate da budete brzi kako biste podstakli prodaju.

Personalizacija je ključna zato što su prediktivne analize moćne samo ako vam omogućavaju da utičete na ponašanje posetilaca vašeg sajta. Podaci kojima se ne može baratati su beskorisni, to je samo igra koja vam daje prividnu kontrolu. Kao što je svaki putnik jedinstven, kroz personalizaciju možete da obezbedite da svaki posetilac takođe dobije jedinstveno iskustvo pretrage.

MAŠINA UČI I PREDVIĐA

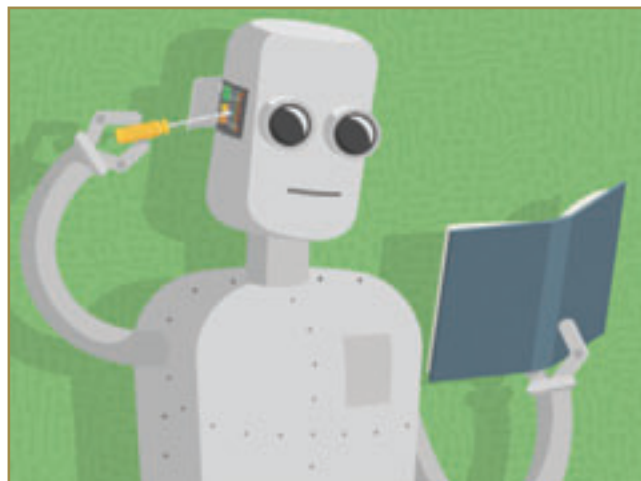
Ni jedan *e-commerce* ili *revenue* menadžer ne može da „drži“ u svojoj glavi veliki broj varijabli koje oblikuju ponašanje korisnika i način njihove međusobne interakcije. Potrebna nam je mašina koja će automatizovati taj proces i podići ga na veći nivo preciznosti i brzine, koji ljudi ne mogu da postignu.

Povratne informacije dobijene iz prediktivne personalizacije omogućavaju hotelijerima da istog trenutka prilagode komercijalnu strategiju: optimizacija ponude, inventara, za nisku/visoku sezonu itd. Ona otklanja potrebu da se predviđanjem bavi *yield* menadžment, čime se štedi vreme i optimizuju rezultati.

ŠTA IZABRATI?

Personalizacija je trenutno popularna reč za sve igrače na turističkoj sceni. Svaki menadžer razmišlja o tome i svaki marketar istražuje više na tu temu kako bi otkrio koji su sve njeni benefiti. Isto se to može reći za veštačku inteligenciju i „učenje“ mašina, ali problem koji online turistički agenti i hoteli pokušavaju da reše je fundamentalno drugačiji.

Online turistički agenti imaju problem sa odabirom: koji hotel treba da ponude korisniku među hiljadu hotela koje prodaju? Hotelu sa druge strane imaju problem sa ponudom: koja kombinacija i sadržaj usluga i cene je idealna za svakog klijenta.



or her behavior. People are not exactly patient these days and if you need to wait for them to reveal their preferences, they'll be long gone. You need to act fast and fluently to encourage sales.

Personalization comes into play because predictive analytics are only powerful if they allow you to change behaviors. Data that can't be acted on is useless; it's just a game that gives you an illusion of control. Just as each traveler is unique, through personalization you can ensure that each visitor to your website has a unique experience too.

MACHINE LEARNING TRUMPS GUESSWORK

The reality is that no *e-commerce* or *revenue* manager can hold in their head the huge number of variables that shape user behavior and how they interact with one another. We need machine learning to automate this process and take it to a level of accuracy and speed that humans themselves cannot achieve.

The feedback loop from Predictive Personalization allows the hotelier to adapt their commercial strategy on the fly: optimizing offers, managing stressed inventory, for low/high season etc. It takes the guesswork out of the *yield* management process, which saves precious time and optimizes results.



DODAVANJE KORISNIKA U REVENUE MENADŽMENT

Do sada, problem sa ponudom rešavan je korišćenjem konvencionalnog revenue menadžmenta — određivanje cene sobe koja će maksimizovati profit hotela korišćenjem tražene analitike i cena konkurenata. Primetićete da ipak ključni igrač nedostaje u ovom pristupu, a to je putnik. Kako možete da govorite o personalizaciji ako je cena ista za svakog korisnika, bez obzira na to koje su njegove ili njene preferencije? Treba da dodamo korisnika u jednačinu i počnemo da razmišljamo u smislu „potpune ponude“ a ne samo cene. Na taj način, možemo dramatično da promenimo ponudu koja će odgovarati svakom individualnom korisniku.

Na kraju, savršen revenue menadžment je personalizovano određivanje cena. Trenutni metodi odgovaraju hotelima, ali treba da budu optimizovani i za putnika.

PERSONALIZACIJA ZASNOVANA NA PONAŠANJU NIJE CRM

Samo da razjasnimo šta nije prediktivna personalizacija. Ona se ne odnosi na pamćenje brenda vina koje gost voli ili novina koje želi da dobija svako jutro. To nije vrsta benefita koju moderni putnik želi. Sadržaji su *out*, iskustva su *in*. Kada ste poslednju put videli objavu na Instagramu na kojoj piše

„Neverovatan boravak, stvarno su znali da volim da čitam New York Times!“ Gosti naravno i dalje cene personalizovanu uslugu tokom boravka, ali u današnjem svetu moramo da uvedemo personalizaciju mnogo pre nego što gost bukira svoj boravak.

Konvencionalni CRM pristup ne funkcioniše u hotelijerstvu, izuzev nekoliko veoma velikih uglavnom business orijentisanih brendova. Razlog je jednostavan: 90% klijenata koji posete neki hotel, nikada se ne vrate u njega. Ne zato što im se nije dopao hotel, već zato što se ne vraćaju na tu destinaciju. U hotelijerstvu, trenutno ponašanje je važnije od prošlog ponašanja, sadašnjost je važnija od prošlosti. Ne postoji pojam *business* korisnik, *boutique* korisnik ili *bargain* korisnik. Svako od nas u nekom trenutku može pripadati jednom od ovih segmenata. Ono što klijent radi u trenutku dok planira određeno putovanje

WHAT TO CHOOSE?

Personalization is currently a buzzword for all players in the travel scene. Every CEO is thinking about it and every marketer is delving deeper into the topic to find out what the benefits are. The same can be said for AI and machine learning, however, the problem that OTAs and hotels are trying to solve is fundamentally different.

An OTA has a **discovery** problem: which hotels should they put in front of the user, among the hundreds of thousands that it is selling? A hotel, on the other hand, has an **offer** problem: which combination of room, services and price is the ideal one for each customer?

ADDING THE USER TO REVENUE MANAGEMENT

So far, the offer problem has been tackled using conventional revenue management—finding out the price per room that maximizes revenue for the hotel using demand analytics and shopping competitors' pricing. You'll notice, however, that a key stakeholder is missing from this approach, and that is the traveler. How can you talk about personalization if the price is the same for every user, no matter what his or her preferences are? We need to add the user into the equation and start thinking in terms of "full offer" and not only price. In this way, we can then dynamically change the offer to match each individual user's inclinations.

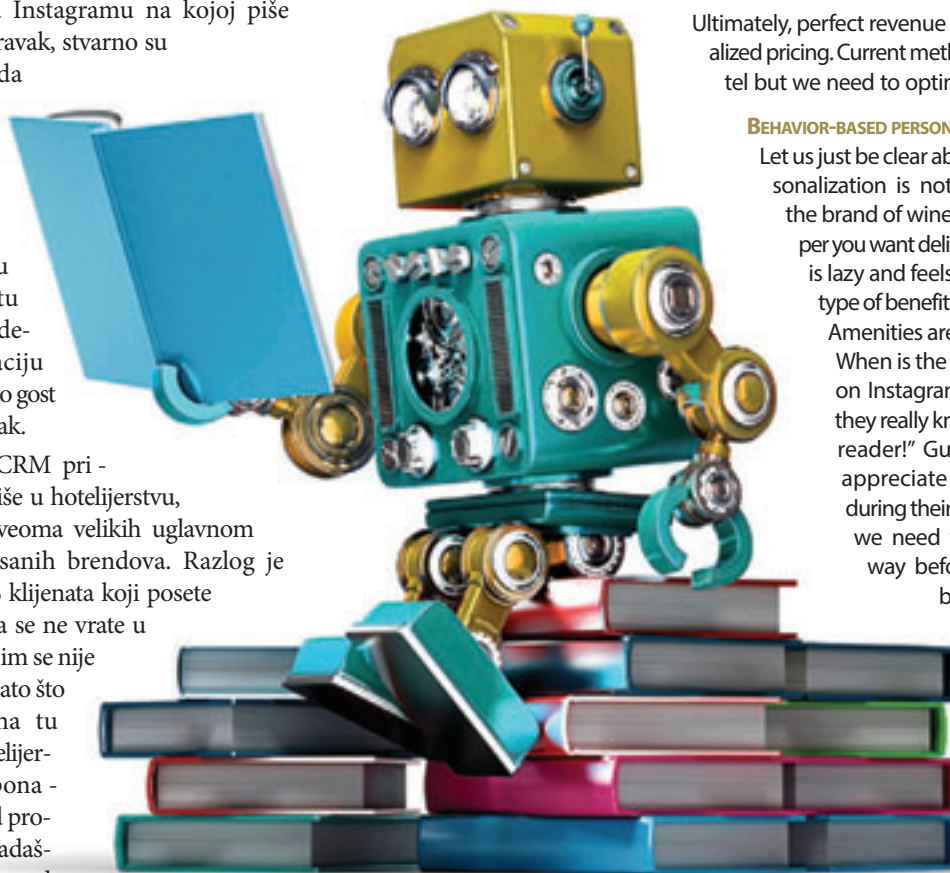
Ultimately, perfect revenue management is personalized pricing. Current methods optimize for the hotel but we need to optimize for the traveler too.

BEHAVIOR-BASED PERSONALIZATION IS NOT CRM

Let us just be clear about what Predictive Personalization is not. It's not remembering the brand of wine you like or the newspaper you want delivered every morning. This is lazy and feels old because it's not the type of benefit a modern traveler wants. Amenities are out, experiences are in. When is the last time you saw a post on Instagram saying "Amazing stay, they really knew I'm a New York Times reader!" Guests of course do still appreciate the personal touches during their stay, but in today's world we need to be getting personal way before the guest has even booked their visit.

The conventional CRM approach does not work in hospitality, except for a few very large mainly business oriented brands. The reason is simple: 90% of clients who visit a hotel never come back. Not because

they didn't like the hotel, but because they are not coming back to that destination. In hospitality, current behavior is more important than historic behavior, the present more important than the past. There's no





vanje je ono što nam pruža uvid koji nam je potreban za personalizovanje njegovog iskustva.

Još jedna od važnih prednosti ovakvog pristupa personalizaciji zasnovanoj na ponašanju jeste da je u saglasnosti sa politikama privatnosti, što je velika briga modernog korisnika. Možete da ponudite gostu nešto jedinstveno bez znanja njegovog imena ili e-mail adrese.

DEFINICIJA PREDIKTIVNE PERSONALIZACIJE

Ukoliko bismo sve sumirali, poslovna definicija bila bi: pronalaženje novčanog iznosa koji je klijent spreman da potroši, a zatim pružanje maksimalne vrednosti za taj iznos.

Za hotelijere to znači pozdravljanje svakog korisnika sajta hotela, kao što biste pozdravili svakog putnika koji uđe u vaš hotel – srdačno i profesionalno, tretirajući svaku osobu kao pojedinca. Anonimni korisnik postaje osoba onda kad kroči u vaš lobi.

Personalizacija se odnosi na to kako zavodite korisnika, navodite njega ili nju da vam veruje, a zatim ih uverite da je vaš hotel pravi izbor. Važan je način na koji im pokazujete da vam je stalo. A to je, na kraju, suština hotelijerstva.

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Izvor: **eHotelier.com**

such thing as a business user, boutique user or bargain user. Every one of us is all of them, at different points in time. What you are doing right now, while planning this very specific trip, is what gives us the insights we need to personalize your experience.

Another great advantage of a behavior-based approach to personalization is that it complies with the privacy concerns of the modern user. We can offer you something unique without knowing your name or email address.

A DEFINITION OF PREDICTIVE PERSONALIZATION

If we are going to summarize it, a business definition could be: finding the amount of money each client is ready to spend, and then delivering the maximum value for that amount.

For hoteliers, it means welcoming every user onto your website as you would welcome every traveler into your hotel. Warmly and professionally, and treating each person as an individual. An anonymous user becomes a person once he steps into the lobby.

Personalization is about how you seduce the user, guide him or her to trust you, and then convince them that your hotel is the right choice. It's how you show that you care. And that, after all, is the essence of hospitality.

By **Juanjo Rodriguez**,
Founder & CEO of The Hotels Network

KAKO IZBEĆI LAŽNE INFLUENSERE?

Kada vas tzv. „uticajne osobe“ kontaktiraju za saradnju, tvrdeći da imaju mnogo sledbenika na društvenim mrežama i da njihove objave ostvaruju impresivne rezultate, ne znači da je to i istina. Neretko se dešava da im je cilj da iskoriste vaš hotel za besplatan boravak, iako su svesni da ne mogu ponuditi adekvatnu vrednost zauzvrat. Obavezno proverite sve potencijalne influencersere i odlučite se isključivo za one od kojih biste sigurno mogli da imate koristi.



HOW TO AVOID FAKE INFLUENCERS?

When a so-called „influential person“ contacts you asking for a cooperation, claiming they have many followers on social networks and that their posts get impressive results, it doesn't mean it's true. Often, their goal is to use your hotel for a free stay, although they are aware that they cannot offer an adequate value in return. Be sure to check all potential influencers and choose exclusively those you can safely benefit from.

Ukoliko vodite hotel ili radite u njemu, nema sumnje da vaše mejlove svakodnevno zatrpavaju pozivi „uticajnih osoba“ koje traže besplatan boravak u hotelu u zamenu za promociju na njihovim društvenim mrežama. Oni često preteruju u navođenju onoga što su uradili za druge hotele, tvrdeći da već imaju iskustva u radu sa brendovima i da će vaš hotel preporučiti masi svojih sledbenika.

Nemojte odmah da se upeccate na ovu ponudu samo zašto što dobro zvuči! Neophodno je prethodno sprovesti istraživanje kako biste se uverili da li je sve što oni govore tačno, i ako jeste, da li bi zajednički rad pozitivno uticao na hotel. Saradnja bi trebalo da bude uzajamno korisna, jer se neretko dešava da hoteli na kraju izvuku deblji kraj. Ne dozvolite da vas prevare praznim obećanjima i naučite kako da identifikujete lažne influencersere.

Otkrivamo vam nekoliko koraka koji će vam u tome pomoći:

RAZMOTRITE PONUDU

Pročitajte pažljivo mejl koji vam je poslat. Šta influencer traži od vas? Šta vam obećava u zamenu za ono što traži? Dobra vest je što možete da izrazite

If you run a hotel or work in one, there is no doubt that your e-mails are blocked daily by calls from "influential people" who are looking for a free stay in the hotel in exchange for promotion on their social networks. They often exaggerate what they have done for other hotels, claiming they already have experience in dealing with brands and that your hotel will be recommended to a large number of their followers.

Don't fall instantly for this offer just because it sounds good! It is necessary to conduct a research first to ensure that everything they say is true, and if so, whether the joint work would positively influence the hotel. Co-operation should be mutually beneficial, as it often happens that hotels are eventually at a loss. Don't let them trick you with empty promises and learn how to identify fake influencers.

Here are several steps that will help you with it:

CONSIDER THE OFFER

Read carefully the email that was sent to you. What is the influencer asking for? What is he promising in return for what he is asking for? The good news is that you can express with money what the

HOTELIERS VS. BLOGGERS

novčanom vrednošću ono što influencer zahteva od vas. Na primer, ukoliko on nudi nekoliko postova u zamenu za tri noći u hotelu, a noćenje košta 150 evra, to znači da bi trebalo da vam uzvрати izloženošću koja će vredeti najmanje 450 evra.

PREGLEDAJTE NJIHOVE KANALE

Influenseri će vam, bez sumnje, priložiti svoje linkove ka društvenim mrežama i eventualno ka svom blogu. Obratite pažnju na:

1. Broj njihovih pratilaca

2. Stopu angažovanosti pratilaca (prosečan broj lajkova, komentara ili šerova na postovima u odnosu na ukupan broj sledbenika)

Ako, na primer, imaju 100.000 pratilaca, a njihove objave lajkuje manje od sto ljudi, to znači da nemaju toliko uticaja kao što tvrde. To takođe može značiti i da imaju lažne pratioce.

3. Brend

Prilikom zajedničke saradnje, morate da uporedite brend vašeg hotela sa brendom influensera. Da li njegov brend odražava nešto sa čime hotel (ne) želi da bude povezan?

KO JE NJIHOVA PUBLIKA?

Najvažnije je da pratiodi uticajne osobe koja vas promovira odgovaraju ciljnoj grupi hotela. Ukoliko vaš hotel teži poslovnim gostima, a većinska publika vašeg influensera su tinejdžeri, onda on nije pravi izbor za vas.

DA LI SU RANIJE SARADIVALI SA HOTELIMA?

Ovo je veoma važno, jer hotelske reference influensera mogu biti odlična preporuka za saradnju sa njima.

KAKVE REZULTATE MOGU DA VAM PRUŽE?

Iako influenseri možda do sad nisu saradivali sa hotelima, a imali su uspeha u saradnji sa drugima, ne znači da neće biti dobar izbor za vas. Ako imaju svoj sajt ili blog, možete im tražiti da pogledate analitičke izveštaje o posećenosti i o tome koliki je protok saobraćaja sa društvenih mreža.

Ukoliko nemaju armiju sledbenika i niste sigurni koliki bi mogao biti njihov uticaj, ali ipak želite da radite sa njima, možda biste mogli da im ponudite popust za boravak u hotelu u zamenu za nekoliko postova. Na ovaj način moći ćete da testirate kako se kotiraju njihove objave, i čak ako se ispostavi da nemaju efekta, vi ste u svakom slučaju od njih dobili neki novac, a sada imate na raspolaganju i dodatne fotografije koje možete koristiti za promociju hotela.

Priradila:
B.B.O.



influencer is asking for. For example, if he is offering a couple of posts in exchange for a 3 night stay, at 150 Euros a night, that means that he should be giving you at least 450 Euros worth of exposure.

REVIEW THEIR CHANNELS

The influencer will have no doubt included links to their social media channels and possibly even their blogs. Pay the attention to:

1. The number of their followers

2. Engagement rate (average number of likes, comments or shares per post, versus the total number of followers)

If they have, for example, 100,000 followers, but their posts only average around 100 likes, it means that they don't have as much of an influence as they say. That could also mean that they have fake followers.

3. Brand

When working together, you need to compare the hotel's brand with the influencer's brand. Does the influencer's brand reflect something that the hotel (doesn't) wants to be associated with?

WHO IS THEIR AUDIENCE?

The most important is that influencer's audience aligns with the hotel's target market. If your hotel caters to business travelers, and an influencer's main audience is teenagers, perhaps the influencer isn't the right fit.

HAVE THEY WORKED WITH HOTELS IN THE PAST?

This is very important, because an influencer's hotel references may be an excellent recommendation for working with them.

WHAT RESULTS CAN THEY PROVIDE FOR YOU?

Although influencers may not have cooperated with hotels yet, and had success in cooperation with others, it does not mean that they will not be a good choice for you. If they have a website or blog, you can ask from them analytics reports regarding their traffic and how much of it comes from a social media.

If they don't exactly have an army of followers and you're not really sure as what their impact could be, but you still want to work with them, you could perhaps offer a discounted stay in exchange for a couple of posts. This way you could test the exposure of the posts, and even if it turns out they have no effect, you still made some money of the stay, and now have some extra photos you can use for the hotel's promotion.

B.B.O.



KONOBAR - kralj dobre usluge



Dragiša Ristovski,

*poslovni trener, konsultant, pisac i vlasnik / a business coach, consultant, writer and owner of D. R. Gilbert Grupe
www.drgilbert-centar.com*

Uvek se iznova iznenadim kada u lepom restoranu, u koji je vlasnik uložio i mnogo novca i truda, primetim da usluga nije na nivou koji enterijer obećava. A kako je, prema subjektivnoj teoriji vrednosti „**sva vrednost u očima posmatrača**“, to znači da će ljudi kao emotivna bića koja traže pažnju i posvećenost (s tim da je konobar na usluzi, ali ne i navalentan) izaći iz restorana manje ili više nezadovoljni. To dalje znači da se u takav restoran najverovatnije neće vratiti, jer je staro pravilo da **ljudi žele da se vrate samo tamo gde su se osećali dobro**.

U praksi se često dešava da na pitanje: „Šta imate u ponudi?“, gost od konobara dobije uopšteni odgovor: „Imamo sve!“, a da na pitanje: „Šta vam je sveže?“, konobar gotovo ljutito odgovara: „Pa, sve nam je sveže!“... *Rezultat:* kako konverzacija odmiče, gost sve brže gubi apetit, ali i strpljenje. Nezadovoljstvo kao posledica loše komunikacije s personalom, suština je i najčešćih negativnih komentara na specijalizovanim portalima.

Danas, možda više nego ikada, posao **konobara nije da samo uzima porudžbine i servira hranu i piće. Konobar je lice i naličje ugostiteljskog objekta, njegov ambasador i glavni prodavac svega što je u ponudi, kralj dobre usluge**, ali, pre svega, čovek koji voli svoj posao i ljude. Fokusiran je na gosta, razume njegove različite zahteve i potrebe, prepoznaje njegove emocije. Svestan je činjenice da nije u poslu sa hranom i pićem, već sa ljudima.



A WAITER – A KING OF A GOOD SERVICE

I am always surprised when in a nice restaurant, in which the owner invested a lot of money and effort I notice the service is not at the level that the interior promises. And according to the **subjective theory of value** "all the value is in the eyes of the observer", this means that people as emotional beings who seek attention and dedication (a waiter is at service but not too pushy), will leave the restaurant more or less dissatisfied. This further means that they will probably not return to that restaurant, because there is old rule that **people want to return only where they felt good**.

In practice, it often happens that on a guest's question: "What's in the offer?" a waiter replies with the general answer: "We have everything!", and when asked: "What's fresh?" the waiter annoyingly replies: "Well, everything is fresh!"... *The result:* As the conversation continuous, the guest loses his appetite more quickly, as well as patience. Dissatisfaction as a result of poor communication with personnel is the essence of the most common negative comments on specialized portals.

Today, perhaps more than ever, a **waiter's job isn't just to take orders and serve food and drinks. He is both front and back side of a restaurant's image, its ambassador and main offer seller, a king of a good service** and above all, a man who loves his job and people. He is focused on a guest, understands his various requirements and needs, and recognizes his emotions. He is aware of the fact that he is not in the business of food and drink, but of people.

EVERYTHING IS IN THE QUALITY OF COMMUNICATION!

The misunderstanding of many is that the goal of serving and working in the service industry is a satisfied client or client whose expectations are fulfilled. But is that enough to create a competitive advantage? Practice shows that only when the expectations of a guest or a client are exceeded by quality and skilled communication it's the quality of the service that makes the difference! A satisfied guest or

SVE JE U KVALITETU KOMUNIKACIJE!

Zabluda mnogih je da je cilj usluživanja i rada u uslužnoj delatnosti – zadovoljan gost ili klijent čija su očekivanja ispunjena. Ali, da li je to dovoljno da se stvori konkurentna prednost? Praksa pokazuje da samo onda kada se u nekom segmentu kvalitetnom komunikacijom i veštinom ophođenja prevaziđu očekivanja gosta ili klijenta, radi se o kvalitetu usluge koji pravi razliku! Zadovoljan gost ili klijent s mnogo oduševljenja i entuzijazma prenosi svoje utiske drugima i tako onima koji su ga učinili zadovoljnim, indirektno pravi najbolju reklamu. Ali, kako to postići? U pitanju su **četiri bitna faktora**:

1. Konobar ima funkciju konsultanta

To znači da dobro poznaje ponudu, da stimuliše gosta da postavlja pitanja, a da on konsultantski – savetodavno, daje preporuke oko izbora hrane i pića. I naravno, to radi sugestivno, a nikako iritantno i nametljivo.

2. Konobar je stručnjak za međuljudske odnose

Pošto ljudi stvaraju odnose i relacije sa ljudima, a ne sa institucijama, organizacijama ili firmama (u ovom slučaju hotelima ili restoranima), treba imati u vidu da različiti ljudi različito reaguju. S tim u vezi, postoje četiri osnovna profila ljudi (gostiju / klijenata), koji očekuju i različit pristup. Ukoliko ovladamo alatima za procenu tih profila, moći ćemo da se prilagodimo svakom gostu / klijentu ponaosob. Jer, razumevanje ljudske prirode i poznavanje mehanizama koji ljude pokreću, jedna je od osnovnih veština za dobre odnose i uspešno poslovanje.

3. Konobar je „ambasador dobre usluge“ i naj - bolji promoter

Konobar je slika i prilika jednog objekta. Zato je važno da bude čestita osoba koja svoje vrednosti inkorporira u vrednosti hotela ili restorana. On mora da bude svestan da, pored fizičke higijene, postoji i emocionalna, mentalna i duhovna higijena. To u praksi znači da ništa bolje ne govori o njemu i ne ostavlja upečatljiviji utisak od kvaliteta i intenziteta energije koju prenosi, kao i emocija (emocionalna higijena). Takođe, informacije koje prikuplja iz okoline (čitanje, slušanje, gledanje TV-a, ljudi sa kojima se druži...) direktno utiču na to koliko znanja poseduje, koliko je obrazovan, elokventan i rečit (mentalna). I na kraju, samo postojanje svrhe,

a client with a lot of excitement and enthusiasm will share his impressions with others and in that way indirectly gives the best advertisement to those who have made him happy.

But, how could we achieve this? There are **four important factors**:

1. A waiter is a consultant

This means that he is well aware of the offer, stimulates a guest to ask questions, and that he consults and advises by giving recommendations of food and drinks. And, of course, he does so in a suggestive way, but not irritating or intrusive.

2. A waiter is an expert in interpersonal relations

Since people create relationships with people, not institutions, organizations or companies (in this case hotels and restaurants), it's important to have in mind that different people react differently. In this regard, there are four basic profiles of people (guests / clients), who expect a different approach. If we master tools for figuring these profiles, we will be able to adapt to each guest / client. Because, understanding the human nature and knowing the mechanisms that move people is one of the basic skills for good relationships and successful business.

3. A waiter is an "ambassador of quality service" and the best promoter

A waiter reflects a restaurant. That is why it is important to be an honest person who incorporates his values into the value of a hotel or a restaurant. He must be aware that, in addition to physical hygiene, there is also emotional, mental and spiritual hygiene. This means that nothing better speaks about him and leaves an impression than the quality, energy intensity and emotions (emotional hygiene). Also, the information he collects from the environment (reading, listening, watching TV, people he socializes with...) directly influence how much knowledge he has, how educated and eloquent he is (mental). And finally, the very existence of purpose, the sense of nobility and humanity can give him added value (spiritual).

4. A waiter is a sedative for guests who are increasingly stressed

The time in which we live involves constant chase and almost usual – a delay. That's why today people don't have time for each other and almost nobody listens to anyone. This



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osećaj za plemenitost i čovekoljublje mogu mu dati dodatnu vrednost (duhovna).

4. Konobar je sedativ za goste koji su sve češće pod stresom

Vreme u kojem živimo podrazumeva stalnu jurnjavu i već gotovo uobičajeno – kašnjenje. Upravo zato danas niko ni za koga nema vremena i gotovo da niko nikog ne sluša. To stvara ozbiljan problem, jer su gotovo svi ljudi bukvalno „gladni“ da ih neko sasluša i razume. Zato je važno da konobar ima dovoljno strpljenja sa gostima, da na njih deluje slušanjem i razumevanjem poput psihoterapeuta, kao sedativ za dnevne izazove. Koliko je aktivno slušanje moćan pristup prilikom usluživanja govori i upotreba sledeće tehnike prilikom jednog istraživanja. U pitanju je tehnika „parafraziranje“. Ova tehnika podrazumeva da kada gost naruči hranu i piće ili zatraži određenu uslugu od konobara, konobar parafrazira (ponovi) njegove reči. Na primer: „Gospodine, ako sam Vas dobro razumeo, Vi želite..., je l' da?“



Nekada su ugostitelji sve to učili u stručnim školama, ali je danas sve više onih koji u tu industriju dolaze iz drugih delatnosti, pa često za to i ne znaju. Koliko je ova tehnika efikasna, možda najbolje govori istraživanje u kojem je jedan ugostitelj stalno parafrazirao porudžbinu, dok bi je drugi samo saslušao i odmah odlazio da donese poručeno. *Rezultat:* na kraju dana osoba koja je koristila tehniku parafraziranja prilikom uzimanja porudžbine, imala u proseku duplo veći bakšiš!

Reći ćete: „Slučajnost“! Ali nije, jer nam parafraziranje daje mogućnost:

- da aktivno slušamo gosta,
- da proverimo da li smo razumeli porudžbinu kako ne bismo napravili grešku,
- da dobijemo pozitivne odgovore od gosta koji na svako pitanje obično kaže: „Da, da“ i
- da ostavimo utisak koliko nam je gost važan, a da on ode s utiskom da je usluga izvršena po njegovoj meri.

Pošto je smisao poslovanja zadovoljan gost, na ugostiteljski objekat ili hotel treba da gledamo kao na „**hram dobre energije**“ koju emituju motivisani, stručno obučeni zaposleni, koji će učiniti da se gost oseća uvaženo, poštovano, dobro raspoloženo...

Zato je „kralj dobre usluge“ konobar koji pobuđuje ono najbolje kod gostiju dok ih uslužuje. Upravo to oslikava moto dve poznate svetske kompanije, od kojih je jedan: „**Mi ne učimo naše zaposlene da budu fini, već zapošljavamo fine ljude**“, a drugi: „**Mi smo dame i gospoda koji stoje na usluzi damama i gospodi.**“



creates a serious problem since almost all people are literally "hungry" to be heard and understood. It is therefore important that a waiter has enough patience with the guests, to act on them by listening and understanding like a psychotherapist, as a sedative for the daily challenges. How active listening is a powerful approach to serving shows the use of the following technique in a survey. It is a "paraphrasing technique". This technique implies that when a guest orders food and drink or asks a certain service from a waiter, the waiter paraphrases (repeats) his words. For example: "Sir, if I understand you well, you want..., isn't it?"

Restaurateurs used to learn all this in vocational schools, but today more and more people come from other industries, and often don't know about it. To what extent this technique is effective, maybe the best shows the research in which one restaurateur has constantly paraphrased the orders, while the other only listened and immediately went to order it. *The result:* at the end of the day the person who used the paraphrasing technique while taking the order, had much higher tips!

You will say: „Coincidence“! But no, because paraphrasing gives us the opportunity to:

- actively listen to a guest,
- see if we understand the order so that we don't make a mistake,
- get positive answers from a guest who usually says to every question: „Yes, yes“ and
- leave an impression of how important a guest is to us, and that he leaves with the impression that the service was to his needs.

Since the aim of the business is a satisfied guest, we should look at the restaurant or the hotel as a "good energy temple" emitted by motivated, professionally trained employees, who will make the guest feel respected, honoured, in a good mood...

That is why a "king of a good service" is a waiter who awakes the best in guests while serving them. This is reflected in the motto of two famous world companies, one of which is: "**We don't teach our employees to be nice, we hire nice people**", and the other is: "**We are ladies and gentlemen who are at the service of ladies and gentlemen.**"



VINARIJA PIK OPLENAC

Proteklih godina vinarija **PIK Oplenac** je modernizovana, ali su sačuvani njeni tradicionalni obrisi. Predano i vredno krčen je put ka uspehu, u želji da se ostavi trag u istoriji srpskog vinarstva. Protekli meseci bili su ispunjeni pregalaštvom u pripremanju berbe, a u danima koji mirišu na zrelo grožđe, predstavljaju nam nove članove njihove porodice, barikirana vina

CONSTANTA MUSE,
sorte Chardonnay, Sauvignon Blanc i Rose.

Over the past years, **PIK Oplenac** winery was modernized, but its traditional contours were preserved. They are devoted in their way to success, in the desire to leave a trace in the history of Serbian winemaking .

The past few months were filled with preparations for the harvest, and in the days that smell like ripe grapes, they present new members of their family,barrique wines

CONSTANTA MUSE,
varieties Chardonnay, Sauvignon Blanc and Rose.



Specifičan sortni miris prožet diskretnim tonovima barika zagolicao je maštu onih koji su imali prilike da probaju ova dugo najavljivana vina. U hladnim danima koji predstoje, ugrejte srce i dušu, nazdravite životu čašom dobrog vina iz novog asortimana vinarije **PIK Oplenac**.

A specific varietal scent saturated with discrete oaked aroma tickled the imagination of those who had the opportunity to try this long-announced wine. In the colder days that are coming, warm your heart and soul, toast to life with a glass of good wine from the new assortment of **PIK Oplenac** winery.

U SVETSKOJ KUVARSKOJ LIGI



Da je briga o gostima u kompaniji Marriott jedna od najvažnijih ali ne i jedina, govori praksa koja se već godinama neguje u ovoj kompaniji. Naime, jednom godišnje dodeljuju se priznanja najboljim hotelskim timovima i pojedincima koji su izuzetnim rezultatima u obavljanju svog posla dali snažan impuls jačanju ovog globalnog hotelskog brenda i njegove konkurentske prednosti na tržištu. Ove godine hotel Courtyard Belgrade City Center i njegovi zaposleni, dobili su čak nekoliko visokih priznanja. Jedna od prestižnih nagrada sa podugačkim nazivom – The Europe Winner for Select – International Brands for the ACE Executive Chef (Award of Culinary Excellence) Award, pripala je i mladom šefu kuhinje **Nenadu Jovanoviću**, potpuno posvećenom poslu koji je za njega očigledno – mnogo više od posla.

IN THE WORLD CHEFS' LEAGUE

That the customer care in Marriott is one of the most important but not the only one, says the practice that has been nurtured for years in this company. Once a year awards are given to the best hotel teams and individuals who have given, with exceptional results in their work, a strong impetus to the strengthening of this global hotel brand and its competitive advantages in the market. This year, Courtyard Belgrade City Center Hotel and its employees have received even several high recognitions. One of the prestigious awards with a long name – The Europe Winner for Select – International Brands for the ACE Executive Chef (Award of Culinary Excellence) Award, went to a young chef Nenad Jovanović, totally dedicated to the work that is obviously – much more than a job for him.

● *Dobili ste unikatno priznanje o kojem mnogi šefovi sanjaju i ušli u svetsku kuvarsku ligu. Kako se, u stvari, vrši kandidatura i šta je presudno za osvajanje priznanja?*

- Sama činjenica da se na nivou čitavog sveta u kompaniji Marriott jednom godišnje nominuju i nagrađuju najuspešniji zaposleni i timovi, dovoljno govori da nominacija mora da bude veoma ozbiljna. Princip je da top menadžment svih brendova bira predstavnike koji su se tokom godine istakli u inovacijama, kreativnosti, osvežavanju slike samog restorana, doprineli porastu prihoda... i nominuje ih za priznanje u određenoj kategoriji. Moja nagrada je vezana za šefove u okviru Courtyard brenda.

NA GASTRO MAPI KOMPANJE MARRIOTT

● *Šta za vas i za hotel znači ovo priznanje?*

- Svako priznanje nosi neki nivo zadovoljstva ali i odgovornosti. Kada saznate da ste u igri za najbolje na svetu, dobijete snažan vetar u leđa, jer je to ozbiljno priznanje da je ono što radite dobro i podsticaj da samo treba da nastavite tako do samog vrha.

Veoma sam srećan što smo uspeali da postavimo naš hotel i restoran „Credo“ na svetsku gastro mapu restorana u okviru kompanije Marriott. Zahvaljujući ovoj nagradi, i o Srbiji i Beogradu čuje se širom sveta. Sve to stiže i do naših potencijalnih gostiju koje možda baš to podstakne da izaberu naš grad za svoju sledeću avanturu.

● *Imaju li gosti sada veća očekivanja od vas?*

- Iskreno, verujem da uživaju u hrani koju im pripremamo i da u svakom zalogaju osećaju i moj trud i trud čitavog „Credo“ tima, i našu želju da prevazilazimo njihova očekivanja i opravdamo njihovo poverenje.

● *You have received a unique recognition many chefs dream of and you entered the world chefs' league. How, in fact, does one apply for the award and what is crucial for winning the award?*

- The very fact that at the global level the best employees and teams in Marriott are being nominated and rewarded every year says enough of how serious the nomination must be. The principle is that top management of all brands chooses representatives who, during the year, stood out in innovation, creativity, refreshing the image of the restaurant, contribution to an increase of income... and nominates them for recognition in a particular category. My recognition is related to the chefs within the Courtyard brand.

ON MARRIOTT COMPANY'S GASTRONOMY MAP

● *What does this recognition mean to you and the hotel?*

- Each recognition carries some level of satisfaction, but responsibility as well. When you find out that you are in the game for the best in the world, you get a strong wind in the back, because it is a serious acknowledgment that you do your work well and the impetus to continue good work until you reach the top.

I am very happy that we managed to place our hotel and restaurant "Credo" on the world gastronomy map of restaurants within Marriott. Thanks to this award, both Serbia and Belgrade are known all over the world. All of this gets to our potential guests which may be the reason why they choose our city for their next adventure.

● *Do your guests now have higher expectations from you?*

- Honestly, I believe that they enjoy the food we prepare and that they feel my effort and the efforts of the entire "Credo" team in every bite, as well as our desire to overcome their expectations and justify their trust.



JESEN U ZNAKU DIVLJIH PTICA...

● *I kad smo već kod hrane, na čemu je fokus u vašem konceptu jelovnika? Na čemu insistirate i od čega ne odstupate?*

- Koncept jelovnika restorana „Credo“ je ‘casual food’, a fokus na jasnim ukusima i korišćenju lokalnih namirnica. Držimo se manje-više klasičnih tehnika kuvanja ali insistiram na modernoj prezentaciji jela. Svako jelo koje izađe iz kuhinje mora da izgleda isto i da ima isti ukus, bez obzira koji ga je kuvar u našoj kuhinji spremao. Gost, jednostavno, ne sme da oseti razliku. I tu nema kompromisa. Kao što ni ja ne odstupam od svoje ideologije kuvanja i služenja hrane.



● *Ako nije tajna, šta to u svojoj gastro laboratoriji pripremate za jesen?*

- Jeseni meni će biti nešto drugačiji od dosadašnje ponude. Baziraće se na mesu divljih ptica i divljači. Preovlađivaće jači ukusi, balansirani raznolikim blažim sosovima.

● *Mnoge kolege se sigurno pitaju: kako stići do svetske lige? Šta biste im poručili?*

- Samo predanost i istrajnost u ovom poslu mogu dovesti do uspeha. A uspeh je da vaši gosti uživaju u svakom jelu i da prate vašu ideologiju, bez obzira u kojoj kuhinji spremate.

Ljiljana Rebronja

**AUTUMN IN THE SIGN OF WILD BIRDS...**

● *Speaking of food, what do you focus on in your menu concept? What do you insist on and what standard do you always follow?*

- Restaurant Credo's menu concept is 'casual food', and the focus is on distinct tastes and the use of local ingredients. We use more or less classic cooking techniques, but I insist on a modern dish presentation. Every dish that comes out of the kitchen must look the same and have the same taste, regardless of the cook who prepared it. A guest, simply, must not feel the difference, just like I don't deviate from my ideology of cooking and serving food. And there is no compromise.

● *If it's not a secret, what are you preparing for this autumn in your gastronomy lab?*

- The autumn menu will be somewhat different from the previous offer. It will be based on meat of wild birds and game. Stronger flavors will be dominant, balanced with a variety of lighter sauces.

● *Many colleagues must be wondering how to reach the world's league? What would you recommend to them?*

- Only dedication and perseverance in this business can lead to success. And the success is that your guests enjoy each meal and follow your ideology, no matter where you cook.

Ljiljana Rebronja



A BUTCHER WHO „SEASONED“ THE INTERNET

A virtuoso, showman, superstar... He is anything but an ordinary chef. His expertise is a steak which he prepares dressed in a white t-shirt, with dark Lennon glasses on his face and tied hair. He gained global recognition thanks to the attractive technique of food seasoning, for which he got a nickname „Salt Bae“ and thanks to a social media – for less than 48 hours became the most famous butcher on the Internet!

MESAR koji je „posolio“ internet

Virtuoz, šoumen, superstar... On je sve, samo ne običan kuvar. Njegova specijalnost je biftek koji pred gostima priprema obučen u belu majicu, sa tamnim lenonkama na licu i kosom vezanom u rep. Planetarno je postao poznat po atraktivnoj tehnici soljenja hrane, zbog koje je i dobio nadimak „Salt Bae“ i zahvaljujući društvenim mrežama – za manje od 48 sati postao najslavniji mesar na internetu!

Ukoliko imate naloge na društvenim mrežama, sigurno ste zapazili dugokosog lika, nalik Džoniju Depu, kako obučen u usku belu majicu, crne pantalone i sa naočarima za sunce na licu, predano poput nekog umetnika, vešto i precizno tranžira veliki komad mesa, a ceo proces završava neobičnim senzualnim posipanjem krupne soli, koja se odbija o njegov lakat i ravnomerno raspršuje po jelu.

Posetioci njegovih restorana imaju priliku da ceo ovaj proces uživo prate za svojim stolom, dok im „najseksipilniji mesar na svetu“ – kako su ga mediji prozvali, elegantno – poput tango igrača, izvodi ovaj svojevrsan performans u trajanju od svega 50-ak sekundi (što je idealna dužina video materijala za Instagram) i potom prelazi za drugi sto. Tom izazovu nisu odoleli ni Dejvid Bekam, Leonardo Dikaprio, Antonio Banderas, Pi Didi, Maradona i brojne druge svetske zvezde koje su viđene u njegovim restoranima širom sveta.

OD SIROMAŠNOG MESARA DO USPEŠNOG RESTORATERA

No, ko je zapravo taj misteriozni lik koji se krije iza tamnih naočara? Njegovo pravo ime je Nusret Gokče (Nusret Gökçe). Rođen je u Turskoj 1983. godine, gde je u nemaštini odrastao uz oca rudara i četvoro braće i sestara. Kako bi finansijski potpomogao svoju porodicu, prekida školovanje i sa 13 godina se zapošljava kao šegrt u mesari, gde je neprekidno radio i po osamnaest sati. Gokče kaže da je upravo to iskustvo najviše doprinelo njegovom trenutnom velikom

uspehu. „Moj život ni sada nije drugačiji. I dalje radim od jutra do ponoći“, tvrdi Nusret, koji se potom usavršavao u turskim steakhaus restoranima.

Godine 2009. otputovao je u Buenos Aires, „grad mesoždera“, s ciljem da što više nauči o mesnoj industriji. Tamo se zaposlio u restoranu, maštajući o tome da otvori sopstveni ugostiteljski objekat. Želja mu se ubrzo ostvaruje, kada u 27. godini u Istanbulu, u naselju Etiler, otvara svoj prvi restoran sa svega 12 stolova i 10 zaposlenih. Jednog dana, u restoran je svratio turski biznismen i milijarder Ferit Şahenk i oduševio se uslugom, nakon čega odlučuje da uloži novac u njegovo dalje poslovanje. Zahvaljujući finansijskoj podršci, Gokçe otvara restorane u Ankari, Dohi i Dubajju.

INTERNET SENZACIJA

Međutim, planetarno postaje popularan tek 7. januara 2017. godine, nakon što je na Instagram postavio video klip pod nazivom „Ottoman Steak“, u trajanju od 36 sekundi, na kom virtuozno seče biftek i ceo proces završava neobičnim posipanjem soli, koje će postati njegov znak prepoznavanja, zbog čega će i dobiti nadimak „Salt Bae“. Ovaj video preplavio je

if you have accounts on social media, you've certainly noticed a long hair guy, like Johnny Depp, dressed in a tight white t-shirt, black trousers and sunglasses on the face, who devotedly as an artist, skillfully and accurately cuts a large piece of meat, and the whole process ends with an unusual sensual sprinkling of big grains of salt, which bounces of his elbow and sprinkles evenly on the meal.

Visitors to his restaurants have the opportunity to watch this process live at their table, while „the sexiest butcher in the world“ – according to some media, elegantly – as a tango dancer, performs this unique 50 seconds performance (which is the ideal length of an Instagram video) and then goes to another table. David Beckham, Leonardo Di Caprio, Antonio Banderas, P. Diddy, Maradona and many other world stars, seen in his restaurants around the world, did not resist that challenge.

FROM A POOR BUTCHER TO A SUCCESSFUL RESTAURATEUR

Who is actually the mysterious figure hiding behind the dark glasses? His name is Nusret Gökçe. He was born in Turkey in 1983, where he grew up in poverty with his father a miner and four brothers and sisters. In order to financially support his family, he leaves school at the age of 13 and finds a job as a butchers' apprentice, where he worked continuously for eighteen hours. Gökçe says this experience has contributed most to his current big success. „My life is no different now. I still work from morning to midnight“, says Nusret, who had later mastering his skills in Turkish steakhouse restaurants.

In 2009, he went to Buenos Aires, „a carnivore's city“ with the aim to learn more about the meat industry. He worked there in a restaurant, dreaming





internet i za samo 48 sati imao je 2,4 miliona pregleda!

Stvorivši svetski brend, Gokče trenutno ima lanac od 14 „Nusr-Et“ restorana (širom Turske, jedan u glavnom gradu Katara i po dva u SAD /Njujork i Majami/ i Emiratima /Dubai i Abu Dabi/) i više od 1.000 zaposlenih. Planira proširenje biznisa i na novim lokacijama – u Rijadu, Londonu, Berlinu... U međuvremenu, na Instagramu ga prati i podržava višemilionska armija obožavalaca. Čuveni haštag #saltbae dobio je čak i svoj emotikon u obliku ruke i prstohvata. Svestan moći društvenih mreža, popularni mesar kaže da dnevno sa fanovima pozira na 1.000 fotografija, podstičući ih da objavljuju svoje fotografije i video snimke iz njegovih restorana, kako bi viralnu priču o „Salt Bae“-u preneli širom sajber prostora i tako privukli što više posetilaca.

Biljana Bosnić Ognjenović

of opening his own restaurant. His wish soon came true, when he, at the age of 27 in Istanbul, in Etiler area, opened his first restaurant with 12 tables and 10 employees. One day, a Turkish businessman and billionaire Ferit Şahenk came into the restaurant and was fascinated with the service, and decided to invest money in its further operation. Thanks to the financial support, Gökçe opened the restaurants in Ankara, Doha and Dubai.

THE INTERNET SENSATION

However, he gained planetary recognition on January 7th, 2017, after he posted a 36 seconds video on Instagram called „Ottoman Steak“, in which he skillfully cuts a steak and the whole process ends with unusual salt sprinkling, which has become his trade mark, earning him a nickname „Salt Bae“. This video made a big success on the Internet and in just 48 hours it had 2.4 million views!

Having created the world brand, Gökçe currently has a chain of 14 Nusr-Et restaurants (all over Turkey, one in Qatar's capital and two in the US /New York and Miami/ and Emirates /Dubai and Abu Dhabi/) and more than 1.000 employees. He plans to expand business to new locations – Riyadh, London, Berlin ... In the meantime, on Instagram a multi-million army of fans follows and supports him. Famous hashtag #saltbae even got its own emoticon in the shape of a hand and a finger pinch. Aware of the power of social networks, the popular butcher says he daily poses on 1.000 fan's photographs, encouraging them to publish their photos and videos from his restaurant, so they would take a viral story of the „Salt Bae“ across the cyber space and thus attract as many visitors as possible.

Biljana Bosnić Ognjenović

SAJBER ŠEF U GASTRO LABORATORIJI



Photo: Milorad Vujkov
najboljeubeogradu.rs

Rođen je u Vrbasu pre 32 godine, a gastronomiju i hotelijerstvo diplomirao na PMF-u u Novom Sadu, gde je napravio i svoje prve kulinarske korake. Profesija ga je potom vodila širom sveta – od Grčke, preko Londona, pa sve do Rajskih ostrva... Prvi *fine dining* postavio je u restoranu „Garden“ u hotelu „Grand“ na Kopaoniku. Potom je malo „skoknuo“ do Pariza i u restoranu hotela „Mama Shelter“ radio kao kuvar, a kada je hotel iz ovog lanca otvoren u Beogradu, postaje njegov *executive chef*. Trenutno je šef kuhinje beogradskog restorana „Endorfin“ na Dorćolu, za koji je kreirao meni sa, verovatno, najunikatnijim jelima u Beogradu.

A CYBER CHEF IN THE GASTRO LABORATORY

He was born in Vrbas 32 years ago, and he graduated from gastronomy and hotel management at the Faculty of Mathematics in Novi Sad, where he had made his first culinary steps. The profession then have led him around the world - from Greece, across London, to the Paradise Islands... He set his first *fine dining* at the Garden restaurant at the Hotel Grand on Kopaonik. Then he went to Paris and the restaurant of Mama Shelter Hotel where he has worked as a chef, and when the hotel of this chain was opened in Belgrade, he became its *executive chef*. At the moment, he is a chef at the Belgrade's restaurant Endorfin in Dorćol, for which he created a menu with, probably, the most unique dishes in Belgrade.

- Od malih nogu sam se motao oko kuhinje, koja je za mene uvek bila čarobno mesto. Kopajući po maminim starim rokovnicima, pravim „knjigama sveznalicama“ sa mnoštvom recepata, počeo sam polako da ulazim u tajne gastronomije i da – kuvam. Ali, kada sam na internetu 90-ih godina otkrio Ogista Eskofijea (Auguste Escoffier) – najvećeg među najvećima i njegov „Cookbook“, francuski klasik, bio sam potpuno siguran da će ljubav prema gastronomiji naprosto obeležiti moj život. On i Marko Pjer Vajt (Marco Pierre White) bili su moji najveći uzori. Iako je prvi proglašen za šefa ove ere, Marko je pomerio granice gastronomije. On sam kao ličnost i taj rokenrol kulinartstva koji je doneo, gde su kuvari u 21. veku postali selebitiji, inspirisalo me je da se potrudim da ljude impresioniram svojim kreacijama i da ih učinim srećnim dok uživaju u hrani – otkriva **Dušan Popov**, mladi i kreativni šef kuhinje, ističući da klasici nikada neće izaći iz mode, ali da ih je neophodno nadograđivati nečim novim, uzbudljivijim, drugačijim...

Dušan svoje specijalitete oplemenjuje omiljenim začinima – belim lukom i majčinom dušicom, u kombinaciji sa različitim vrstama putera koji je, kako tvrdi, „u velikoj ljubavi sa svim vrstama mesa, ali i sa povrćem, rižotom i morskim plodovima“. Smatra da ima dara za postavljanje kontrasta na tanjiru. I dok uživa da svojim zanimljivim kreacijama iznenađuje svoje goste, lično najviše voli prepečen tost i malo putera. Za sebe kaže da je baš „old school“, a kad bi mogao da bira koja bi namirnica bio, bio bi ili puter ili sir, jer te male stvari, kaže on, čine svako jelo sofisticiranim i lepim.

ŠEF - I KREATOR I MENADŽER

Kako je kuvao i u velikim svetskim kućama, a i u našim restoranima, pitamo ga u čemu se razlikuju, a on spremno odgovara da se u inostranstvu ponuda menja sezonski, dok kod nas nije bitno u kom stanju je namirnica, već je koristimo tokom čitave godine.



- Since I was a young boy I have always liked to be in the kitchen, which has always been a magical place for me. Digging into my mother's old notebooks with lots of recipes, I slowly began to reveal the secrets of gastronomy and to cook. But when I discovered Auguste Escoffier on the Internet in the 90-s – the biggest among biggest and his „Cookbook“, a French classic, I was completely sure that love for

gastronomy will mark my life. He and Marco Pierre White were my role models. Although the first was proclaimed the chief of this era, Marko changed the boundaries of gastronomy. He, as a personality and the rock and roll of the gastronomy that he has brought, where chefs became celebrities in the 21st century, inspired me try to impress people with my creations and to make them happy while they enjoy food – reveals Dušan Popov, a young and creative chef, saying that classics will never get out of fashion, but that they need to be upgraded with something new, more exciting, different...



Dušan enriches his specialties with his favourite spices – garlic and thyme, in the combination with various types of butter, which is according to him, „in great love with not only with all kinds of meat, but with vegetables, risotto and seafood as well.“ He thinks he has a gift to put contrast on the plate. And while he enjoys surprising the guests with his interesting creations, he personally loves toasted bread and some butter. He says that he is just an "old school," and if he could choose which



Photo: Marija Maksić

- Ide se linijom manjeg otpora - kaže on, umesto da se razmišlja o tome da li je normalno ponuditi tart od malina u decembru. Uvek kada smo u mogućnosti treba koristi sveže proizvode, u sezoni, onda kada su najjeftiniji. Šef kuhinje nije samo kreator, već i menadžer koji mora da razmišlja i o poslovnim efektima. Čak i vrhunski kuvari koji tako ne razmišljaju, mogu da dovedu restoran do bankrota. Danas više nego ikad o svemu mora da se vodi računa. Zato je kuvanje bez ili sa što manje otpada - ideal svake kuhinje, jer je cilj da se maksimalno iskoristi svaka namirnica, a da istovremeno dobijemo najbolji proizvod.

Konkretno, mi u restoranu za doručak nudimo uštipke, što je nesvakidašnje za restoran koji se nalazi u srcu Dorćola i to je ljudima interesantno i vole to da probaju. Naš jelovnik se uglavnom zasniva na homemade proizvodima: koristimo organska jaja, sami pravimo majonez i sve ostalo što možemo da napravimo, tako da je kupovina gotovih i polugotovih proizvoda minimalna. Mi zaista kuvamo i trudimo se da gostima pružimo autentično gastronomsko iskustvo, koje će želiti da ponove. Mislim da su gosti to prepoznali sudeći po prometu koji je u poslednja tri meseca povećan za 28%, što nije malo.

UČINI TO LEPIM!

Kao mladi sajber šef, Dušan prati sve gastro i ostale trendove, ali ima svoju sopstvenu viziju. Artista, inovator i još uvek ili doživotno veliki dečak, svoju inspiraciju nalazi u koloritu namirnica, baš kao i Danijel Hum (Daniel Humm), vlasnik „Eleven Madison Park“-a u Njujorku.

- Po mom mišljenju, on je najbolji kuvar sveta u ovom trenutku. Fascinira me što je kod njega sve jednostavno, baš kao i njegova filozofija sažeta u: „make it nice“ - učini to lepim. Na njegovim tehnikama kuvanja zasnivam svoju kuhinju. I zaista volim da gledam njegov servis, jer odmah dobijem

food he would be, he would be either butter or cheese, because these small things, he says, make every meal sophisticated and beautiful.

A CHEF – BOTH A CREATOR AND A MANAGER

As he has cooked in all world houses, as well as in our restaurants, we want to know what the difference is, and he quickly answers that offer is changed seasonally abroad, while in our country it doesn't matter what state the food is in, we use it during the whole year.

- People do what seems easier – he says, instead of considering whether it is normal to offer a raspberry tart in December. We should always use fresh ingredients when we have a chance, in the season, when they are the cheapest. A chef is not only a creator; he is also a manager who must also consider business effects. Even top chefs who do not think so, can bring the restaurant to bankruptcy. More than ever, everything must be taken care of. That is why cooking without or with less waste – is the ideal of every kitchen, because the goal is to make maximum use of every kind of food, and at the same time to get the best product.

In particular, in the restaurant for breakfast we offer *uštipci*, which is unusual for the restaurant in the heart of Dorćol which is interesting for people and they like to try it. Our menu is mainly based on homemade products: we use organic eggs, we make the mayonnaise ourselves and everything else we can do, so buying finished and semi-finished products is minimal. We really cook and try to give our guests an authentic gastronomic experience, which they will want to repeat. I think guests have recognized this



Photo: Marija Maksić



ideje kako sve to može da se prilagodi namirnicama u Srbiji.

DOBAR KUVAR MORA BITI DOBAR ČOVEK

U njegovoj kuhinji, pravo gastro laboratoriji, sve te ideje se kroz ozbiljan istraživački proces, s mnogo strasti pretaču u bajkovite kreacije na tanjire, na kojima je sve u savršenoj harmoniji. Neko će reći da za to treba imati ne samo znanje, već „ono nešto“ što obično odvaja od neobičnog, umetnost od onog što ona nije... A Dušan kaže da je za sve, pa i za kuvarstvo sa osobenim stilom, najvažnije biti dobar čovek, iskren prema sebi, vredan, uporan, staložen, zaljubljen u svoj posao, imati pasiju. Kuvarski posao zahteva mnogo odricanja, ali ljubav koja se prenosi na hranu ljudi osećaju i prepoznaju. Zato svojim saradnicima i kolegama poručuje:

- Posvetite se svakom tanjiru kao da vam je poslednji i trudite se da svakog dana budete bolji. Tek tada možete da težite ultimativnom momentu da to što kreirate inspiriše ljude oko vas, vaše goste i zaposlene.

Ljiljana Rebronja
Biljana Bosnić Ognjanović

NAJVEĆA SATISFAKCIJA

Njegova velika želja je da radi u restoranu s *Michelin* zvezdicom. Sebe, inače, vidi u nekom ozbiljnom hotelskom sistemu gde bi mogao da otvori ljudima nove horizonte, da unese neku inovaciju, da zavrti novu, svežu gastronomsku priču... Inače, pripada šefovima koji se trude da u kuhinji budu i mentori koji svojim saradnicima pomažu da rastu. Stalno je sa njima na liniji – on kuva a oni ga prate i ništa im nije teško. Zato je njegova najveća satisfakcija kada mu saradnici kažu: „Gde god da budeš radio, mi idemo s tobom“.

THE BIGGEST SATISFACTION

His great desire is to work in a Michelin star restaurant. He sees himself, in other words, in a serious hotel system where he could open people to new horizons; bring in some innovation, to spin a new, fresh gastronomic story... Otherwise, he belongs to the chefs who try to be mentors to their associates in the kitchen and help them grow. He is always in line with them – he cooks and they follow him and nothing is difficult for them. That is why his greatest satisfaction is when his associates say, "Wherever you are, we go with you."

judging by the turn over that has increased by 28% in the last three months, which is not insignificant.

MAKE IT BEAUTIFUL!

As a young cyber chef, Dušan follows all the gastronomic and other trends, but he has his own vision. An artist, innovator and still young at heart, he finds inspiration in food colours, just like Daniel Humm, the owner of the Eleven Madison Park in New York does.

- In my opinion, he is the best chef in the world at this time. It fascinates me that everything is easy for him, just as his philosophy sums up in: "make it nice" - do it beautiful. I have based my kitchen on his cooking techniques. And I really like to watch his service, because I immediately get ideas how it can be adapted to the food in Serbia.

A GOOD CHEF MUST BE A GOOD MAN

In his kitchen, true gastronomic lab, all these ideas are transformed through a serious research process, with many passions into fairy tales on the plates, where everything is in perfect harmony. Someone will say that for that one need to have not only knowledge, but "that something" which separates the usual from the unusual, the art from what it is not considered to be art... And he says that for all, even for a cookery with a special style, the most important thing is to be a good man, honest with himself, hard-working, persistent, calm, in love with his job, to have passion. Cooking requires giving up certain things, but people feel and recognize the love that is transferred to the food. Therefore, he tells his associates and colleagues:

- Pay attention to each plate as if it was the last one and try to get better every day. Only then you can seek the ultimate moment that what you create inspires people around you, your guests and associates.

Ljiljana Rebronja
Biljana Bosnić Ognjanović



LEČI I EDUKUJE DUŽE OD PET DECENIJA

Institut za lečenje i rehabilitaciju „Niška Banja“ je zdravstvena, naučno-obrazovna i istraživačka ustanova, naučna baza Medicinskog fakulteta Univerziteta u Nišu. Već duže od pet decenija objedinjuje najsavremenija znanja iz oblasti kardiologije, reumatologije, kardiovaskularne rehabilitacije, fizikalne medicine i ortopedije sa prirodnim faktorima – termalnom vodom, peloidom, odnosno blatom i radonovim gasom.

Svoju osnovnu delatnost obavlja kroz stacionarni i ambulantno-poliklinički deo. U stacionarnom delu raspolaže sa 560 postelja koje su smeštene u tri objekta – „Radonu“, „Zelengori“ i „Termama“. Svaki objekat u Institutu raspolaže kompletnim terapijskim blokom, bazenom i celokupnom savremenom opremom za fizikalnu medicinu i rehabilitaciju. Stacionarnu zdravstvenu delatnost obavlja u klinikama za kardiologiju, reumatologiju, ortopediju, kao i na klinici za specijalizovanu rehabilitaciju, prevashodno za rehabilitaciju obolelih od kardiovaskularnih bolesti, kao i pacijenata nakon implantacije veštačkog kuka, kolena, operacije na kičmenom stubu.

- Imamo najsavremeniju opremu za neinvazivnu dijagnostiku i terapiju u oblasti

kardiologije i reumatologije. Uporedo razvijamo i ljudske resurse, jer oprema bez stručnjaka ne znači ništa. Uvek proveravamo mišljenje pacijenata da vidimo gde smo i kako radimo i gotovo redovno dobijamo ocenu iznad četiri i po. Ali uvek postoji nešto što može da se popravi. Naši lekari, medicinske sestre i tehničari, fizioterapeuti, učestvuju u radu domaćih i međunarodnih stručnih skupova, a i sam Institut organizuje simpozijume – jedne godine iz oblasti kardiovaskularnih bolesti, a druge iz oblasti reumatologije. Učestvuju najeminentniji lekari i naučnici iz zemlje i inostranstva. Sa svakog simpozijuma objavi se knjiga radova i saopštenja koja je odlično štivo za pripremanje spe-

cijalističkih ispita i za edukaciju - ističe profesor **dr Marina Deljanin Ilić**, direktorka Instituta.

M. Momčilović



THE INSTITUTE „NIŠKA BANJA“

FIVE DECADES OF TREATMENTS AND EDUCATION

The Institute for treatment and rehabilitation „Niška Banja“ is a health, scientific-educational and research institution, a scientific base of the Medical Faculty of the University of Niš. For more than five decades it has been combining state-of-the-art knowledge in the field of cardiology, rheumatology, cardiovascular rehabilitation, physical medicine and orthopedics with natural factors – thermal water, mud and the Radon gas.

It performs its basic activity through stationary and ambulance-clinic sections. Stationary has 560 beds, which are located in three buildings – „Radon“, „Zelengora“ and „Terme“. Each property in the Institute has a complete therapy block, swimming pool and modern equipment for physical medicine and rehabilitation. It performs stationary health activities at the clinics for cardiology, rheumatology, orthopedics, as well as at the clinic for specialized rehabilitation, primarily for rehabilitation of patients with cardiovascular diseases, as well as patients after implantation of artificial hip, knee, and spine surgeries.

- We have the latest equipment for non-invasive diagnosis and therapy in the field of cardiology and rheumatology. At the same time we develop human resources, because equipment without experts doesn't mean anything. We always check a patient's opinion to see where we are and how we work and almost regularly get a score above four and a half. But there is always something that can be improved. Our doctors, nurses and technicians, physiotherapists, participate in the work of domestic and international expert meetings, and the Institute itself organizes symposiums – one year in the field of cardiovascular diseases, and the other in the field of rheumatology. The most eminent doctors and scientists from the country and abroad participate. From every symposium, a book of papers and press releases is published, which is an excellent reading for preparation of specialist exams and for education – points out professor PhD **Marina Deljanin Ilić**, the director of the Institute.

M. Momčilović



Priušite sebi neponovljive trenutke relaksacije u Wellness i Spa centru „Sense“ Instituta „Niška Banja“.

Treat yourself to unrepeatable moments of relaxation at the „Sense“ Wellness and Spa Center of the Niška Banja Institute.



Odvajite vreme za sebe i opustite se kroz Anticelulit, Antistres i Kraljevske wellness pakete, Sense slim wellness program (program redukcije telesne težine) i Happy weekend paket.



Set aside time for yourself and relax with the Anti-cellulite, Anti-stress and Royal wellness packages, the Sense slim wellness programme (body weight, reduction programme) and Happy Weekend package.

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QUANTUM WELLNESS: PODRŽAVA ZDRAVLJE, GENERIŠE PROFIT

Prema istraživanjima američkog Global Wellness Institute, svetska wellness industrija predstavlja biznis od 3,7 biliona dolara! Najveće učešće u tom „kolaču“ pripada industriji lepote i anti-aging-a, na drugom mestu je zdrava hrana, ishrana i korekcija težine, a na trećem - wellness turizam! To nedvosmisleno govori da je wellness industrija u snažnoj globalnoj ekspanziji, koju generišu sve ozbiljni zahtevi i potrebe korisnika za novim uslugama i proizvodima, pre svega, vezanih za zdravlje. Zato su već desetak godina u trendu tzv. healthy & healing hoteli, u kojima je gostima, osim odmora i relaksacije, pružena mogućnost da biraju programe i tretmane koji će uticati i na njihovo zdravlje i lepotu. Korak dalje u toj oblasti predstavlja novi koncept Quantum Wellness, čiji je autor **Marina Luketina Šunjka**, po profesiji nutricionista, koja upravo završava doktorsku disertaciju iz oblasti preventivne medicine i zdravstvenog menadžmenta. Kao sinergija najnovijih tehnoloških dostignuća kvantne i iskustava integrativne medicine, uz inovativnu opremu, koja je plod petnaestogodišnjeg rada i istraživanja, Quantum Wellness je ekskluzivni, visokoprotabilni proizvod koji svoju ozbiljnu primenu može naći u luksuznim hotelima.



QUANTUM WELLNESS: SUPPORTS HEALTH, GENERATES PROFIT

According to the research of American Global Wellness Institute, world wellness industry is a business worth 3.7 trillion US dollars! The majority of this “cake” belongs to beauty and anti-aging industry, followed by healthy eating, nutrition & weight loss and in third place wellness tourism! Undoubtedly figure shows that wellness industry is heavily and globally, incentivized by serious requests and needs of users searching for new products and services, primarily related to health improvement. In light of that, the expansion of healthy & healing hotels is visible in the past decade, where besides offering rest, hotel guests are offered choices between programs and treatments improving their health and beauty. An even deeper step further in that industry could be recognized in a new concept called Quantum Wellness, authored by **Marina Luketina Šunjka**, a nutritionist by profession currently finalizing her PhD degree in preventive medicine and health management. Quantum Wellness represents the synergy of more than 15 years of research and learning combined with the latest technological developments of both quantum and integrative medical science, joined inside of an innovative and unique solution, thus positioning this concept of Quantum Wellness as an exclusive and high-profitable product to be found in luxurious hotels.

INTERVIEW: MARINA LUKETINA ŠUNJKA, QUANTUM WELLNESS CONCEPT AUTHOR

● *Koncept Quantum Wellness je u potpunosti inovativan. Otkuda ideja da ga pokrenete?*

-Spremajući svoju doktorsku disertaciju, imala sam priliku da se upoznam sa poražavajućim podacima koji ukazuju da 1 od 3 osobe danas umire od hroničnih bolesti kao što su infarkt ili kancer. Sve je više ljudi koji boluju od bolesti prouzrokovanih toksinima i hemikalijama koje unose kroz hranu i lekove, a prava ironija je da se sve više trudimo konzumirajući ono za šta smo uvereni da nam pomaže. Pritom, zatrpani smo poluinformacijama kojima se obećavaju brza rešenja dok su, na drugoj strani, zbog ekspanzije zdravstvenog turizma, sve veći zahtevi za uslugama i efikasnim tretmanima kojima se umesto posledica otklanjaju uzroci. Mi smo, imajući to u vidu, želeli da napravimo koncept koji će ponuditi odgovore i dati rešenja za probleme.

Danas, nakon čitavih 15 godina, mogu reći da smo uspeli. Napravili smo koncept koji je objedinio iskustvo i najsavremeniju tehnologiju kojom je moguće svakoj osobi predložiti potpuno personalizovane energetske tretmane i programe ishrane na osnovu precizne procene zdravlja, uz mogućnost praćenja i predviđanja rezultata.

REVOLUCIONARNA KAPSULA ZDRAVLJA

● *Šta Quantum Wellness čini jedinstvenim?*

- Ono što Quantum Wellness čini jedinstvenim su multifunkcionalne i savremeno dizajnirane kapsule (kvantne zone), koje su opremljene inovativnom tehnologijom koja se bazira na najnovim dostignućima u bioinformatici.

Zamislite da vaši gosti ili zaposleni mogu za samo desetak minuta bez bola, hemije i zračenja saznati gde postoje nepravilnosti u radu njihovog organizma i to mnogo pre prvih simptoma, i da ih odmah zatim mogu i otkloniti i tako preduprediti bolest i usporiti proces starenja.

Zamislite, takođe, da svojim klijentima u fitness centru ili gostima u hotelu možete ponuditi mogućnost izrade plana ishrane ili čak dizajniranje personalnih funkcionalnih obroka. Zahvaljujući jedinstvenim softverima, svakom klijentu sada je moguće napraviti potpuno individualne tretmane i terapije na osnovu uzroka njihovog problema, uz mogućnost da se prati, procenjuje i čak predvidi efikasnost tretmana ili terapije.

Quantum Wellness koncept, takođe, nudi sasvim novi pristup u sprovođenju uobičajenih programa, poput detoksikacije, korekcije težine ili anti age programa. Problem nedostatka prostora i kvalitetnog kadra sada je - prošlost. Quantum Wellness je rešenje za sve.

● *Kome je namenjen ovaj koncept?*

- Mogućnosti njegove primene su velike. On, pre svega, može biti interesantan hotelima, wellness, spa i fitness centrima - kao podrška u sprovođenju njihovih usluga i tretmana, ali i firmama i korporacijama koje žele da svojim zaposlenima kroz inovativne tretmane i personalizovanu ishranu podignu energiju i elan za obavljanje svakodnevnih radnih ali i životnih obaveza.

● *The concept of Quantum Wellness is totally new and innovative? How this idea was born?*

-While I was preparing my PhD thesis, my research showed devastating data indicating that 1 in 3 people today die due to suffering from chronic illnesses such as heart attack or cancer. Seems that the number of people suffer from illnesses caused by from toxins and chemicals being absorbed from either food, or medicines is increasing, and the real irony in it, is that we get more intoxicated by consuming goods we believe are good for us. On the other hand there are more and more people thinking and being aware of prevention, but even them face a challenge is choosing the right path to take. Consumer market offers tens and hundreds of products giving solutions. So, we have been swamped with half-truth information promising fast solutions, while on the other hand, due to the expansion of health tourism, the number of requests for services and effective treatments alleviating causes, instead of symptoms are increasing. Having that in mind, we wished to create the concept offering answers and solutions to those problems.

Today, 15 years after, I can say we have made it. We have created the concept which sublimated experience and latest technologies enabling personalized energy treatments as well as personalized nutrition programs based on the precise health evaluation, with an option of tracking and envisaging future results.

THE REVOLUTIONARY HEALTH CAPSULE

● *What makes Quantum Wellness unique?*

- Quantum Wellness is the unique, multi-functional and modern designed capsule (Quantum zone), equipped with innovative technologies originating in latest achievements of Bioinformatics.

Imagine that your guests or employees, without any pain, chemicals or radiation are able in just ten minutes to understand irregularities in their organism's functions, much earlier before the first symptoms show and that they are able to address those and remove those even and prevent illnesses and slow down aging.

Imagine also that you are able for your clients in fitness centers or to your hotel guests offer personalized functional meals. Thanks to a set of unique software, each client could be given fully individual treatment and therapies based on their condition, with an option of tracking and even envisaging the prescribed treatment or therapy.

Also Quantum Wellness concept offers a unique approach in implementation of regular programs, such as detox, weight adjusting or anti-age programs. The issue of insufficient space and qualified personnel is now matter of past. Quantum Wellness is the solution for all of those.

● *Who could be the beneficiary of this concept?*

- The application of this system could be diverse. It could become interesting to hotels, wellness, spa and fitness centers, as a complementary module to their already existing services and treatments, but also to companies and corporations benefiting from providing innovative treatments and personalized diet to their employees aiming to increase their energy and motivation for undertaking daily work and life obligations.





JACK MA, PREDSEDNIK I OSNIVAČ ALIBABA:
 "DANAŠNJI KUPCI ŽELE BITI ZDRAVI I SRETNI A
 POSEDOVANJE NAJSKUPLJE ILI NAJNOVIJE ROBE MANJE
 IM JE VAŽNO NEGO KAKO SE OSEĆAJU I IZGLEDAJU."

JACK MA, CEO AND FOUNDER OF ALIBABA
 CORPORATION SAID, "NOWADAYS CUSTOMERS WANT TO BE HEALTHY
 AND SATISFIED, BUT POSSESSION OF MOST EXPENSIVE OR LATEST
 PRODUCTS IS LESS IMPORTANT THAN HOW THEY FEEL AND LOOK."

SVETSKI TREND - HEALTHY & HEALING HOTELI

● Na koji način Quantum Wellness može da unapredi hotelsku uslugu?

- Hotelijeri, pre svega, mogu da dobiju sasvim novu klijentelu koja je spremna da investira u svoje zdravlje. Još 2011. prvi put sam se neposredno upoznala sa problemima koje imaju osobe za koje mislimo da ih zbog bogatstva, položaja i uticaja verovatno nemaju. Nažalost, i oni su suočeni s činjenicom da za većinu svojih hroničnih bolesti novcem i vezama ne mogu kupiti rešenje zdravstvenih problema i sve su svesniji da rešenje moraju da traže na drugom mestu.

Ono što je Quantum Wellness u mogućnosti da pruži takvoj klijenteli danas sve više postaje standard u hotelskoj i wellness industriji. U svetu već postoji više od 100 hotela koje nude healthy & healing programe za klijente koji žele da se hrane i žive zdravo dok su na odmoru. Španski hotel SHA Wellness Clinic 5*, samo je jedan od hotela u Evropi koji već 10 godina svojim gostima nudi programe detoksikacije, mršavljenja ili regeneracije. Cena sedmodnevnog rejuvenation programa u ovom hotelu - klinici iznosi - 8.400 eura, a sedmodnevni intezivni program detoksikacije - 4.900 eura! Odličan izvor zarade, zar ne? Sa Quantum Wellness konceptom naši hoteli bi mogli da konkurišu evropskim healthy & healing hotelima.

● Šta biste za kraj poručili vlasnicima naših hotela i wellness centara?

- Budite ispred konkurencije ali nemojte prolaziti kroz uobičajeni proces pokušaja i učenja na sopstveni greškama. S obzirom da je lično iskustvo najbolji način da donesete ispravne odluke, pozivamo vas da nas kontaktirate i sami procenite mogućnosti koje nudi Quantum Wellness koncept.

www.iwt.co.rs

WORLD TREND - HEALTHY & HEALING HOTELS

● In what way Quantum Wellness could improve hotel's service?

- Hotels could attract brand new customers ready to invest in their health. In 2011 I understood that even wealthy and powerful people suffer from access to adequate care. Unfortunately, even those groups are facing the fact that money and connections cannot buy solutions to a number of chronic illnesses and those are becoming more aware that the potential solution might be somewhere else.

The core of Quantum Wellness offers service to such clientele via hotel and wellness industry. Worldwide there are more than 100 hotels offering healthy & healing programs for clients wishing to eat and live healthy while being in vacation. Spanish hotel SHA Wellness Clinic 5*, is just one of those hotels offering programs of detox, slimming and regeneration for more than 10 years. Price for a 7-day rejuvenation program in this hotel comes to about 8.400 Euros, and intensive 7-day detox program to 4.900 Euros! Great profit source, isn't it? With Quantum Wellness concept, our hotels would be competitive to European healthy & healing hotels.

● What would you say to owners of local hotels and wellness centers?

- Be a head of competition, but don't waste time in trying and learning on your own mistakes. Having in mind personal experience is the best way to make a decision, please contact us and judge yourself the opportunities Quantum Wellness concept offers.

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ŠVEĐANI ZNAJU, A ZNA I MILORAD ČAVIĆ!



Milorad Čavić,
poznati plivač / renowned swimmer

Da li ste u poslednje vreme osetili umor ili bol u leđima?

Bol u leđima je sve prisutnija pojava i najviše se ignoriše kao nešto što „prolazi vremenom“, ali se ignorisanjem problem ne umanjuje. Prema studiji objavljenoj u renomiranom medicinskom časopisu „Lanset“, bol u donjem delu kičme je vodeći uzrok invaliditeta širom sveta, što pogađa u proseku oko **540 miliona ljudi** u razvijenim državama.

Kod **70% ljudi** intenzivan bol u donjem delu leđa najavljuje hronične bolove i ozbiljnije deformitete, što se često ignoriše.

Diskus hernija jedna je od najčešćih bolesti kičmenog stuba, treća u svetu po učestalosti i može da dovede čak do invalidnosti i nekontrolisanog mokrenja i drugih neuroloških problema. Prema brojnim studijama, **operacija je poslednje rešenje**, i to uspešno samo u 30% slučajeva.

Međutim, rešenje za bolove u kičmi ne mora da bude hirurško. **Kako se bol u kičmi može lečiti nehirurškim putem?**

ŠVEDSKA MASTERCARE® METODA ZA LEČENJE I PREVENCIJU BOLOVA U LEĐIMA JE REŠENJE

Švedska metoda lečenja pomoću Mastercare® sprave je medicinski testirana, naučno potvrđena i priznata metoda za rehabilitaciju, prevenciju i jačanje mišića vrata, kičme i kolena. Razvili su je u saradnji sa fizijatrima, tako da vežbe koje se rade na spravi u potpunosti odgovaraju fizionomiji i potrebama ljudskog tela.

Zbog toga ga koristi **stručno medicinsko osoblje**, a takođe i pojedinci samostalno i **bezbedno u kancelarijama ili kod kuće**.

Preduzeća kao što su **Volvo, Electrolux, Ikea...**, u svojim proizvodnjama godinama imaju određene prostorije na raspolaganju za zaposlene i njihovu rekreaciju gde su oni u obavezi da sva-



THE SWEDES KNOW AND SO DOES MILORAD ČAVIĆ!

Have you recently experienced tiredness or back pain?

Back pain is an ever more present phenomenon and it is also the most ignored as something that will “pass in time” and by ignoring it the problem doesn’t get reduced. According to the study published in the renowned medical journal The Lancet, lower back pain is the leading cause of disability around the world, affecting an average of **540 million people** in developed countries.

In **70% of people** intense lower back pain signals chronic pains and more serious deformities, which is often ignored.

Spinal disc herniation is one of the most common spine diseases, the third in the world by frequency and can lead even to disability and loss of urinary tract control and other neurological problems. According to numerous studies, surgery is the last solution, and it is successful only in 30% of cases.

However, the solution for back pain doesn’t have to be a surgery. **How can this problem be solved in a non-surgical way?**



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ki dan koriste Mastercare® spravu kako bi održali svoje zdravlje i bili u kondiciji.

KOD 71% KORISNIKA MASTERCARE® METODE

ZAKAZANA OPERACIJA KIČME JE OTKAZANA

Uz pomoć ovog švedskog sistema za brigu o leđima, otklanja se išijas, skolioza, „zamor u leđima“, artritis, **diskus hernija**, bol u mišićima, ramenima, vratu i donjem delu kičme i **povrede** zbog naglog pokreta glave itd.

Statistika od 1987. godine pokazuje da je kod blizu 71% korisnika Mastercare® metode zakazana operacija kičme – otkazana.

MASTERCARE® VRATIO MILORADA ČAVIĆA

NA OLIMPIJADU U LONDONU

„Više meseci nakon operacije saznao sam za vrhunsku spravu Mastercare® i njene mnoge beneficije i odmah krenuo da je koristim. Za manje od godinu dana korišćenja uspeo sam da se vratim profesionalnom plivanju i čak sam učestvovao na Olimpijadi u Londonu 2012.“

MEDICINSKI TURIZAM SVE POPULARNIJI

Da je Mastercare® efikasna metoda, potvrđuju i naši brojni partneri i saradnici u svetu, ali i Srbiji, kao što su opšte bolnice, klinike, ordinacije fizikalne medicine i sportske medicine, fizioterapeutske ambulante, instituti, fakulteti itd.

SVE BOLJA PONUDA WELLNESS USLUGA U

HOTELIMA I BANJAMA

Svest o zdravlju i prevenciji je sve prisutnija i kod nas, a ne samo u inostranstvu. Ljudi traže nešto bolje, nešto efikasnije i žele da investiraju u sebe, jer znaju da je biti zdrav najveće bogatstvo. Zbog toga, sve više banja i hotela koji žele da ponude viši nivo wellness usluga i rehabilitacije, ulažu u razvoj na tom području i daleko su ispred konkurencije.

DODATNE INFORMACIJE ZA LIČNU ILI PROFESIONALNU

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- MORE THAN JUST A WHITE SMILE IS DESIRED -

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Health awareness is on arise and health prevention is rapidly increasing in this country. People are getting interested in something more efficient, something better and they are ready to invest in themselves because they understand that having good health is still the greatest asset. Thus the increasing number of hotels and spas which are introducing higher standards of services, bringing more varieties of wellness and rehabilitation programmes. By developing and investing in these fields they are making their offer more interesting and competitive.

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Cooperation with foreign

countries is also possible.



Milorad Čavić na Mastercare® stolu

Milorad Čavić using Mastercare® system

MOCUSHI WELLNESS RITUAL



Peđa Filipović
wellness ambassador Srbije i Crne Gore
Wellness ambassador of Serbia and Montenegro

Pratiti vibracije vremena, potrebe gosta, afinitete generacija koje dolaze, ritam života, trendove u svetu i utkati ih u savremeni wellness koncept, zadatak je svih nas koji smo u našim kreativnim radionicama srcem aktivni. Iznad svega, dati im svoj pečat, ali i pečat zemlje u kojoj živimo i predstavljamo je. Sa ciljem da čuvamo zdravlje, negujemo ga, otklonimo umor i oroke nogu nakon dugosatnog pešačenja, skijanja, sprečimo upalu mišića sportista, pa i rekreativnih, i pomognemo im da sutra, lagani kao perce, nastave sa svojim omiljenim aktivnostima. I biti im putokaz do magične harmonije telesnog, mentalnog i duhovnog.

Osluškujući svet i zahteve mladih ljudi, koji su sve češći konzumenti lepota wellnessa, u svojim edukacijama izučavao sam tehnike vakuum masaža, moderno – kapinga. Iskustvo je pokazalo da ga podjednako cene sve generacije, i da su ga pre mnogo godina vremešniji klijenti, kada je, na žalost, sve istočnjačko bilo drugačije percipirano i ne tako popularno, doživeli, praktikovali i upoznali kao ventuze.

Sa željom da pomerim unutrašnje granice sa ciljem opšteg dobra i nastavim putovanje holističkog pristupa čoveku, bio sam siguran da u jednom ritualu wellnessa vakuum dobija na značaju ukoliko je u sinergiji sa moćnim pelinom, kao i sa blagotvornim japanskim šiacuom.

PUTOVANJE KROZ MOCUSHI RITUAL

Samo putovanje kroz MOCUSHI ritual započinje mokso terapijom. Sa vežbama dubokog disanja i harmonizacije protoka životne energije kroz telo, terapeut lagano počinje sa zagrevanjem tela. Zagrejano telo, dobra cirkulacija na ćelijskom nivou,

MOCUSHI WELLNESS RITUAL

To follow vibrations of time, guests' needs, affinities of the following generations, rhythm of life, world trends and to weave them into a modern wellness concept, is a task of all of us who are active in our creative workshops. And above all, it is important to give them their own trade mark as well as to the country we live in and which we represent. And our aim is to preserve health, nurture it, remove tiredness and legs' tumescence after long walking, skiing, to prevent muscle inflammation with both athletes recreational sportsmen, and help them to carry on as light as a feather the next day with their favourite activities, to be their guide to the magical harmony of the body, mind, and spirit.



važni su za zdravlje – poručuju drevni mudraci istočnjačke medicine. Odlučio sam se za indirektnu moksa terapiju, sa štapićem komprimovanog pelina. Zagrevanje akupunkturnih tačaka na leđima i posebna pažnja na individualni pristup klijentu. Intenzivnije zagrevanje delova leđa koja su napetija, hladnija, osetljivija... A onda isterati tugu ukoliko je ima, opuštanjem pluća i bronhija, u međulopatičnom delu, omekšati „napetost srčanog mišića“, prekanalisati bes iz jetre i žučne kese, opustiti vrlo važan krsno slabinski deo i dati značajan doprinos imunitetu, smiriti napeti išijadični nerv, osvestiti sve ono duboko potisnuto u ko zna kom folderu života... Ili naprosto, zagrejati, opustiti receptore na koži, mišićne ovojnice, same mišiće. Svima nam je poznato koliko toplota opušta celo telo, um, dušu i koliki doprinos daje antistres učincima. Svakako da i sam pelin drugačije vibrira, greje, ukoliko se primenjuje sa ljubavlju, posvećeno ili samo mehanički. U radu sa kolegama terapeutima insistiram, pored znanja, i na aktivnom srcu i empatiji u radu.

Nakon ove sofisticirane pripreme koja celom ambijentu daje aromaterapijski ton (a potvrđeno je da dim upaljene mokse i energetski čisti prostor), uključio sam laganu miofascijalnu masažu koristeći *Healing touch* ulje iz kolekcije „Touch of spirit WAPF“, u kome dominira eukaliptus, sa dodatkom najkvalitetnijih prirodnih ulja. Kako bih detaljno opustio mišićne omotače, preko njih i napete mišiće, vakuum masaža prilagodljivim silikonskim čašicama nastavak je rituala. Prateći posebno postulate limfne drenaže, vakuum masaža kreće u punoj snazi. Izbegao sam postavljanje čašica i modre kolutove koje bi klijent poneo kao „ukras“ tretmana. Prepustio sam ovaj deo terapijama kapinga i hidzama kojima ovaj nadavse blagotvoran i terapijski efekat pripada.

Listening to the world and the demands of young people, who are increasingly frequent consumers of wellness beauties, in my education I have studied vacuum massage techniques, known as – cupping. Experience has shown that it is equally appreciated by all generations, and that many years ago, when, unfortunately, everything from the East was differently perceived and not very popular, elderly clients had experienced, practised and met the ventusa.

With the desire to move the inner borders for a greater good and continue the journey of holistic approach to a man, I was sure that in one ritual of wellness the vacuum gets important if it is in synergy with powerful wormwood, as well as with a beneficial Japanese shiatsu.

A JOURNEY THROUGH MOCUSHI RITUAL

A journey through MOCUSHI ritual starts with a moxa therapy. With exercises of deep breathing and harmonization of the flow of life energy through the body, the therapist starts slowly with the warming of the body. The heated body, good blood circulation at the cellular level, are important for health – say ancient masters of eastern medicine. I have chosen an indirect moxa therapy, with a compressed wormwood stick. Heating of acupuncture points on the back and paying special attention to the individual approach to the client. More intensive warming of back parts that are tougher, cooler, more sensitive... And then to squeeze out the sadness if there is one, by relaxation of the lungs and bronchi, to soften the "tension of the heart muscle", to channel the anger from the liver and gallbladder, to relax very important lower back, give a significant contribution to immunity, calm the tension of the sciatic nerve, to awake everything that is deeply suppressed in who knows which folder of our lives... Or just, make skin receptors, muscle involucre, and muscles warm and relaxed. We all know how much the heat relaxes the whole body, mind, soul, and how big the contribution it has to anti stress effects.

KALENDAR SPECIJALIZOVANIH SEMINARA WAPF U NOVEMBRU I DECEMBRU 2018.

- Zagreb, Hrvatska – WAPF i Učilište ADRIANUS
MOCUSHI WELLNESS RITUAL od 5. do 9. novembra i od 19. do 22. novembra
- Podgorica, Crna Gora – WAPF i Medical Spa Asocijacija Crne Gore
LIMFNA DRENAŽA – PANTHA REI
Od 12. do 14. novembra

- Banja Luka, BiH/ RS WAPF i DEL CORPO CENTAR
SHI THAI WELLNESS RITUAL
Od 16. do 18. novembra
- Beč, Austrija od 14. do 16. decembra
MADEROTHERAPY WELLNESS RITUAL
MAGIC FACE MADEROTHERAPY RITUAL

SPECIALIZED SEMINARS CALENDAR OF THE WAPF IN NOVEMBER AND DECEMBER 2018.

- Zagreb, Croatia – WAPF and ADRIANUS School
MOCUSHI WELLNESS RITUAL November 5-9. and November 19-22.
- Podgorica, Montenegro – WAPF and Medical Spa Association of Montenegro
LIMF DRAINAGE – PANTHA REI November 12-14.

- Banja Luka, BiH/ RS WAPF and DEL CORPO CENTRE
SHI THAI WELLNESS RITUAL
November 16-18.
- Vienna, Austria December 14-16.
MADERO-THERAPY WELLNESS RITUAL
MAGIC FACE MADERO-THERAPY RITUAL



PREVENTIVA, NEGA I DOPRINOS SPORTU

Sada se već može primetiti i osetiti značajna promena: pluća imaju više prostora da se otvore, telo je prokrvljenije, mekše, srce ritmičnije kuca, napetost je posustala i prepustila mesto opštoj relaksaciji i laganom dremežu.

Šiacu stiže naposletku. Sada već jasno primećujemo gde se nalaze eventualno zastoji u protoku Ki – životne energije kroz sistem 14 glavnih energetskih meridijana. Gde je grč, spazam, blok tzv. džitcu ostao, a koji deo tela vapi za protokom energije, još je hladnije, slabijeg tonusa – kjo. Kroz sistem doziranih istezanja meridijana, oslobađanja svakog zgloba posebno (a oni su naše važne „energetske kapije“) pravim uvod u harmonizaciju i stimulaciju tsuboa – aku tačaka na meridijanima.

Iako sam kreirao ovaj potpuri za wellness centre, sa ciljem preventive, nege, i kao doprinos sportu, on u sebi nosi glavni postulat – prevashodno nemoj naškoditi. To je moguće isključivo poznavanjem i poštovanjem indikacija i kontraindikacija za njegovu primenu. U slučaju upalnih procesa, proširenih vena, visokog krvnog pritiska, multiple skleroze, gnojnih procesa na koži, dijabetesa, bilo kakvog krvarenja i ozbiljnih bolesti krvnih sudova, ovo nije ritual izbora.

MOCUSHI wellness ritual ekskluzivno je u septembru 2018. počeo svoj život u renomiranom hotelu „Kraljevi čardaci spa“ na Kopaoniku, u kome su terapeuti, za sada, jedini licencirani u Srbiji za njegovu primenu.

Surely wormwood itself vibrates differently, warms, if applied with love, devotedly or just without attention. Working with colleagues' therapists I insist, besides knowledge, on an active heart and empathy in their work.

After this sophisticated preparation that gives an aroma-therapeutic tone to the whole ambience (and it was confirmed that the burning moxa smoke cleans the energy of the space), I included a light myofascial massage using Healing touch oil from the Touch of spirit WAPF collection in which eucalyptus, with the addition of the highest quality natural oils dominates. In order to thoroughly relax muscle involucres, and the tense muscles through them, vacuum massage with adjustable silicone cups is a continuation of the ritual. Following especially the postulate of lymphatic drainage, vacuum massage starts in full force. I avoided placing cups and blue rings that client would take away as a „decoration“ from the treatment. I let this part to the cupping to which this beneficial and therapeutic effect belongs.

PREVENTION, CARE AND CONTRIBUTION TO SPORTS

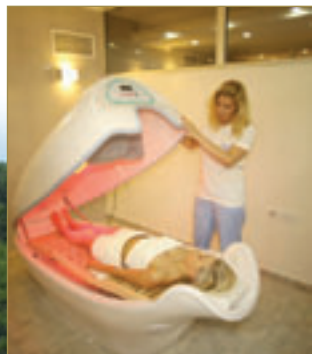
Now you can notice and feel a significant change: the lungs have more space to open, the body has better blood flow, it is softer, the heart has better rhythm, the tension has diminished and gave its place to a general relaxation and light snooze. Shiatsu comes at the end. We now clearly notice where there are possible congestions in the flow of Qi – life energy through the system of 14 main energy meridians. Where there is still a spasm, block and which part of the body cries for the energy flow, it is colder, of weaker tonus. Through the system of dosed stretching of the meridians, the release of each joint in particular (and they are our important "energy gates") I make an introduction into harmonization and stimulation of the tsuboa – acu points on the meridians.

Although I created this for wellness centres, with the aim of preventing, nursing, and as a contribution to sports, it carries the main postulate in it – don't do any harm. This is possible only by knowing and respecting the indications and contraindications for its application. In case of inflammation, enlarged veins, high blood pressure, multiple sclerosis, pulmonary processes on the skin, diabetes, any bleeding and serious blood vessel diseases, this is not a ritual of choice.

MOCUSHI wellness ritual was introduced exclusively in September 2018 at Kraljevi čardaci spa hotel on Kopaonik, where therapists are the only one in Serbia with the licence to practice it.

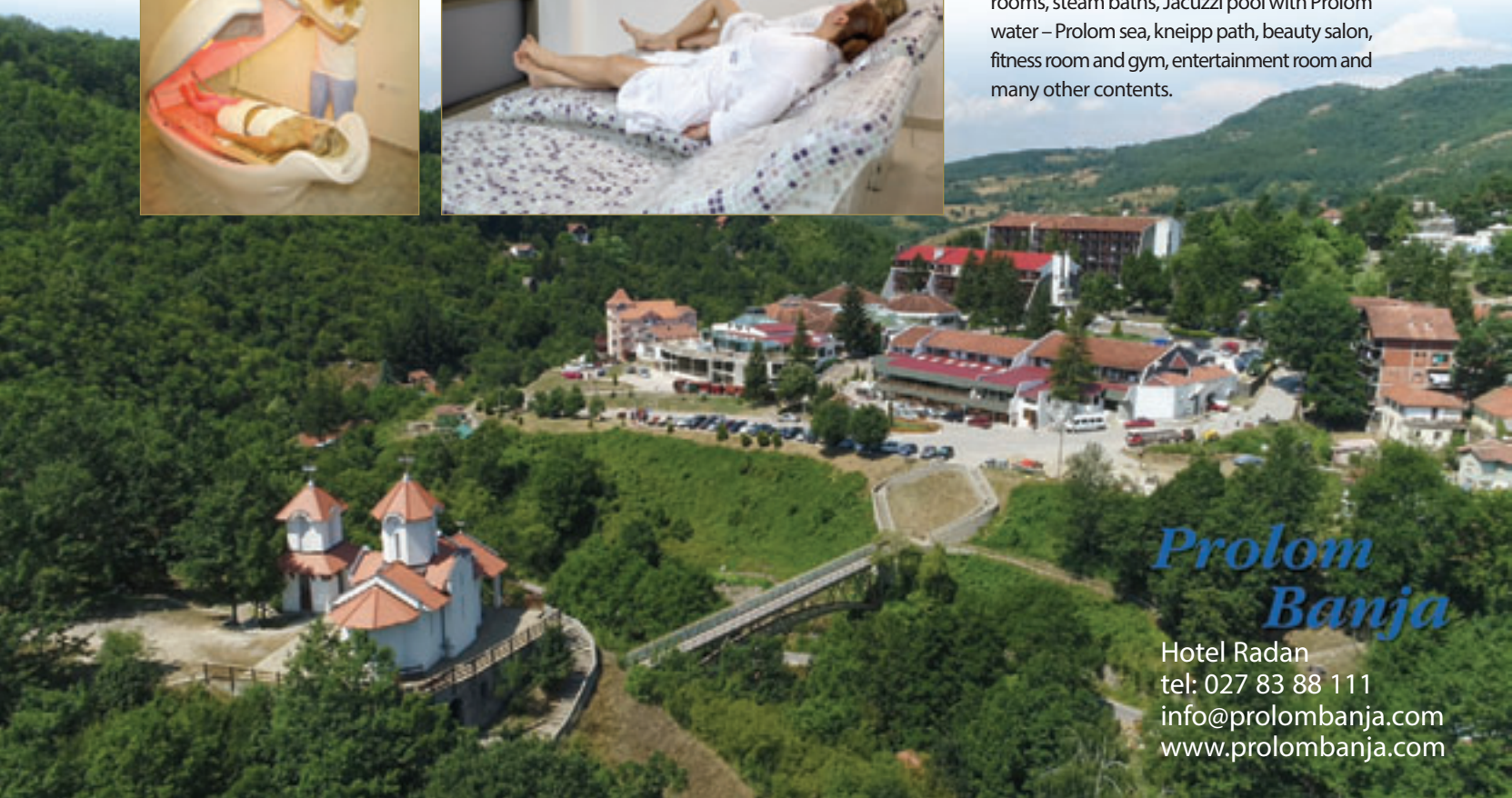
U PROLOM BANJI TROSPRATNI WELLNESS CENTAR

Wellness centar u Prolom Banji odličan je izbor za kvalitetan odmor, uživanje i relaksaciju. U okviru Wellness centra na tri nivoa, koji se prostire na više od dve hiljade kvadrata, gostima su na raspolaganju: otvoreno-zatvoreni bazen, svet sauna (tri finske, infrared i bio sauna), tepidarijumi, džakuzi kada, slane sobe, parna kupatila, džakuzi bazen sa Prolom vodom i morskom solju – Prolom more, kneipp staza, salon lepote, teretana i fitness sala, sala za zabavu i brojni drugi sadržaji.



Three-floor Wellness Center in Prolom Spa

Wellness center in Prolom Spa represents an excellent choice of a quality holiday, enjoyment and relaxation. Within the Wellness center, which spreads across the floor area of over two thousand square meters and three levels, the following contents at your disposal: swimming pool of the indoor-outdoor type, sauna world (three finnish sauna, bio sauna, infrared sauna), tepidariums, Jacuzzi pool, salt rooms, steam baths, Jacuzzi pool with Prolom water – Prolom sea, kneipp path, beauty salon, fitness room and gym, entertainment room and many other contents.



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ŽIVOT U KOFERIMA

Dva momka sa dva violončela bacila su zvezdanu prašinu na klasičnu muziku, uvodeći u svoje nastupe malu ali neophodnu dozu šou biznisa. Milionski pregledi na Jutjubu i nastupi širom sveta svedoče o njihovoj velikoj popularnosti. I dok mnogi sanjaju o putovanjima i novim destinacijama, **Stjepan** i **Luka** zbog „života u koferima“ maštaju o odmoru s porodicom i prijateljima, tvrdeći da je lepo putovati, ali da je najlepše – vratiti se kući.

Uprkos muzičkom obrazovanju, talentu i mladosti, retko ko je mogao da nasluti kakav će uspeh na svetskoj muzičkoj sceni napraviti dva momka sa Balkana. **Luka Šulić** i **Stjepan Hauser** čine slovenačko-hrvatski čelo duo, a širom sveta poznati su kao „2Cellos“. Školovani za izvođenje klasičnog muzičkog repertoara, vrtoglavi uspeh su doživeli kada su na Jutjubu objavili obradu pesme „Smooth Criminal“ Majkla Džeksona, a njihova verzija je preko noći postala svetski hit. Ugovor za *Sony Masterworks* potpisali su 2011. godine i od tad su izdali četiri albuma, svirajući instrumentalne obrade planetarno poznatih pesama iz žanrova kao što su: pop, rok, filmska i klasična muzika. Pažnju publike, ali i medija, stekli su zahvaljujući nekonvencionalnom imidžu i opuštenom ponašanju kada su u pitanju izvođači „ozbiljne“ muzike. Na klasičnu muziku bacili su zvezdanu prašinu i u svoje nastupe uveli malu, ali neophodnu dozu šou biznisa i postali ono što danas mnogi nazivaju „odličan paket“.

Njih dvojica i samo dva violončela danas nastupaju širom sveta, njihova muzika ima milionski broj pregleda na Jutjubu, a jedna od najvećih želja im je da jednog dana naprave svetsku turneju u pratnji i klasičnog, i savremenog orkestra.

• Šta treba da poseduje neko ko je uspešan na svetskoj muzičkoj sceni: talenat, obrazovanje, upornost u radu ili puku sreću?

Stjepan: Potrebno je sve što ste nabrojali. Pored talenta, mora mnogo da se vežba i da se veruje u sebe.

Luka: Mi smo verovali u sebe, znali smo da vredimo i hteli smo da naš instrument približimo što većem broju ljudi. Kad smo postavili na Jutjub obradu „Smooth Criminal“, može se reći i da smo imali sreće, jer niko nije očekivao da odmah imamo milionske preglede, i da budemo zatrpani porukama i ponudama. Ali naš rad i trud se isplatio.

• Zašto vas publika širom sveta voli?

LIFE IN SUITCASES

Two men with two cellos have thrown star dust on classical music, introducing a small but indispensable dose of show business into their performances. Millions of views on YouTube and performances all over the world testify to their great popularity. And while many dream of travelling and new destinations, **Stjepan** and **Luka** for their „lives in suitcases“ dream of resting with their family and friends, claiming it is nice to travel, but the nicest is – to return home.

Despite music education, talent and youth, hardly anyone could have guessed what kind of success on the world music scene would make two young men from the Balkans. **Luka Šulić** and **Stjepan Hauser** make Slovenian – Croatian cello duo, and are known as „2Cellos“ all over the world. Educated to perform a classical music repertoire, they gained vigorous success when they published the cover song Smooth Criminal by Michael Jackson on YouTube, and their version became a world hit over night. They signed the contract for *Sony Masterworks* in 2011, and since then they have published four albums, playing





Luka: Zato što smo normalni, skromni, a opet jedinstveni. Naša muzika je za mnoge iznenađenje, ne mogu da veruju šta sve violončelo može da odsvira.

Stjepan: Pored toga, dopada im se naša energija, a i zgodni smo (smeh).

VIOLONČELO MOŽE SVE!

• Šta je za vas muzika i kako ste se odlučili baš za čelo?

Luka: Nama je muzika sve, uz nju smo odrasli, naši roditelji su vezani za muziku.

Stjepan: Violončelo je najuniverzalniji instrument, veoma je virtuozan, ima i boju ljudskog glasa, može da bude dubok kao bas, može da bude jači od električne gitare, a može da svira i srceparajuće melodije. Violončelo može sve!

• Mislite li da ste svirajući komercijalnu i popularnu muziku uspeli da zainteresujete neke ljude da počne da slušaju i klasičnu muziku?

Luka: Sigurni smo da jesmo, jer i kad sviramo repertoar sa klasičnom muzikom mi punimo dvorane.

Stjepan: Kako da ne! Na Jutjubu imamo milionske preglede sa koncerata na kojim sviramo klasičnu muziku. Ja sam u Puli, recimo, imao koncert gde sam, uz pomoć dragih kolega muzičara, svirao samo klasičnu muziku.

• Smeta li vam nekada što ste popularnost stekli svirajući pop muziku na drugačiji način, iako ste visoko školovani muzičari, predodređeni za klasičan repertoar?

Stjepan: Ne, mi smo to i hteli. Posle završenog školovanja, seli smo i dogovorili se da udružimo energije, jer zajedno možemo i više i bolje. Ostalo je istorija.

S MUZIKOM OKO SVETA

• Kada se spremate za put šta prvo pakujete – svoj instrument ili sebe?

instrumental covers of globally famous songs of genres such as: pop, rock, film and classical music. They have gained an audience and media attention thanks to an unconventional image and informal behaviour when it comes to classical music performers. They have thrown star dust on classical music and introduced in their performances small but indispensable dose of show business and have become what many nowadays call, a „great package“. Two of them and only two cellos today perform around the world, their music has millions of views on YouTube, and one of their biggest wish is to make a world tour accompanied by both classical and modern orchestra.

• What should someone who is successful on the world music scene possess: talent, education, persistence in work or luck?

Stjepan: Everything you listed is necessary. In addition to talent, you must practice a lot and believe in yourself.

Luka: We believed in ourselves, we knew we were worth it and we wanted to get our instrument closer to as many people as possible. When we published the „Smooth Criminal“ cover on YouTube, it can be said that we were lucky, because no one expected us to have millions of views right away, and to be swamped with messages and offers. But our work and effort paid off.

• Why does an audience around the world love you?

Luka: Because we are normal, modest, and yet unique. Our music surprises many people, and they cannot believe what a cello can play.

Stjepan: Besides, they like our energy, and we are handsome (laughter).

CELLO CAN DO EVERYTHING!

• What does music mean to you and how did you decide to play a cello?

Luka: Music means everything to us, we grew up with it; our parents are tied to music.

Stjepan: Cello is the most universal instrument, it is very virtuous, it also has a tone of a human voice, it could be as deep as a bass, could

INTERVJU: 2CELLOS

Stjepan: Instrument je uvek spreman. A i mi smo. Toliko smo na putu, da nam je život u koferima. Srećom nisam žensko, žene se ozbiljno pakuju i nije im lako (smeh).

Luka: Da, ponekad se probudimo i ne znamo ni u kom smo gradu.

• *Da li vas je muzika odvela na mesta na koja inače nikada ne biste otišli? Koje su to destinacije?*

Luka: Zahvaljujući muzici obišli smo ceo svet i još putujemo. Sigurni smo da na mnoga mesta ne bismo otišli da nam nije muzike. Ja sam, recimo, prošle godine produžio boravak na Novom Zelandu. Bilo je čarobno.

Stjepan: Često nam se desi da ne vidimo ništa drugo osim aerodroma, hotela i prostora gde sviramo, ali nekad je i to dovoljno da osetimo draž te zemlje. Kad god nam se ukaže prilika, obavezno prošetaimo ili imamo unapred dogovoren obilazak grada. Ali to sve traje kratko, jer moramo da imamo probu, da budemo odmorni i skoncentrisani za koncert. Biće prilike, biće još koncerata, a i život je pred nama.

• *Volite li da putujete i po čemu se poslovna putovanja razlikuju od privatnih?*

Luka: Kao što je Stjepan rekao, na poslovnom putu se često desi da ništa ne vidimo od grada u kom sviramo. Najviše volimo da putujemo tamo gde postoji more. Obojica volimo sunce i more. Stjepan voli da šeta, da istražuje... Volimo da isprobavamo nacionalna jela. E, kod vas se dobro jede!

be stronger than an electric guitar, and could also play heartbreaking melodies. Cello can do everything!

• *Do you think that by playing commercial and popular music you managed to get some people to start listening to classical music?*

Luka: We are sure we did, because when we play a repertoire with classical music the halls are full.

Stjepan: Certainly! YouTube videos of our classical music concerts have millions of views. I had a concert in Pula, where, with the help of dear fellow musicians, I played only classical music.

• *Does the fact that you have gained popularity by playing pop music in a different way, even though you are highly educated musicians, predestined for classic repertoire, bother you?*

Stjepan: No, that is what we wanted. After we had finished our education, we sat and agreed to join forces, because together we can do more and better. The rest is history.

WITH MUSIC AROUND THE WORLD

• *When preparing for a trip, what do you pack first – your instrument or yourself?*

Stjepan: The instrument is always prepared. And so are we. We travel so much that our lives are in suitcases. Fortunately, I'm not a woman, women take packing seriously and it's not easy for them (laughter).

Luka: Yes, sometimes we wake up and don't know in which town we are.

• *Did music take you to the places where otherwise you would never go? Which destinations are these?*



INTERVIEW: 2CELLOS

Stjepan: Volimo da putujemo, ali meni je najbolje kod kuće. Previše putujemo u toku godine, pa se uželim svoje familije, drugova... Volim da idem na moja omiljena mesta i svaki put uživam.

KOD KUĆE JE NAJLEPŠE

• *Nosite li svoj instrument uvek sa sobom?*

Stjepan: Ukoliko idemo na kraći privatni put - ne nosimo, ako je malo duži, onda obavezno.

• *Šta je za vas idealan odmor?*

Luka: Za mene je idealan odmor sa mojom porodicom. Postao sam tata, pa sam ovo leto uživao gledajući sina kako doživljava svoj prvi susret sa morem. Oni su moja oaza, moj mir i sa njima mi je najbolje.

Stjepan: Ja ne mogu mnogo da mirujem, ali neka barka, sunce, more i društvo - po mogućstvu žensko.



• *Koja je poslednja destinacija koju ste posetili i čime vas je oduševila?*

Luka: Svako mesto je posebno na svoj način. Ima svoju dušu, miris, boje i svako ga drugačije doživi. Lepo je imati mogućnosti da se putuje bilo gde, da se malo promeni sredina, upoznaju nove kulture, običaji, novi ljudi, isprobaju nova jela... Zato, gde god vam se pruži mogućnost - putujte. I lepo je da uvek imate gde da se vratite - dome, slatki dome!

• *Planirate li putovanja unapred ili putujete spontano i „stihijski“?*

Luka: Moramo da planiramo, jer pored gustog rasporeda, pored turneja, snimanja albuma, snimanja spotova, nije lako ugrabiti par slobodnih dana.

• *Koja je sledeća destinacija koju biste posetili?*

Luka i Stjepan: Neee, ne želimo da putujemo, dosta nam je putovanja! Želimo da budemo kod kuće i da uživamo. Nigde nije ni blizu lepo kao kod kuće. Tu je najbolje!

Milivoje Mili Čolić
Fotografije: Privatna arhiva



Luka: Thanks to music we have visited the whole world and are still travelling. We are sure we would not have visited many places if there was not for music. I, for example, extended last year's stay in New Zealand. It was magical.

Stjepan: We often see only an airport, hotel and place in which we perform, but sometimes that is enough to feel the charm of that country. Whenever we have chance, we must take a walk or have a pre-arranged sightseeing tour. But it all doesn't last long, because we must have a rehearsal, be restful and concentrated for the concert. There will be occasions, there will be more concerts, and life is ahead of us.

• *Do you like travelling and what makes business trips different from the private ones?*

Luka: As Stjepan said, on a business trip we don't often see much of the city we play in. We like to travel to coastal places most. Both of us love sun and sea. Stjepan loves to walk, to explore... We love to try national cuisines. In fact, here you eat well!

Stjepan: We love to travel, but I feel the most pleasantly at home. We travel too often during a year, so I miss my family, friends... I love to visit my favourite places and I enjoy every time.

MOST PLEASANTLY IS TO BE AT HOME

• *Do you always carry your instrument with you?*

Stjepan: If we go for a quick private trip - we don't, but if it is a little longer trip, then we must carry it.

• *What is an ideal vacation for you?*

Luka: For me an ideal vacation is with my family. I became a father, so I have enjoyed this summer watching my son experiencing his first contact with the sea. They are my oasis, my peace and I feel nicest with them.

Stjepan: I cannot be still for a long time, but a boat, sun, sea and company - preferably a woman's.

• *What is the last destination you visited and what did you find fascinating there?*

Luka: Every place is special in its own way. It has a soul, aroma, colours and everyone experiences it differently. It is nice to have the possibility to travel everywhere, to change the surroundings, to meet new cultures, customs and people, try new dishes... Therefore, whenever you get the chance - travel. And it is nice to have where to return - home, sweet home!

• *Do you plan to travel in advance or you travel spontaneously?*

Luka: We have to make plans, because in addition to a tight schedule, tours, recording albums, shooting videos, it's not easy to catch a few free days.

• *What is the next destination you would like to visit?*

Luka and Stjepan: Nooo, we don't want to travel, we've had enough of travelling! We want to be at home and enjoy ourselves. There is no place where we feel nicer than home. There, we feel best!

Milivoje Mili Čolić
Photos: Private records

PRIČA O SNOVIMA

Od malih nogu maštala je o Njujorku, govoreći da će kad poraste biti „Amerikanka“. No, njen put do zapada vodio je preko Bliskog istoka, gde je, promenivši život iz korena, provela celu deceniju. Autorka popularne „Nine od Arabije“ danas živi u Kanadi, gde piše novi roman i neumorno radi na promociji lika i dela velikog naučnika – Nikole Tesle.

Dinamičan život u Beogradu i uspešnu karijeru u oblasti odnosa sa javnošću zamenila je za ulogu domaćice u konzervativnoj Saudijskoj Arabiji, u kojoj caruje striktna podela na svet muškaraca i svet žena. No, **Marina Bulatović** ni tamo nije sedela skrštenih ruku – marljivo je radila na zblizavanju Srbije i Arabije, za šta je više puta nagrađivana, a napisala je i knjigu „Nina od Arabije“ u kojoj čitaocima na duhovit način upoznaje sa jednim drugačijim, crno-belim svetom Arabijskog poluostrva.

• *Glavna junakinja vaše knjige „Nina od Arabije“ je uspešna poslovna dama u oblasti PR-a, koja zbog ljubavi odlučuje da napusti svoj dotadašnji život i odlazi u novi, nama skoro nepoznat svet – u Saudijsku Arabiju. Koliko je priča o Nini zapravo priča o vama?*

- „Nina od Arabije“ je priča o mom životu, o ljudima koje poznajem, o državama u kojima sam živela. To je priča o mojim snovima. Na velikom platnu na početku filma često piše: „zasnovano na istinitim događajima“. Isto mogu da kažem i za moj roman-prvenac.

NIJE LAKO KHALIDU

• *Kako ste doživeli prvi susret sa Saudijskom Arabijom i koliko se predstava koju ste imali o toj zemlji razlikovala od realnosti? Na šta ste se najteže navikli i da li žene u Arabiji zaista imaju inferioran položaj, ili je muškarcima ipak teže?*

- U Saudijsku Arabiju smo došli 2007. prilično uplašeni, i suprug i ja, jer su predrasude o ovoj zemlji velike. Trebalo je desetak meseci da provedemo u Jubailu (gradu u Istočnoj provinciji), pa da se opustimo i uverimo da su Saudijci jedan gostoljubiv i prijatan narod i da im je sudbina na svetskoj pozornici slična našoj – „bije ih loš glas“.

Iskreno, lakše sam se navikla na Saudijsku Arabiju i njihova stroga pravila ponašanja na javnim mestima, nego na život u bračnoj zajednici. Moj prvi brak je trajao samo 8 – 9 meseci, tako da o pravom zajedničkom životu tu nije bilo govora. Ali drugi brak je otpočeo na Arapskom poluostrvu daleko od Beograda i moje uspešne karijere. Početak mi je bio prilično traumatičan. Zamislite,





From her early days, she had dreamed of New York, saying that when she grew up, she would be an „American“. But her journey to the west led across the Middle East, where she spent a decade, which completely changed her life. Author of the popular book „Nina of Arabia“ today lives in Canada, where she writes a new novel and works tirelessly on a promotion of a great scientist – Nikola Tesla.

She has replaced a dynamic life in Belgrade and a successful career in the field of public relations with a housewife role in conservative Saudi Arabia, strictly divided into the world of men and the world of women. **Marina Bulatović** didn't waste time – she had worked hard to bringing Serbia and Arabia closer together, for which she was rewarded several times, and she wrote a book „Nina of Arabia“ in which the different black and white world of the Arabian Peninsula is introduced to readers in a witty way.

• *The main character of your book „Nina of Arabia“ is a successful business lady in the field of PR, who decides to leave her previous life because of love and goes to a new, almost unknown world – to Saudi Arabia. How much is the story of Nina actually the story about you?*

- „Nina of Arabia“ is a story about my life, about the people I know, about the countries where I lived. That's the story about my dreams. On the big screens at the beginning of a movie often stands: „Based on the true story“. I can say the same for my first novel.

IT'S NOT EASY FOR KHALID

• *How did you experience the first encounter with Saudi Arabia and how much did the opinion you had about this country differ from reality? What was the hardest to get used to and do women in Arabia really have an inferior position, or is it more difficult for men?*

- We arrived in Saudi Arabia in 2007 pretty scared, both husband and I, because the prejudices about this country were great. Only after spending about ten months in Jubail (the city in the Eastern province), we felt relaxed and convinced that the Saudis are hospitable and kind and that their fate on a world stage is similar to ours – „they have a bad image“.

Sincerely, I got used to Saudi Arabia and their strict rules of behavior in public spaces more easily than on marital life. My first marriage lasted only 8 – 9 months, so it could hardly be called a marital life. But the second marriage began on the Arabian Peninsula, far away from Belgrade and

my successful career. The beginning was quite traumatic. You can imagine, at the age of 42, I became a „dependent person“ – I didn't have a job, so I had to ask my husband for money for a grocery store or a manicure. When I overcame that – everything else was easy.

Everyone is talking about the situation of women in Saudi Arabia, but nobody mentions that men are also victims of tradition. That is why one of the characters of my novel is Khalid who tirelessly runs from one wife to another and never has time for himself. In the real life I would feel sorry for Khalid. His father and grandfather had two wives so Khalid also married twice, according to the tradition. Now he has two legal wives, many children and numerous problems and obligations towards all of them.

WORK AS A SALVATION FROM LEISURE TIME

• *Bearing in mind that in Arabia, women mostly don't work, they are forbidden to drive cars and appear alone in public, how did you spend your time during the 10-year-long stay in this country? You were, in a way, our „window into the Arab world“ for which you were awarded in 2010 and 2011 by the Serbian PR Association and the Serbian Business Journalists Club – you published many articles in our press about Arab world and organized two photo exhibitions „Saudi Arabia from my lens“ in Belgrade and Podgorica.*

- Saudi society is slowly but surely changing. I had the privilege to follow those changes with my own eyes. Today in the Kingdom many women drive cars and have jobs. They walk in public places without black abayas and their hair is not covered with scarves. At the time we lived there the rules were very strict and they should not be violated. But this didn't bother me very much. Belgrade's noise and numerous obligations were replaced by the silence and loneliness that resulted in some completely new activities: the work on rapprochement between Serbia and Saudi Arabia, who at the time didn't have diplomatic relations, promoting Nikola Tesla around the world and on writing the novel, „Nina of Arabia“. Frankly, the work saved me from leisure time.

• *Is it possible to obtain a tourist visa for Arabia and which attractions should be visited in this country?*

u 42. godini života postala sam „izdržavano lice“ – nisam radila, pa sam od supruga morala da tražim novac za samoposlugu ili manikir. Kad sam to prevazišla – sve ostalo je bilo lako.

Svi govore o položaju žena u Saudijskoj Arabiji, ali niko ne pominje i da su muškarci žrtve tradicije. Zato je jedan od junaka mog romana Khalid, koji neumorno trči od jedne do druge žene sa kojima se venčao i nikada nema vremena za sebe. U stvarnom životu Khalida mi je bilo iskreno žao. Njegov otac i deda su imali po dve žene pa se, u skladu sa običajima, i Khalid oženio dva puta. Sada ima dve zakonite supruge, mnogo dece i brojne probleme i obaveze prema svima njima.

RAD KAO SPAS OD DOKOLICE

• *Imajući u vidu da u Arabiji žene uglavnom ne rade, da im je zabranjeno da voze kola i da se pojavljuju same u javnosti, kako ste provodili svoje vreme tokom 10-godišnjeg boravka u ovoj zemlji? Vi ste, na neki način bili naš „prozor u arapski svet“ za šta ste i nagrađeni 2010. i 2011. od PR društva Srbije i Kluba privrednih novinara Srbije – objavili ste veliki broj tekstova o arapskom svetu u našoj štampi i organizovali dve izložbe fotografija „Saudijska Arabija iz mog objektivna“ u Beogradu i Podgorici.*

- Saudijsko društvo se polako, ali sigurno menja. Imala sam privilegiju da svojim očima pratim te promene. Danas u Kraljevini žene voze kola i rade u velikom broju. Na javnim mestima šetaju bez crne abaje, a kosu ne pokrivaju maramama. U vreme kada smo mi tamo živeli pravila su bila vrlo stroga i nisu smela da se krše. Ali sve to mi nije naročito smetalo. Beogradsku buku i brojne obaveze zamenila je tišina i samoća iz koje su se izrodile neke sasvim nove aktivnosti: rad na zbližavanju Srbije i Saudijske Arabije koje tada još uvek nisu imale diplomatske odnose, promovisanje Nikole Tesle širom sveta i na kraju roman „Nina od Arabije“. Iskreno, rad me je spasio od dokolice.

• *Da li je moguće dobiti turističku vizu za Arabiju i koje atrakcije treba obavezno posetiti u ovoj zemlji?*

- Since 2016 I haven't been living in Saudi Arabia, but as far as I know, the country is usually visited by tourists from Muslim countries who get visas more easily. Religious tourism is very popular. To foreigners who live and work in this Kingdom, I can recommend to visit Riyadh, Khobar, Jeddah and Hofuf. And those who are brave might sleep in the desert in a tent and taste the real Bedouin life.

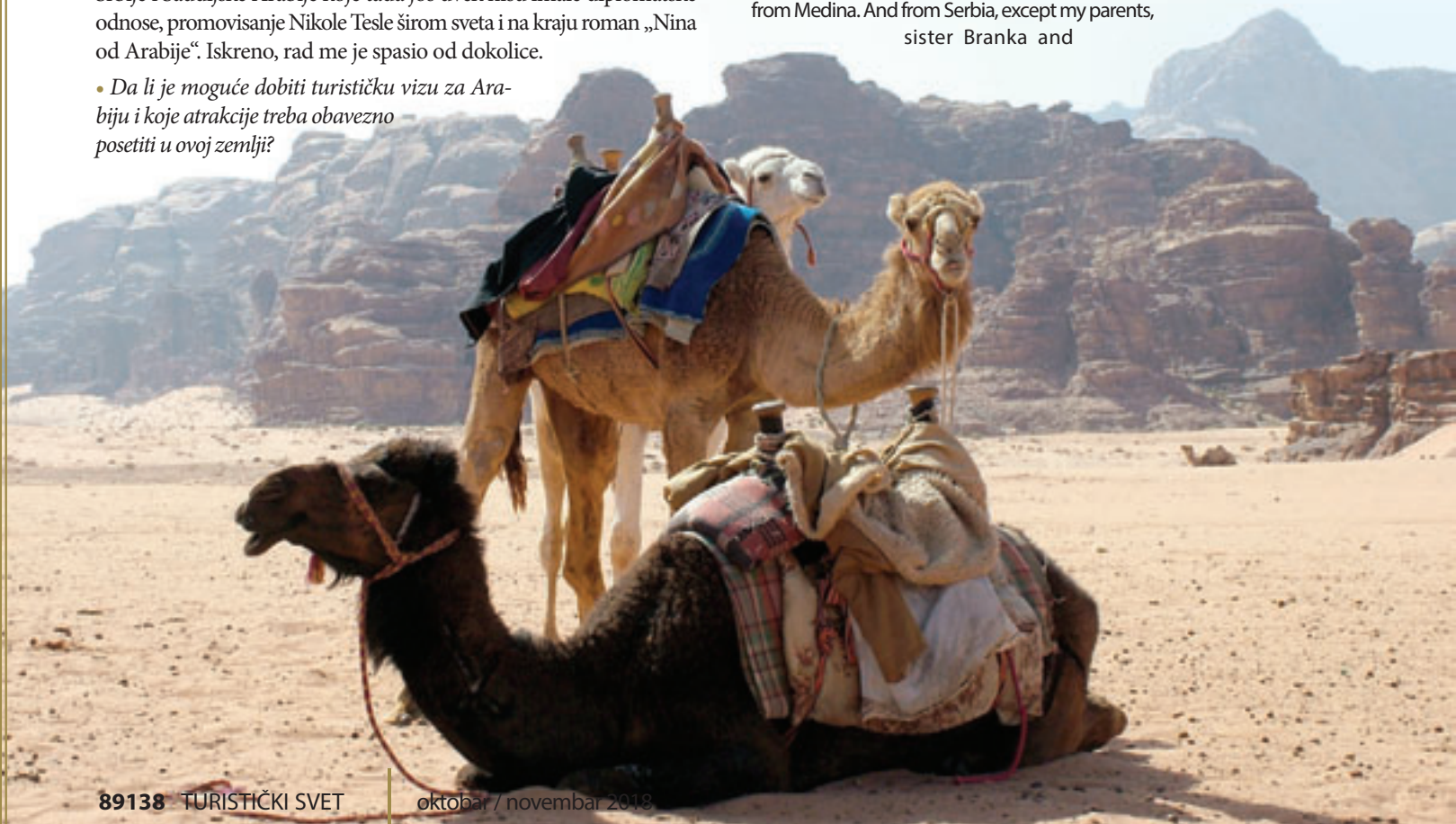
NEW YORK – THE CAPITAL OF THE PLANET

• *You are a travel enthusiast and you have visited many interesting destinations with your spouse. What are your favourite destinations and why?*

- Among my favourite destinations are New York and New Zealand. Although, at first glance, this choice may look strange – it isn't. In New York I go to Broadway to watch theatre performances, or go shopping and blend into the crowd that "waves" through Manhattan. I sit in a coffee-bar Carlyle at the Rosewood Hotel for hours, feeling like at home. For me, New York is the capital of the planet. And New Zealand is the only true paradise on Earth, with preserved and untouched nature in which there are no animals that can endanger human life. There are no venomous snakes, spiders and scorpions – in contrast to Australia. I like to walk through the endless forests where the crew of "The Lord of the Rings" movie filmed and visit Maori villages. In the evening I go to bed early, and I wake up with the first sunlight as New Zealanders do.

• *You now live in Canada. Have you got used to your new homeland, and what do you miss most from Serbia and Arabia?*

- More or less wherever life takes me, I get used to it quickly. From Saudi Arabia I miss sun most, more precisely – nice weather. In Canada, most of the year is very cold. I miss the moutabel salad and dates from Medina. And from Serbia, except my parents, sister Branka and



- Od leta 2016. ne živim u Saudijskoj Arabiji, ali koliko znam i dalje tu zemlju najčešće posećuju turisti iz muslimanskih zemalja koji lako dobijaju vize. Verski turizam je veoma popularan. Strancima koji žive i rade u ovoj Kraljevini mogu da preporučim da posete Rijad, Khobar, Jedu i Hofuf. A oni hrabriji mogli bi da prespavaju u pustinji u šatoru i da okuse pravi beduinski život.

NJUJORK – GLAVNI GRAD PLANETE

• *Ljubitelj ste putovanja i sa suprugom ste obišli brojne zanimljive destinacije. Koje su vam omiljene i zašto?*

- Među omiljene destinacije ubrajam Njujork i Novi Zeland. Iako, na prvi pogled, taj izbor može da izgleda podvojeno – u stvari nije. U Njujorku odem na Brodvej da gledam pozorišne predstave, ili u šoping i neprimetno utonem u tu gomilu koja se „talasa“ Menhetnom. Satima sedim u kafe-baru „Carlyle“ u „Rosewood“ hotelu, osećajući se kao kod kuće. Njujork je za mene glavni grad planete. A Novi Zeland je jedini istinski raj na Zemlji, sa očuvanom i netaknutom prirodom u kojoj ne postoje životinje koje mogu da ugroze ljudski život. Nema otrovnih zmija, paukova i škorpija – nasuprot Australiji. Tu šetam nepreglednim šumama u kojima je i ekipa „Gospodar prstenova“ snimila film i obilazim Maorska sela. Uveče legnem sa prvim mrakom, a budim se sa prvim zracima sunca kao što rade i Novozelandčani.

• *Sada živite u Kanadi. Da li ste se navikli na novu domovinu, i šta vam najviše nedostaje iz Srbije i Arabije?*

- Manje-više gde god me život odvede, brzo se naviknem. Iz Saudijske Arabije najviše mi nedostaje sunce, tačnije – lepo vreme. U Kanadi je veći deo godine veoma hladno. Nedostaje mi mutabel salata i urme iz Medine. A iz Srbije, osim roditelja, sestre Branke i sestrića, nedostaju mi ponekad i trubači Dejana Lazarevića ili Dejana Petrovića. Nedavno je moj suprug dobio unuka Brendona Bulatovića – a Toronto novog stanovnika. Eh, šta bih dala da je neko tada mogao da mi odsvira „Mesečinu“ ili „Marširala kralja Petra garda“!

INSPIRISANA TESLOM

• *Trenutno je u prodaji treće izdanje „Nine od Arabije“. Da li ćete nas iznenaditi nekim novim romanom? Kakvi su vaši dalji planovi, s obzirom da ste angažovani i na promociji lika i dela Nikole Tesle u svetu?*

- U Kanadi pišem novi roman čija radnja počinje u Indiji, a završava se u Grčkoj. Tesla je (moja) velika inspiracija, volonterski pomažem brojnim Tesla udruženjima u dijaspori koja vredno rade na promovisanju našeg velikog naučnika i pronalazača. Sarađujem sa Memorijalnim društvom Nikola Tesla u Njujorku, Teslinom naučnom fondacijom iz Filadelfije i glavnim urednikom „Tesla“ magazina u Torontu. Na manifestaciji „Dan dijaspore 2018“ u Beogradu, i to baš na moj rođendan (7. jula), dodeljeno mi je priznanje – Sertifikat za promociju imena i dela Nikole Tesle i Teslinog naroda. Slučajnost ili karma?

Biljana Bosnić Ognjenović

Foto: **Budislav Bulatović** i privatna arhiva



nephew, I sometime miss Dejan Lazarević's or Dejan Petrović's trumpeters. Recently my husband got a grandson Brendon Bulatović – and Toronto got a new inhabitant. At that moment I wish someone could play me "Mesečina" or "Marširala kralja Petra garda"!

INSPIRED BY TESLA

• *The third edition of "Nina of Arabia" is currently on sale. Will you surprise us with a new novel? What are your further plans, since you are engaged in promoting the character and work of Nikola Tesla in the world?*

- In Canada, I write a new novel the story of which begins in India and ends in Greece. Tesla is (my) great inspiration, I volunteer at numerous Tesla associations in Diaspora, who work very hard on promoting our great scientist and inventor. I work with the Memorial Society Nikola Tesla in New York, the Tesla Science Foundation in Philadelphia and the editor in chief of the Tesla Magazine in Toronto. At the "Diaspora Day 2018", event held in Belgrade on my birthday (July 7th), I received the recognition – Certificate for the promotion of the name and work of Nikola Tesla and the Tesla people. Coincidence or karma?

Biljana Bosnić Ognjenović

Photo: **Budislav Bulatović** and private record

BOGATSTVO ISTORIJE OKRUŽENO MOREM



Tekst i fotografije / Text and photos:
Dragica Tomka

Iako ostrva odmah mame na pomisao o moru, plavetnilu, kupanju, za mene su ona delovi ranijih kultura otrgnuti od brze prolaznosti života. Nekako uvek, bez greške, na ostrvima pronalazim duboke fragmente nekadašnjih procesa prirode, istorije, kulture i stilova življenja. Sardinija je jedno od takvih ostrva na kome sam videla, doživela, utisnula toliko toga skrivenog, potisnutog, dubokog, da ni osetila nisam sjaj tirkiznog mora koje zapljuskuje obale ostrva.

Cela Sardinija ima imidž nerazvijene, udaljene i u vremenu zaostale regije. Sardinija je uvek, pa do skora, bila ostrvo na koje su odlazili neizlečivi bolesnici, banditi, mafijaši, kriminalci, i drugi koji su se iz raznih razloga skrivali od sveta. Geološki i geomorfološki ovo ostrvo to i dopušta. Sa bezbroj pećina, jama, uvala u kršnom brdovitom kraju lako je sakriti se. Sardinijci kažu da je upravo tu i započela moda „otmica“ zemlje, imovine i poznatih i bogatih ljudi zarad zarade. Mnogi od tih kriminalaca – „bandita“, kako ih nazivaju, ostali su da žive do danas kao građani Sardinije, a neki su, poput mnogih drugih Sardinijaca napustili ovo ostrvo u potrazi za bogatstvom ili nekom obećanom zemljom. Taj dvosmerni proces kretanja ljudi stvorio je veoma zanimljivu podlogu za današnje kulturno i prirodno blago koje se može upoznati na Sardiniji. To blago je delom još uvek obavijeno velom nepoznanica, počev od porekla starih stanovnika i porekla jezika, kog neguju u kućama, jer se u školama ne uči. Nepoznato je i poreklo grobnica Giganata, koji potiču iz kamenog i bronzanog doba, pa zidine nekadašnjeg Svetilišta Santa Kristina iz perioda nuraga (od 12. v.p.n.e. do 2. v.n.e) sa bezbroj misterioznih detalja o gradnji zidova, prostorija i poznatim objektom Svetog izvora plodnosti, pa kompleksi podzemnih grobnica iz praistorijskog perioda i tako dalje. Impresivni su kompleksi nuraga – arheološki lokaliteti na kojima se nalaze ostaci velikih kamenih zdanja iz takođe kamenog i bronzanog doba. Poput poznatijeg Stounhendža i sličnih nalazišta, ni namena nuraga nije do kraja protumačena. Građeni su suvozidom, u kružnom rasporedu građevina, sa obaveznim izvorom vode ispod glavnog objekta i čitavim nizom matematički složivih detalja. Na ostrvu ih ima ukupno oko 7.000, na kojima su pronađeni brojni mali i veći predmeti koji se čuvaju u dva veoma lepa, moderno uređena i opremljena muzejau Kaljariju i Baruminiju. Najimpresivniji je kompleks od šest nuraga u blizini naselja Baruminija koji je i pod zaštitom UNESCO-a. Sve to zajedno, ne zaboravljajući niti čuveno maleno ostrvo Madalena na obali Esmeralda i još manje ostrvo Kaprera sa predivno sređenom kućom-muzejem u kojoj je poslednjih 27 godina živeo legendarni Duzepe Garibaldi, pa sasvim neobične kraške skulpture ogromnih kamenih blokova, čini ovo ostrvo, ovu regiju, veoma interesantnom za sve putnike koji vole otkrivanje i autohtonost.

REGIJA NUORO – DELIĆ SVETSKE KULTURNE BAŠTINE SAKRIVEN U BRDIMA

Centralna brdska regija Sardinije – Barbadia sa centrom u gradiću Nuoro, veoma je bogata istorijskim artefaktima, kulturnim nasleđem i ostrim brdsko-planinskim pejzažem u kojem su nastala mala kamena sela u kojima žive topli, jaki, niski i uporni ljudi koji vole svoju zemlju. Za mene je bio pravi doživljaj šetati ulicama gradića Nuoro i selima Orgosolo i Mamoiada. U Orgosolu su na većini kuća oslikani veliki murali sa dominantno političkom konotacijom. Oslikavanje murala su započeli



Kompleks Nuraga kod Baruminia – tragovi
nepoznate prošlosti pod zaštitom UNESCO-a
Nuraghi complex near Barumini

THE WEALTH OF HISTORY SURROUNDED BY THE SEA



Although islands immediately make people think of sea, blue colour, swimming, for me they are parts of previous cultures torn away from the rapid transience of life. Somehow always, with no exception, I find on islands deep fragments of the former processes of nature, history, culture and lifestyles. Sardinia is such an island, where I saw, experienced, imprinted so many hidden, suppressed and deep things that I didn't even feel the glow of a turquoise sea that splashes the island's coast.

The whole of Sardinia has an image of underdeveloped and remote region. Sardinia has always been, until recently, an island of refuge for incurable patients, bandits, mobsters, criminals and others who for various reasons wanted to be hidden from the world. Geologically and geomorphologically this island allows it. With countless caves and coves in the hilly area it is easy to hide. The Sardinians say this is the place where had started the fashion of "kidnapping" land, property and well-known and wealthy people for money. Many of those criminals – „bandits“, as they are called, remained living as residents of Sardinia, and some, as well as many other Sardinians, left the island looking for a wealth or a promised land. This two-way process of people moving has created a very interesting background for today's cultural and natural treasure that can be seen in Sardinia. This treasure is still partly unknown, from the origin of the old inhabitants and the origin of the language, which they nurture in their homes, because they don't learn it in schools. The origin of the Giants tombs, from the Stone and the Bronze Age, is also unknown, as well as the walls of the former Santa Cristina Sanctuary from the Nuragic period (from 12th century BC to the 2nd century) with countless mysterious details about the construction of walls, rooms and the famous object of the Holy Spring of Fertility, then the complexes of underground graves from the prehistoric period and so on. Impressive are the nuraghi complexes – archaeological sites with the remains of large stone buildings from the Stone and Bronze Age. Like the famous Stonehenge and similar sites, the purpose of the nuraghi is not fully understood. They were built in a circular arrangement of buildings, with the obligatory water source below the main building and a whole set of mathematically compliant details. On the island, there are a total of about 7.000 of them, where numerous small and large objects were found and that are stored in two very beautiful, modernly decorated and equipped museums in Cagliari and Barumini. The most impressive is the complex of six nuraghi near the village of Barumini, which is under the protection of UNESCO. All this together, not forgetting even the famous little island of Maddalena on the coast of Esmeralda and even smaller island of Caprera with a beautifully arranged house-museum in which the legendary Giuseppe Garibaldi lived for the last 27 years, and quite unusual karst sculptures of huge stone blocks, make this island, this region, very interesting for all travelers who like originality and to explore.

NUORO – A FRACTION OF THE WORLD'S CULTURAL HERITAGE HIDDEN IN THE HILLS

The central mountain area of Sardinia – Barbadia with the centre in the small town of Nuoro is rich in historical artefacts, cultural heritage and the harsh mountain-landscape, where originated small stone villages inhabited by warm, strong, short and persistent people who love their country. It was a real experience for me to walk along the streets of the town of Nuoro and the villages of Orgosolo and Mamoiada. In Orgosolo most of the houses are painted with large murals with a dominant political connotation. The village residents started to paint murals in 1969, what in this way showed their resistance to the state initiative to open military barracks above the village to guard it from bandits' attacks. The villagers were persistent and managed to defend their territory. Since then, painting the walls has been a tradition and Orgosolo is a place where famous or unknown muralist painters come to show with

JEDNO ISKUSTVO - EXPERIENCE HOTEL SU GOLOGONE, OLIENA, SARDINIJA

Skrenuvši sa jednog od glavnih puteva na Sardiniji, zašli smo iz gradića Nuoro u brdovitom centru Sardinije na put prema mestašćetu Oliena. Posle samo par kilometara, vozeći se kroz vinograde i šumarke, ugledali smo veliki kamen na kome je pisalo: Hotel Su Gologone. Za par metara kamenim putem stali smo ispred velike kapije ušuškane u gusto zelenilo i rascvetane žbunove. U lobiju su nas dočekale umetničke slike na zidovima, veliki razigran prostor sa uglovima sa udobnim stolicama, kutak za osveženje sa domaćim kolačićima i sokom, i osmeh domaćina obučenih u lepu odeću koja je podsećala na tradiciju. Poželeli su nam dobrodošlicu i što više slobode da pronadžemo i utonemo u bezbroj kutaka hotela i velikog vrta okolo tražeći baš svoj najbolji. Pre večere grupu je dočekala vlasnica Đovana Palimode (Giovanna Palimodde). U kratkom razgovoru sam je upitala šta joj je osnovni motiv, poruka koja je vodi kroz ovaj posao. Jednostavno je rekla: „Ja sam Sardinijka. Volim Sardiniju i ovaj kraj. Jedino što želim je da našim gostima pružimo taj osećaj ljubavi.“ I to se osećalo svuda – tokom veoma bogate, maštovite, originalne i ukusne večere, baš kao i tokom doručka sa opojnim mirisima... Tu ljubav smo ponajviše mogli osetiti na oslikanim detaljima – na kamenju svuda poređanom, stepenicama, zidovima, u umetničkim predmetima, u bojama, u maštovito uređenim sobama od kojih svaka priča svoju priču. Prostor hotela oslikava sama Đovana (jer je slikarka) i polaznici nekog od kurseva koje ovde organizuju za goste.

Priča o hotelu počela je 1960. godine kada je Peppeddu Palimodde, deda sadašnje vlasnice, počeo da služi lokalnu kuhinju u blizini izvora rečice Su Gologone. „Kad smo se venčali“, seća se njegova žena Paskua: „Peppeddu je želeo da nešto uradi da proslavi zemlju koju je voleo. Mislio je da je otvaranje restorana savršen način za to. Kad smo se vratili sa medenog meseca, uverio me je da je to dobra ideja.“ Peppeddu je „odgovoran“ za izvođenje kraja Supramonte iz istorijske izolacije. Godine 1967. otvorio je prvi restoran Oliene, Su Gologone. Niko nije mogao da predvidi da će u tolikom broju dolaziti lokalno stanovništvo koje kuva istu takvu hranu svakog dana. Nešto drugo je očito bilo mamac. Restoran je imao takav uspeh da je porodica Palimodde otvorila mali hotel za smeštaj gostiju koji dolaze iz inostranstva kako bi okusili sardinijsku kuhinju. Polako, turisti su shvatili da postoji druga Sardinija koja se otkriva izvan prekrasnih plaža na ostrvu. Upravljanje hotelom je preuzela mlada umetnica-slikarka Đovana, unuka osnivača.

Celokupno poslovanje je okrenuto ka korišćenju lokalnih resursa. Zaposleni su samo lokalni stanovnici, koji su na stalnom radu, ali rade samo 9 meseci, jer Đovana poštuje to da oni imaju svoje porodice i da treba da odneguju decu koja će nastaviti život Sardinije. Svi materijali – kamen, pesak, tkanine, higijena, i svakako hrana su lokalni, čija je proizvodnja podstaknuta radom hotela. Dizajn i uređenje hotela, svake sobe i svakog kutka je uradila sama Đovana i taj ženski topao, nežan i raznobojan duh se oseća svuda.

Ovaj veoma kratak boravak u hotelu koji pruža puno topline, umetnosti, doživljaja nije bio dovoljan za ukupan utisak, ali dovoljan za preporuku – ako vas put navede u Sardiniju i poželite zaista nepredvidivo iskustvo, budite gosti ovog experience hotela Su Gologone. Nećete se razočarati.



ONE EXPERIENCE – EXPERIENCE HOTEL SU GOLOGONE, OLIENA, SARDINIA

Turning off one of the main roads in Sardinia, we went from the small town of Nuoro in the hilly centre of Sardinia on the road to the small town of Oliena. After only a few kilometres, driving through vineyards and forests, we saw a huge stone with the inscription: Hotel Su Gologone. After a few meters walk on a stone road we stood in front of the big gate tucked in dense greenery and blooming bushes. In the lobby we were greeted by art paintings on the walls, a large playful area with corners with comfortable chairs, a refreshment corner with home-made cookies and juices, and a smile of hosts dressed in beautiful clothes that resembled a tradition. They wished us welcome and as much freedom as possible to find and sink into countless corners of the hotel and the large garden looking around for the most beautiful one.

Before dinner, the group was greeted by owner Giovanna Palimodde. In a brief conversation I asked her what her main motive was, the message that is leading her through this business. She simply said: „I am a Sardinian. I love Sardinia and this area. The only thing I want is to give our guests this feeling of love.“ And it could be felt everywhere – during a very rich, imaginative, original and delicious dinner, just like during the breakfast with aromatic smells. . . We could feel this love the most on painted details – on stones placed everywhere, stairs, walls, art objects, in colours, in imaginatively decorated rooms, each telling its story. Giovanna paints herself the hotel space (because she is a painter) and also attendees of some of the courses that are organized for guests here.

The story of the hotel began in 1960 when Peppeddu Palimodde, grandfather of the current owner, began to serve local cuisine near the spring of the river Su Gologone. “When we got married”, recalls his wife Paskua: “Peppeddu wanted to do something to celebrate the country he loved. He thought that opening the restaurant was the perfect way to do it. When we returned from the honeymoon, he convinced me that this was a good idea.” Peppeddu is “responsible” for getting Supramonte out of the historical isolation. In 1967 he opened the first restaurant in Oliena, Su Gologone. No one could have predicted that the local population who cooks the same food every day would come in so many numbers. Something else was obviously the bait. The restaurant has had such a success that the Palimodde family has opened a small hotel to accommodate guests coming from abroad to taste Sardinian cuisine. Slowly, tourists realized that there is another Sardinia that is being discovered beyond the beautiful beaches on the island. The management of the hotel was taken over by a young artist-painter Giovanna, founder’s granddaughter.

The entire business is focused on the use of local resources. Only local residents are working, but they only work for 9 months, because Giovanna respects the fact that they have their families and that they need to care for their children who will continue the life of Sardinia. All materials – stone, sand, fabrics, hygiene, and certainly food are local, whose production is stimulated by the work of the hotel. Design of the hotel, each room and corner is made by Giovanna and that woman’s warm, gentle and colourful spirit is felt everywhere.

This very short stay in the hotel that offers a lot of warmth, art, experience wasn’t enough for a total impression, but sufficient for recommendation – if you come to Sardinia and wish to have a truly unpredictable experience, be the guests of this experience hotel Su Gologone. You will not be disappointed.



Murali iz Orgosola
Murals of Orgosolo

their art the opinion of the world and events happening around. There is a movie about this called „Bandits of Orgosolo“.

Except for the pleasure of discovering messages from the mural, I was exceptionally impressed by peace, seeing only a few tourists and many hosts, sitting in cafés where life is still and people breathe freely, talking with one hundred years old people, who are numerous in these villages. For not so many tourists there are shops and even some souvenirs of mostly domestic products, and in the village of Mamoiade there is a beautiful small local museum dedicated to the Mediterranean masks where you can hear a very interesting and deep story of a local guide who himself makes masks and deals with revealing the essence and purpose of the masks. I cannot leave out the impression of tranquility, gentleness, simplicity of the birth house of Nobel laureate writer Grazia Deledda, embedded in an alley of the town of Nuoro.

ASINARA – THE ISLAND OF HIDDEN STORIES

It would be a pity to go to Sardinia and not visit the National Park and very interesting island located 2 km from the northwest coast. The island was once inhabited by people who were engaged in the cultivation of vines and olives, and left it after a huge fire. The island was also a refuge for sick people of leprosy and smallpox. Stationeries and hospitals that have been built for these needs are ruins today, and some are transformed into offices and research centers. After the closure of the hospitals on the island, there was a prison for predominantly political prisoners in several complexes. The prison was of working character, and the prisoners cultivated the land, kept goats, horses and donkeys. Interesting is the fact that some of the prisoners were



*Ambijent tihog brdskog sela
upotpunjuju veoma srdačni
stanovnici stogodišnjaci
Ambient of a quiet mountain village*



*Lokalni maškar, istraživač i divan turistički vodič u
Muzeju maski u selu Mamoiade
Local tourist guide in the Mask Museum in the
village of Mamoiade*



*Mirna i tiha ulica sa rodnom kućom književnice
nobelovke Grazie Deledda
A quiet street with Grazie Deledda's house*

sami stanovnici sela 1969. godine, koji su na taj način pokazali svoj otpor državnoj inicijativi da se iznad sela otvori kasarna iz koje bi čuvali selo od napada bandita. Seljani su bili uporni i uspjeli u težnji da oni sami brane svoju teritoriju. Od tada, oslikavanje zidova je tradicija i Orgosolo je mesto u koje godinama dolaze poznati ili nepoznati slikari muralisti koji svojom umetnošću iskazuju svoj odnos prema svetu i događanjima u njemu. O ovome je snimljen i film „Banditi iz Orgosola“.

Sem uživanja u otkrivanju poruka sa murala, na mene je najveći utisak ostavio i taj mir, susretanje sa veoma malo turista i podosta domaćina, sedenje u kafanama u kojima život stoji i udiše se punim plućima, razgovor sa stogodišnjacima kojih u ovim selima ima mnogo. Za malobrojne turiste postoje prodavnice, pa i nešto suvenira uglavnom domaćih proizvoda, a u selu Mamoiade je predivan mali lokalni muzej posvećen maskama Mediterana u kojem možete čuti vrlo zanimljivu i duboku priču lokalnog vodiča koji je i sam maškar i bavi se otkrivanjem suštine i svrhe maski. I ne mogu izostaviti utisak tišine, nežnosti, jednostavnosti iz rodne kuće književnice nobelovke Grazie Deledda, utisnute u uličici gradića Nuoro.

ASINARA – OSTRVO SKRIVENIH PRIČA

Otputovati na Sardiniju, a ne posetiti nacionalni park i veoma interesantno ostrvce smešteno na 2 km od severozapadne obale je zaista veliki propust. Nekada je ostrvo bilo naseljeno ljudima koji su se bavili uzgojem vinove loze i maslina, a napustili su ga nakon ogromnog požara. Ostrvo je bilo i pribežište za obolele od lepree i velikih boginja. Stacionari i bolnice koji su za te potrebe izgrađene danas su ruine, a poneke su pretvorene u kancelarije i istraživačke centre. Nakon zatvaranja bolnica na ostrvu je u više kompleksa organizovan zatvor za pretežno političke zatvorenike. Zatvor je bio radnog karaktera, a zatvorenici su obrađivali zemlju, gajili koze i imali konje i magarce. Interesantan je i podatak da su se poneki od zatvorenika toliko vezali za ovo ostrvo, da su, kao jedan vajar, i nakon odsluženja zatvora po dozvoli ostali da sa svojom porodicom tu žive. Na ostrvu su postavljene divne kamene skulpture vajara koji se zaljubio u njega i do kraja života na njemu živeo. Inače je Asinari golo, kamenito, surovo ostrvo, sa malo

so attached to this island, that after serving their prison sentences they remained with their family there. On the island there are beautiful sculptures of sculptors who fell in love with it and lived there for the rest of his life. Asinara is a bare, stony and rough island, with little Mediterranean vegetation and beauty of the coast, bay, sea, and mountain peaks. The island's attraction is a large population of white donkeys, which in Italian are called asinari, so it is possible that the island was named after them. On the island there are also wild horses and mountain goats. I was strongly impressed by the fields bloomed with yellow flowers and hills covered with red-bronze bushes, as well as a view from sharp cliffs to the turquoise blue-green sea bays.

Hospitals and prisons are closed after the designation of the island for a national park and a wildlife reserve and marine life. On the island there are no residents, so it can be visited only in organized groups. In some of the facilities there are premises of centers for exploring the

*Ostrvo Asinara – nacionalni park maritimne
vegetacije i morske divljači
Asinara Island – National Park*



mediteranske vegetacije, sa oštrim naglašenim vizurama i leptom obale, uvala, mora, planinskih vrhova. Atrakcija ostrva je brojna populacija belih magaraca, koji se na italijanskom nazivaju asinari, pa je moguće da je po njima ostrvo i dobilo ime. Na ostrvu ima i divljih konja i planinskih koza. Meni su najsnažniji utisak ostavila polja rascvetana žutim cvećem i brda pokrivena crveno-bronzanim grmljem, kao i pogled sa oštih litica na tirkizno plavo-zelene morske uvale.

Bolnice i zatvori su zatvoreni nakon proglašenja ostrva za nacionalni park i rezervat divljine i pomorskog života. Na ostrvu nema živućih stanovnika, pa se može posetiti samo u organizovanim grupama. U nekim od objekata se nalaze prostorije centara za istraživanje mora i mediteranske vegetacije, kao i zatvorski muzej. Ovih godina je u toku otvaranje prvih smeštajnih objekata za posetioce tako što će se adaptirati postojeći objekti u kojima su živeli radnici koji su radili na ostrvu. Jednodnevni izlet i vožnja džipovima po ostrvu sa uranjanjem u divljinu i neobičnu priču ostrva u pratnji iskusnih, vrlo prijatnih vodiča je nezaboravan doživljaj koji bih svima preporučila, jer na ostrvu se može udahnuti divljina koja ima svoju duboku priču.

Svako putovanje je bogato individualno iskustvo kojim, ako želimo, možemo osvetliti neki deo naše ličnosti, našeg bića, koji je negde možda čučao sakriven, a čije oslobađanje nam je značajno za naš dalji rast i razvoj, za naš život. Iskustvo putovanja i bivanja na ostrvu Sardinija i tri mala ostrva: Asinara, Madalena i Caprera, za mene je bilo potpuno neočekivano. Spoznala sam koliko naizgled neusklađene i potpuno različite stvari, prostori i događaji mogu da se nanižu jedan na drugi u niz tužnih-težih i lepih-lakših iskustava. Ova ostrva su imala vrlo tešku i burnu istoriju i razvoj koji su ostavili duboke ožiljke na prirodu, naselja, kulturna dobra i ljude. Ali, vremenom se ti ožiljci istanjuju i pretvaraju u divne uspomene i emotivno vrlo jake prostore koji imaju svoju priču i imaju ljude koji su svesni svoje istorije i prirode sa kojom žive i njih sa ponosom i toplinom i nekom životnom mudrošću pružaju posetiocima. Nezaboravni su mi dodiri sa pričama ljudi, sa divljom prirodom, sa prostorima i objektima koji menjaju svoju formu, zadržavajući ožiljke kao delove sebe.

sea and Mediterranean vegetation, as well as the prison museum. In these years, the opening of the first accommodation facilities for visitors is under way by adapting the existing facilities in which the workers who worked on the island lived. An one-day excursion and jeep riding on the island with immersion in the wilderness and the unusual story of the island accompanied by experienced, very pleasant guides is an unforgettable experience that I would recommend to everyone, because on the island you can breathe the wilderness with its deep story.

Every journey is a rich individual experience that, if we want, could highlight some part of our personality, our being, that may have been hidden somewhere, whose release is important for our further growth and development, for our lives. The experience of traveling and staying on the island of Sardinia and three small islands: Asinara, Maddalena and Caprera, was completely unexpected for me. I realized how seemingly mismatched and totally different things, spaces and events can lean toward one another in a series of sad-hard and beautiful-light experiences. These islands had a very difficult and burning history and development that left deep scars on nature, settlements, cultural goods and people. But, over time, these scars are getting thinner and transform into wonderful memories and emotionally very strong spaces that have their own story and have people who are aware of their history and the nature they live with and offer them with pride, warmth and some living wisdom to visitors. The people's stories, wild nature, spaces and objects that change their form, keeping scars as parts of themselves are an unforgettable experience for me.



*Pogled na tirkizno more koje zapljuskuje obale Asinara
View of the turquoise sea*

SREDNJOVEKOVNI GRAD U DOLINI JORGOVANA

Na izdanku planine Stolovi, tik iznad reke Ibar, a dvadeset kilometara južno od Kraljeva, monumentalno stoji Maglič – istorijski i strateški važno utvrđenje koje je podignuto za vreme vladavine kralja Uroša u 13. veku...

Maglič podseća na zamak iz bajke, jer se nalazi na samom vrhu brda, na nadmorskoj visini od oko 150 metara, dok Ibar oko njega pravi okuku i opasava ga sa tri strane. Sa četvrte strane, duboki rov ga odvaja od planine Stolovi. Prema predanju, tvrđava je dobila naziv po gustoj magli koja se često spuštala na ceo predeo.

Nakon poslednje obnove, Ibarska magistrala u podnožju Magliča je proširena, pa je napravljen veći parking sa ugostiteljskim objektima i česmom. Tu možete ostaviti automobil, pa pretrčati preko puta gde ćete naleteti na poslovni prostor Kajak kluba „Ibar“. Odmah iza, u brzim, jakim talasima protiče istoimena reka, a iznad

nje se nalazi nesigurni pešački most koji, koliko je autoru ovog teksta poznato, predstavlja jedini put do tvrđave. Čak je na njemu okačena i ploča da je prolaz zabranjen. Međutim, to nas nije zaustavilo...

UNUTRAŠNJOST TVRĐAVE

Laganim hodom uzbrdo, uskim zavijucima, do utvrđenja se stiže za dvadesetak minuta. Put je u pojedinim deonicama obnovljen. Čak ima i pokoja klupa. Na samom ulasku u Maglič, umesto kustosa ili čuvara, dočekala nas je dobroćudna keruša koju smo iz neznanog razloga nazvali Barbara, i koja nas je sprovela u unutrašnjost zdanja.

Iako u ruševinama, zidine su očuvane, a celokupni lokalitet, koji je proglašen za spomenik kulture od izuzetnog značaja,

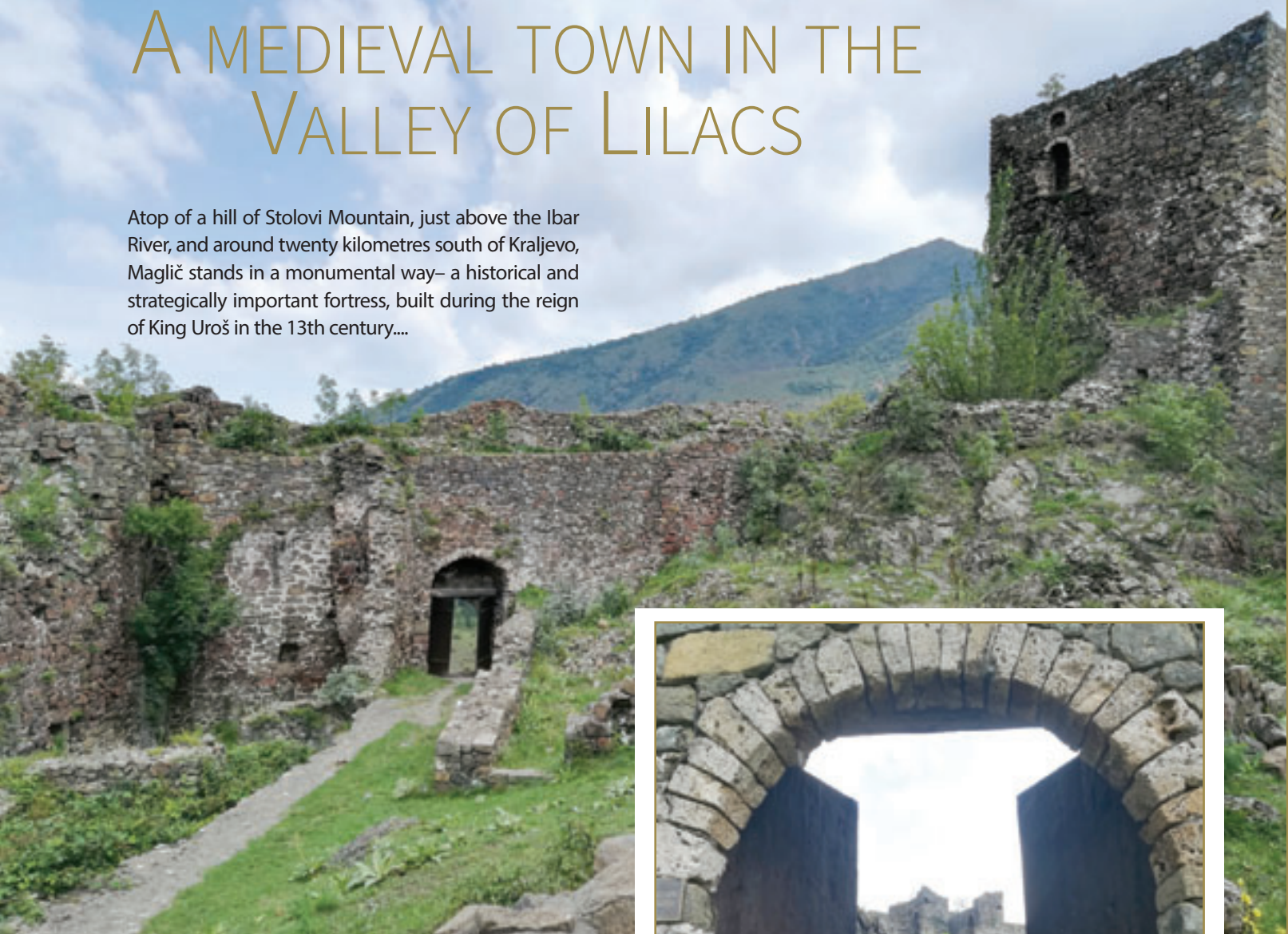
sastoji se od ostataka palate sa podrumom, Crkve Svetog Đorđa, glavne i pomoćne kapije, cisterne za vodu i sedam kula visokih dvanaest metara, dok je osma – Donžon – arhitektonski pojam za najjaču kulu, „utvrđu u utvrđi“ – visoka dvadeset metara. Bedemi su dugi 270 metara, a ceo grad se proteže na površini od dve hiljade kvadratnih metara. Na bedeme i kule može se popeti strmim drvenim stepenicama. Sa svih strana pogled na dolinu je očaravajuć.

Godine 2013, u saradnji italijanske vlade i Grada Kraljeva, lokalitet je obnovljen, kad su izvršeni obimni restauratorsko-konzervatorski radovi. Ipak, morate biti veoma oprezni, jer drvena ograda nije osigurana na pojedinim mestima.



A MEDIEVAL TOWN IN THE VALLEY OF LILACS

Atop of a hill of Stolovi Mountain, just above the Ibar River, and around twenty kilometres south of Kraljevo, Maglič stands in a monumental way– a historical and strategically important fortress, built during the reign of King Uroš in the 13th century....



Maglič resembles a fairytale castle, because it is located atop of a hill, at the altitude of about 150 meters, while the Ibar makes a sharp curve around it and surrounds it on three sides. On the forth side, a deep trench separates it from Stolovi Mountain. It is known, that the fortress was named after a dense fog, which often descended to the whole area.

After the last renovation, the Ibar highway at the foot of Maglič was expanded, so a bigger park place was made with catering facilities and a fountain. There you can leave your car and run across the road where you will encounter the business space of Kayak Club „Ibar“. Behind, the river of the same name flows in fast, strong waves, and above it there is an unsecured pedestrian bridge that, as far as the author of this text knows, is the only way to the fortress. There is even a sign hanging saying that passing is prohibited. However that didn't stop us...

TVRĐAVA MAGLIČ

JERININ GRAD

Ne postoje ni istorijski podaci koji nam govore kad je Maglič zapravo podignut. Pretpostavlja se da je to bilo u drugoj polovini 13. veka, za vreme vladavine kralja Uroša I Nemanjića, sina Stefana Prvovenčanog. Nakon mongolskog spaljivanja Žiće 1241. godine, kralj je naredio izgradnju tvrđave koja bi zaustavila prodor neprijatelja ka Studenici i zadužbinama u Sopoćanima i Gracu. Postoji i legenda da je Maglič sazidala Irina Kantakuzin, supruga despota Đurđa Brankovića, koja je zbog naširoke omraženosti nazvana *Prokletom Jerinom*. Zdanje se i danas u narodu naziva Jerinin grad. Međutim, stručnjaci odbacuju to predanje, jer bi to značilo da je utvrđenje sagrađeno početkom 15. veka. Prvi pouzdani podaci o Magliču mogu se primetiti u biografiji arhiepiskopa Danila II iz 1335/6. godine: „I u Magliču gradu podiže prekrasne palate i ostale ćelije... I tu, u crkvi Svetog Georgija, u gradu tome, utvrđi božanstveni zakon...“

Ako prolazite kroz ovaj brdoviti šumadijski predeo, najbolje je da to učinite između aprila i juna, kad je ceo pejzaž zelen i osunčan. Prema legendi, ovo mitsko mesto je nekad bilo ukrašeno nepreglednim redovima jorgovana, koji su, po naredbi kralja Uroša I, zasađeni za njegovu suprugu Jelenu Anžuju. Kraljica je zbog ovog romantičnog čina lakše podnela dolazak u Srbiju, jer ju je ovo plavoljubičasto cvetno drveće podsećalo na rodnu Provansu. U njenu čast se, već više od dvadeset godina unazad, svakog proleća održava međunarodna manifestacija „Dani jorgovana“.

Tekst i foto:
Dušan Veselinović



THE MAGLIČ FORTRESS



INSIDE THE FORTRESS

After twenty minutes of a slow walk uphill through narrow curves, you reach the fortress. The road is renewed in some sections. There are even some benches. At the entrance of Maglič, instead of a curator or a guard, a friendly dog greeted us, which we called for the unknown reason Barbara, and she guided us to the inside.

Although in ruins, the walls are well preserved, and the entire site, which is included in the list of Cultural Monuments of Exceptional Importance, consists of the remains of a palace with a basement, the St. George Church, main and auxiliary gates, water tanks and seven towers twelve metres high, while the eighth – *donjon* – the architectural term for the strongest tower, „fortress inside a fortress“ – is twenty metres high. Ramparts are 270 meters long, and the whole extends over an area of two thousand square meters. You can climb ramparts and towers via steep wooden steps. From all sides the view of the valley is enchanting.

In 2013, in cooperation with the Italian government and the Town of Kraljevo, the site was restored, when extensive restoration and conservation works were carried out. However, you need to be very careful, because the wooden fence is not secured in certain places.

JERINA'S TOWN

There is no historical data that tells us when Maglič has actually been built. It is assumed that it was in the second half of the 13th century, during the reign of King Uroša I Nemanjić, the son of Stefan Prvovenčani. After the Mongols burning of Žiča in 1241, the king ordered the construction of a fort that would stop the penetration of the enemies to Studenica and the endowments in Sopoćani and Grac. There is also a legend that Maglič was built by Irene Kantakouzene, the wife of despot Đurađ Branković, who was hated amongst the people and hence called *Prokleta Jerina* (*Damned Jerina*). The Fortress is even nowadays called Jerina's town. However, experts reject this belief, because it would mean that the fort was built in the early 15th century. The first reliable data on Maglič can be seen in the biography of Archbishop Danilo II from 1335/6: „In the town of Maglič he built beautiful palaces and other cells... And here, in the church of St. George, in the town, he established the divine law...“

If you go through this hilly Šumadija landscape, the best time is between April and June, when the whole landscape is green and sunny. According to the legend, this mythical place was once adorned with the countless rows of lilacs, which were by the order of King Uroš I, planted for his wife Helen of Anjou. Because of this romantic act, it was easier for the queen to come to Serbia, because these blue- is held violet flowers reminded her of her native Provence. Every spring, in her honour, for more than twenty years, the international event “Lilac Days“ has been held.

Text and photos:
Dušan Veselinović

KIKINDA – BANATSKA LEPOTICA

Ovaj vojvođanski grad poseban je po mnogo čemu: najveće je urbano zimovalište sova utina na svetu, prestonica je glinenih skulptura, njegova najstarija stanovnica ima oko pet stotina hiljada godina, a tu je smeštena i jedna od 50 najljepših ulica sveta!

Da li ste znali da je najstarije kulturno-umetničko društvo u Srbiji, „Gusle“, osnovano 1886. godine u Kikindi? Godinu dana kasnije, u ovom gradu na severu Banata izdat je i prvi muzički časopis u Srba – „Gudalo“. Kikinda je danas poznata po brojnim manifestacijama, koje se održavaju gotovo svake sedmice, a neke od najpopularnijih su: „Dani ludaje“ – kada se biraju najteži i najduži plodovi tikve, „Festival sova“ (ušara) kojima je posvećen ceo jedan mesec – „sovembar“, tj. novembar, zatim „Mamut fest“ koji se poklapa sa datumom otkrića mamuta Kike – najstarije stanovnice ovog grada, kao i u Mokrinu: Memorijal „Miroslav – Mika Antić“, Svetsko prvenstvo u tucanju uskršnjim jajima, te u nadmetanju gusana...

CARSTVO GLINENIH SKULPTURA

Jedna od prvih asocijacija na Kikindu je i fabrika za proizvodnju crepa „Toza Marković“. Nastala je od nekadašnje ciglane braće Bon, osnovane 1866. godine. Pogon u kom se svojevremeno sušio i proizvodio crep, ustupljen je umetnicima koji u koloniji

KIKINDA – THE BEAUTY OF BANAT

This town in Vojvodina is special in many ways: it's the world's biggest urban winter habitat of the long-eared owl, the capital of clay sculptures, its oldest resident is about five hundred thousand years old, and one of the 50 most beautiful streets in the world is also located there!

Did you know that the oldest culture and art society in Serbia, „Gusle“, was founded in 1886 in Kikinda? One year later, in this town in the north of Banat the first Serbian music magazine – „Gudalo“ was published. Today, Kikinda is known for numerous events, held almost every week, and some of the most popular are: „Pumpkin Days“ – when the heaviest and the longest pumpkins are selected, „Owl Festival“ (long-eared) to which a whole month is dedicated–





„Terra“ izrađuju predmete od gline. Svakog jula, već 37 godina, u tom prostoru održava se Internacionalni simpozijum skulpture Terra, na kom učestvuju umetnici iz zemlje i celog sveta i vajaju skulpture, uključujući i one čiji je gabarit veći od jednog kubnog metra. Skulpture se izlažu u samoj koloniji, kao i u parku u centru Kikinde, a čuvaju se i u nedavno otvorenom Muzeju Terra.

Zgrada muzeja podignuta je davne 1894. godine i imala je funkciju manježa – hale za trenažu konja. Potom je bila deo kikindske kasarne „Servo Mihalj“, a u decembru 2017. postaje muzej. U njemu su hronološki izložene skulpture od gline, počev od 1982. godine, kada je održan prvi Simpozijum Terra, pa do onih najmlađih. Tu je trenutno izložena samo četvrtina celokupnog fundusa, a autentična zgrada muzeja, sa svojih 2.100 kvadratnih metara, drugi je po veličini sačuvani objekat ovakve vrste na teritoriji nekadašnje Austrougarske monarhije.

SEOSKI TURIZAM I JEZERO ZA PECAROŠE

Prilikom posete Kikindi, svakako treba obići i njene zaseoke, poput Velikog Banatskog Sela u kom se nalazi pitoreskno jezero Laguna, okruženo suncokretima, sa uređenom obalom,

„Owlembar“, i.e. November, then „Mammoth Fest“ which coincides with the date of discovering the mammoth Kika – the oldest resident of the town, and, in Mokrin: the Memorial „Miroslav – Mika Antić“, the World Easter Eggs Championship, and geese competition...

THE EMPIRE OF CLAY SCULPTURES

Kikinda is the best known for its manufacturer of construction materials of baked clay „Toza Marković“. It was created from the former Brothers Bohn brick factory, founded in 1866. The factory section in which tiles were once dried and produced, was given to artists who make clay objects in the „Terra“ colony. Every July, for 37 years, the International Terra Sculpture Symposium, in which artists from the country and the whole world participate by making sculptures, including those bigger than one cubic meter, has been held. The sculptures are displayed in the colony itself, as well as in the park in the centre of Kikinda, and are also kept in the recently opened Terra Museum.

The museum building was built in 1894 and had the function of manege – a hall for horse training. Then it was the part of Kikinda's military barracks „Servo Mihalj“, and in December, 2017 it became a museum. There are chronologically displayed clay sculptures, starting from the 1982, when the first Terra Symposium was held, to the most recent ones. Only a quarter of the entire fund is currently being exhibited, and the museum's authentic building, with its 2.100 square meters, is the second

OD GLINENIH SKULPTURA DO MAMUTA

travom „pod konac“ pokošenom, drvenim klupama i nadstrešnicama od trske... Teško je zamisliti da je ovaj raj za pecaroše do pre nekoliko godina bio divlja deponija! No, zahvaljujući saradnji JVP „Vode Vojvodine“, opštine Kikinda i Udruženja građana „Laguna“, jezero je sada primamljivo mesto za ljubitelje prirode, ribolovce i mlade koji su dobili novi prostor za ekološke radionice i javne časove.

Ljubiteljima etno turizma predlažemo posetu Ruskom Selu (u kom žive Srbi i Mađari, ali nijedan Rus) i etno-kući „Torontal“, gde će moći da vide kako je nekada bilo opremljeno mađarsko domaćinstvo, degustiraju lokalne specijalitete, probaju se u grnčarstvu, ili prespavaju u jednoj od dve trokrevetne sobe koje su gostima na raspolaganju. U sklopu ovog etno kompleksa nalaze se i suvenirnica i jezero sa paviljonom, a kako saznajemo od predsednika udruženja „Torontal“ Šandora Talpaia, u planu je izgradnja bazena, kao i hotela sa 19 soba i velikom konferencijskom salom koja će moći da primi 300 osoba.

largest preserved facility of this type in the territory of the former Austro-Hungarian monarchy.

RURAL TOURISM AND A FISHERMEN'S LAKE

When visiting Kikinda, one should definitely visit its villages, such as Veliko Banatsko Selo where the picturesque Laguna lake is located, surrounded by sunflowers, with well-arranged coast, neatly trimmed grass, wooden benches and cane eaves... It's hard to imagine that this fishermen's paradise was once an illegal landfill! But, thanks to the cooperation between PWMC Vode Vojvodine, the Municipality of Kikinda and the Laguna Association,





NAJLEPŠA ULICA, SOVE I NAJSTARIJA STANOVNICA

Po čemu je sve još Kikinda poznata? Po staroj lokomotivi „Kraljica Banata“ i stanici gde je nekada stajao čuveni Orijent ekspres, po sovama ušarama koje su se nastanile u samom centru grada gde ih zimuje više od 700, po Ulici vila i Zelenoj lepotici, odnosno Ulici generala Drapšina, koju je sajt za arhitekturu i dizajn www.architecturendesign.net proglasio jednom od 50 najlepših ulica na svetu!

No, boravak u ovom gradu nije potpun ukoliko ne posetite i njegovu najstariju stanovnicu – mamuta Kiku, koja se trajno nastanila u Narodnom muzeju u centru Kikinde. Naime, originalni ostaci mamuta pronađeni su u pogonu fabrike „Toza Marković“ 1996. godine. Čak 93% njegovog skeleta je očuvano, što ga čini jedinstvenim u svetu. Naučna istraživanja su pokazala da je u pitanju 60-godišnja ženka, koja je pripadala vrsti stepskog mamuta. Replika ovog mamuta nalazi se u dvorištu muzeja, a prava Kika posetioce dočekuje na spratu muzeja, gde je moguće pogledati i 3D film o ovoj Kikindanki, staroj čak pola miliona godina!

Tekst i foto:
Biljana Bosnić Ognjenović

the lake is today an attractive spot for nature lovers, fishermen and young people who got a new space for eco workshops and public classes.

For the fans of ethno tourism, we suggest visiting Rusko Selo /Russian Village/ (where Serbs and Hungarians, but not a single Russian live) and the ethno-home „Torontal“, where visitors can see how a Hungarian household used to be equipped, they can also taste local cuisine, try to make something out of a clay, or sleep in one of the two triple bed guest rooms. Within the ethno complex there is also a souvenir shop and a lake with a pavilion, and, as we learned from the president of the Torontal Association Šandor Talpai, the construction of a swimming pool is planned, as well as a hotel with 19 rooms and a large conference hall that can accommodate 300 people.

THE MOST BEAUTIFUL STREET, OWLS AND THE OLDEST RESIDENT

What else is Kikinda known for? For an old locomotive the “Queen of Banat” and the station where the famous Orient express used to stop, for 700 long-eared owls who found a winter habitat in the town’s centre, the Fairies Street and the Green Beauty, i.e. the Generala Drapšina Street, one of the 50 most beautiful streets in the world according to the website for architecture and design www.architecturendesign.net!

However, staying in this city is not complete unless you visit its elderly resident – mammoth Kika, who permanently settled in the National Museum in the center of Kikinda. The original mammoth remains were found in the factory „Toza Marković“ in 1996. Even 93% of its skeleton is preserved, making him unique in the world. Scientific research has shown that it is a 60-year-old female, which belonged to the steppe mammoth species. The replica of this mammoth is located in the courtyard of the museum, and the real Kika greets visitors on the Museum’s first floor, where you can also see a 3D movie about this Kikinda resident, even half a million years old!

Text and photos:
Biljana Bosnić Ognjenović

BAJALICE jače i od VUDU MAGIJE

Svi oblici magijskih praksi mogu se podvesti pod tri osnovne vrste magije: bela, za koju se naivno veruje da je benigna; crvena, kojom se u magijske obrede uključuje krv i rad s krvlju; crna, kojom se prizivaju mračne sile. Cilj joj je da onemogući ljude da žive zdrav, produktivan život. Kakve god bile, sve su mačiji kašalj u poređenju sa onom vlaškom: veruje se da čak ni vudu magija nije toliko snažna! A ni pogubna. Ne zovu je bez razloga i „mrtvačkom“ magijom.



SPELLS STRONGER THAN VOODOO MAGIC

Čemu se duguje ocena da je moć vlaških bajalica u rangu sa snagom staroegipatske magije? I zašto etnolozi tvrde da su vlaške basme jače od vudu magije i zapisa hodža? U krajevima istočne Srbije magija je deo svakodnevice. Ljudi iz tih krajeva svesni su da su zbog toga na zlu glasu, ali i da, uprkos tome, tajni „zanat“ kojim se bave danas predstavlja gotovo pravu turističku atrakciju. U šali kažu da je dovoljno da Vlah veže crni konac, pa da ljudi već poveruju da je u pitanju neka magijska radnja!

ŽENE DRŽE PRIMAT

Nema Vlaha koji nije sujeveren i nema Vlaha koji se ne razume u magiju. Svi znaju kako – taj vlaški magijski „know-how“ drže u malom prstu! S tim u vezi, rado se prepričava slučaj jednog stranog TV reportera koji je 90-ih došao u Homolje da napravi priču o vlaškoj magiji, upitao prvog na koga je nabasao ko se time bavi u selu i, na veliko iznenađenje, dobio odgovor: „Pa, svi!“

All forms of magic practice can be subdivided into three basic types: white, which is naively believed to be benign; red, which involves blood and blood work in magical rituals; black, which calls the dark forces. Its goal is to prevent people from living a healthy, productive life. Whatever they may be, they are all meaningless in comparison to Vlach magic: It is believed that even voodoo magic is not so strong! And it is fatal, as well. It is not called „dead men’s“ magic for no reason.

Why is the power of Vlach spells estimated as equally strong as the old Egyptian magic? And why do ethnologists claim that Vlach spells are stronger than voodoo magic? In eastern Serbia, magic is a part of everyday life. The people from these regions are aware they have a negative image, but also that, despite this, the secret „craft“ they deal with represents real tourism attraction today. They joke that it is enough for Vlach to tie a black thread, and people already believe that it is a magical ritual!

Ko se zapravo time bavi? Najčešće žene, i to transgeneracijski; okultna znanja prenose se s kolena na koleno. Zašto žene drže neosporni primat u primeni i očuvanju tajnih „zanata“? Veruje se da razlog treba tražiti u samoj strukturi vlaške porodice, u kojoj je žena zadržala glavnu ulogu u obrednom životu.

IDEALNO VREME I MESTO

U tajna znanja spada i informacija kad je podesan tajming za vraćanje. Idealno vreme pada između 23 časa i 4-5 sati ujutru. Gde se izvodi vlaška magija? Može bilo gde, ali neka mesta su bolja od drugih. Naročito se povoljnom smatra raskrsnica, drum, kapija i slične tačke. Razlog je jednostavan: u pitanju su vrlo prometna mesta, na kojima se ukrštaju najrazličitije energije. Raskrsnice predstavljaju najveći rizik da se nauči crna magija.

Još jedno omiljeno mesto za izvođenje strogog sistema pravila vlaške magije je voda. Kao prazvor života, voda se smatra obitavalištem onostranih sila, stoga su mostovi, vodenice i skele podesna mesta za uspostavljanje veze sa htonskim bićima u gluvo doba noći. Naročito se preporučuju neudatim devojkama i udatim ženama bez poroda. Boravci na

WOMEN LEAD

There is no Vlach, who is not superstitious and there is no Vlach who doesn't know how to do magic. Everyone knows how – that Vlach magical „know-how“ is their expertise! In this regard, people gladly tell about the case of a foreign TV reporter who came to Homolje in the 1990s to get a story about Vlach magic, who asked the first person he found who deals with that in a village and, to his surprise, he got the answer: „Well, everyone!“

Who's actually dealing with it? Mostly women, trans-generational; occult knowledge is passed from one generation to the next. Why women lead in dealing with and preserving the secret „craft“? It is believed that the reason should be sought in the very structure of the Vlach family, where women kept leading role in a ritual life.

IDEAL TIME AND PLACE

The secret of knowledge also includes information about suitable timing for doing magic. The ideal time is between 11 p.m. and 4-5 a.m. Where is Vlach magic performed? Anywhere, but some places are better than others. Intersections, roads, gates and similar spots are particularly favorable. The reason is simple: these are high traffic spots, where different energies intersect. Intersections represent the highest risk to put on black magic.

Another favourite place for performing the strict system of Vlach magic rules is water. As a prehistoric source of life, water is considered to be the



vodi ili u blizini vode povezani su, međutim, sa velikim brojem zabrana. Nije čak poželjno ni ogledati se u vodi. Odrasli u vodi smatra se čovekovim dvojnikom, tj. njegovom dušom. Naginjanje nad vodu otuda sa sobom povlači opasnost od gubljenja duše. Senka, tj. duša i telo moraju biti jedno, da ne bi zajedno postali plen nečastivog.

„REŠENJE“ ZA SVE PROBLEME

Kako se izvodi vlaška magija? Najpopularnije je gledanje u bob ili u karte. „To kako ti izađe karta, tako ti je“, imaju običaj da kažu vlaške vračare svojim mušterijama. Pasulj ili bob će vam pokazati šta želite da znate samo ako bacite 44 zrna. Ne 43 i ne 45 – broj zrna koja „znaju“ šta vas čeka mora biti fiksiran na 44! I tu je razlog jednostavan: ima 44 slave u crkvenom kalendaru!

Repertoar metoda za koje zna vlaška magija uistinu je obilan, te tako jedna vlaška vračara koja drži do sebe i do svoje reputacije mora da zna da baje vodu, sakuplja i po potrebi prska mrtvačkom vodom onog kome je magija namenjena, pa se onda taj nesrećnik „vodi nesrećan“; mora umeti da gleda u plečku pečenog brava, jagnjeta ili svinje, da gleda u slezinu, da pogađa pomoću sita... Naročito izvor prihoda za vlaške vračare predstavljaju ljubavne tegobe koje muče klijente. Tu gatare propisuju med za ljubav (bez recepta!), a znaju i kako da zadrže ljubavnika i navedu nekog da se zaljubi u njihovu mušteriju. Znaju i kako spojiti ili, po potrebi, razdvojiti par, pri čemu koriste dobro poznati ritual magijskog sečenja. Umeju, bar tako

habitat of spiritual forces, therefore, bridges, waterfalls, and scaffoldings are suitable places for establishing the relationship with mythical creatures in the night. It is especially recommended to unmarried girls and to women who don't have children. Being in water or close to water is, however, tied to a large number of prohibitions. It's not even recommended to look at the reflection in water. The reflection in water is considered to be a human's duplicate, ie. his soul. Tilting over the water henceforth entails the danger of losing a soul. Shadow i.e. the soul and the body must be one, in order not to become a prey of the unholy.

„SOLUTION“ TO EVERY PROBLEM

How is Vlach magic performed? The most popular is looking at beans or cards. „The way your cards show, that's the way it will be“, Vlach sorceresses used to say to their customers. Beans will show you what you want to know only if you throw 44 grains. Not 43 nor 45 – the number of grains that „know“ your future must be always 44! And there's also a simple reason: there are 44 celebrates in the Orthodox Christian calendar!

The repertoire of methods used in Vlach magic is truly abundant, so a Vlach sorceress who cares of her reputation should know to put spells using water, collect and if necessary spray a dead water on a person to whom the magic is intended, to make him unlucky, she must know how to „look“ at a roasted shoulder of a pig or a lamb, to „look“ at an animal's spleen, to tell a fortune with a sieve... A particular source of income for Vlach sorceresses are love or romance problems. Sorceresses prescribe love honey (without a





tvrde i one same i njihova zadovoljna klijentela, da pobude tuđu ljubomoru, kao i da razbuktaju ili osujete muškarčevu strast. Vlaške vračare po želji i potrebi zaključavaju i otključavaju muškarca. Nije, međutim, dovoljno zaključati mu muškost. Poenta je u tome da mu se oduzme snaga. Rezultat? „Oseća se kao sapet“!

MOĆ I ŽILAVOST VLAŠKE MAGIJE

Šta vlašku magiju čini toliko štetnom, do te mere opasnom da upućeni tvrde da niko nije imun na nju? U čemu leži tolika njena moć, ona kojoj duguje svoju viševjekovnu reputaciju? I čime se objašnjava njena uspešnost, naročito u nameri da se ljudima naudi? Veruje se da uzrok leži u neverovatnoj žilavosti paganštine. Paganstvo predstavlja stariji, otporniji religijski supstrat koji ni tri najveće monoteističke religije nisu uspele da iskorene. U najboljem slučaju, primenile su prastaro načelo da „ako ne možeš da ih pobediš, pridruži im se“ – tačnije, „asimiluj ih“! Sa onim paganskim sadržajima koje nije uspeo da savlada i iskoreni, hrišćanstvo je, konkretno, izašlo na kraj asimilacijom – uvilo ih je u sebi prihvatljivo ruho.

Više nego bilo kakav paganski supstrat, da nije čovekove potrebe da kontroliše stvarnost, i vlaška magija bi izgubila smisao svog postojanja. Večito u strahu pred neizvesnošću koju donosi sutrašnji dan, ljudsko biće se okretalo komunikaciji sa htonskim silama. Kroz kontakt sa onostranim, čovek je nastojao da odgonetne šta ga čeka. Magija, pa stoga i vlaška, samo je još jedan način uticanja na budućnost i pokušaj da se obezbedi magijska pomoć u ostvarenju željenog cilja ili željene sudbine.

mr Biljana Đorđević

recipe!), and they also know how to keep a lover and make someone to fall in love with their clients. They know how to connect or, if necessary, separate a pair, using a well-known ritual of magical cutting. They know, or as they and their clients claim, to incite others to jealousy, as well as to unwind or foil a man's passion. Vlach sorceresses if desired and needed, lock or unlock a man. However, it is not enough to lock his manhood. The point is to take away his strength. The result? „He feels like his pressed“!

THE POWER AND TOUGHNESS OF VLACH MAGIC

What makes Vlach magic so harmful and dangerous that, as sources claim, no one can be immune to it? Where does its power lie, what does it owe a centuries-old reputation to? And how can its success be described, especially in the intent to harm people?

It is believed that the cause lies in the incredible toughness of paganism. Paganism represents older, more resilient religious substrate which even three largest monotheistic religions couldn't destroy. At best, they applied the ancient principle „if you cannot beat them, join them“ – more precisely, „assimilate them“! Those pagan contents that couldn't be defeated and eradicated, Christianity, in fact, managed to defeat with assimilation – wrapped them in an acceptable attire.

More than any pagan substrate, if there wasn't a man's need to control reality, Vlach magic would lose the meaning of its existence. Always in fear of the uncertainty which tomorrow brings, the human being turns to communicate with mythical forces. Through a contact with spirits, a man tries to figure out what to expect in the future. Magic, and therefore Vlach's too, is just one more way to influence the future and to attempt to provide magical assistance in achieving the desired goal or desired destiny.

MSc Biljana Đorđević

RONALDO OTVARA HOTEL U PARIZU



Portugalski fudbaler Kristijano Ronaldo i hotelska grupacija „Pestana“ najavili su da će svoj šesti hotel „Pestana CR7“ otvoriti u Parizu 2021. godine.

Reč je o hotelu koji će imati 4 zvezdice i 210 soba i nalaziće se na levoj obali Sene.

Igrač Juventusa trenutno ima dva hotela „CR7“, jedan u Lisabonu i jedan u Funšalu, svom rodnom gradu na ostrvu Madeira.

Osim ta dva hotela, otvorena 2016. godine, do 2020. biće otvorena još tri – u Madridu sa 164 sobe, Njujorku sa 185 soba i Marakešu sa 164 smeštajne jedinice.

Kruna tog lanca trebalo bi da bude hotel u Parizu. Investicija od 60 miliona evra biće 50-50 ulaganje Ronalda i već pomenute portugalske hotelske grupe „Pestana“.

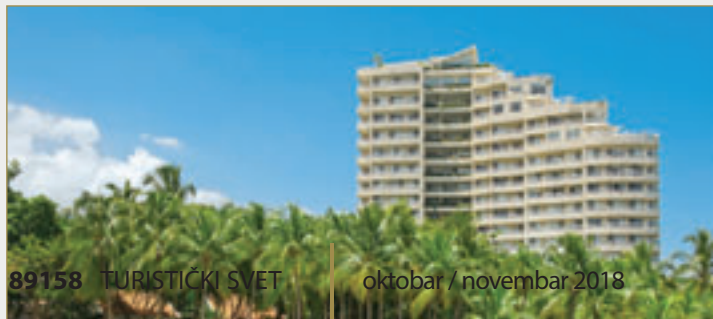
KARISMA JAČA PRISUSTVO U KOLUMBIJI

Međunarodna hotelska grupacija Karisma Hotels & Resorts ostvarila je strateško partnerstvo sa Irotama Resort-om, koji se nalazi na čuvenoj plaži Rodadero u gradu Santa Marta u Kolumbiji. Time je ova hotelska grupa ostvarila cilj da do 2020. godine u svom vlasništvu ima ili upravlja sa 30 hotela širom sveta.

Od 1. novembra 2018. Karisma će upravljati Irotama Resort kompleksom koji ima 290 hotelskih soba i 265 stambenih jedinica, koje se prostiru na 93.000 m2 uz samu obalu najstarijeg kolumbijskog grada Santa Marta.

U sklopu kompleksa su četiri bara, devet restorana i bogati sadržaji koji uključuju pet bazena, spa, fitness centar, dečji klub i prostore za organizaciju događaja.

Novim partnerstvom se nastavlja niz uspeha i širenje brenda Allure Hotels by Karisma u Kolumbiji koji uključuju Allure Chocolat, Allure Bonbon i Allure Canela u Kartageni.



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