

SVET

TURISTIČKI

SVET

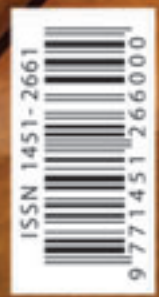
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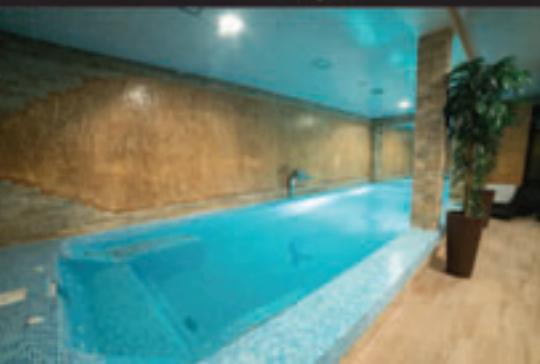
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Miroljub Aleksić: Nijedan vetar ne pogoduje brodu bez cilja
Miroljub Aleksić: No wind is favourable for a ship without a goal



Decembar 2018 - Januar 2019 /
December 2018 - January 2019
Godina/Year XVI, Broj/No. 90

Na naslovnoj strani / On the front cover:
SAINT TEN HOTEL BELGRADE



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Živorad Vasić - Lider hotelske industrije
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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 dakuzijem, 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 „á 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 „á 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!





Happy New Year!



Milena Milenković: Teži put je – bolji
Milena Milenković: Harder way is – a better way



Rade Samčević: Konsultanti – vakcina protiv skupih grešaka
Rade Samčević: Consultants - a vaccine against expensive mistakes



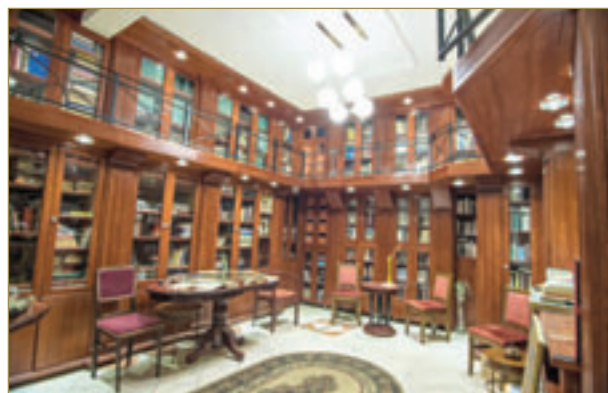
Hotel Mandarin Oriental: Hotelska ikona Barselone
Hotel Mandarin Oriental: Barcelona's hotel icon



Eros Picco: Strast je esencijalni sastojak!
Eros Picco: Passion is the essential ingredient!



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FAKULTET ZA TURISTIČKI I HOTELIJERSKI MENADŽMENT

TURIZAM, HOTELIJERSTVO I EKONOMIJA HRANE

OSNOVNE AKADEMSKE STUDIJE

Obavezna stručna praksa u najpoznatijim hotelima, turističkim agencijama i restoranima, predstavlja najznačajniju prednost ovog fakulteta. Studenti koji upišu ovaj fakultet biće u prilici da učestvuju u studijskim putovanjima, kao i najznačajnijim manifestacijama iz ove oblasti. Fakultet za turistički i hotelijerski menadžment potpisnik je preko 400 sporazuma o saradnji sa domaćim i inostranim turističkim agencijama i organizacijama, hotelima i restoranima.

MASTER STUDIJE

Na studijskom programu Poslovni sistemi u turizmu i hotelijerstvu studenti imaju priliku da uče od najboljih profesora i stručnjaka iz oblasti turizma i hotelijerstva i steknu savremena znanja za uspešnu karijeru u hotelima, turističkim agencijama, turističkim organizacijama, sektorima hrane i pića i dr. Ovaj program se sprovodi na srpskom i engleskom jeziku.

DOKTORSKE STUDIJE

Studijski program doktorskih studija MENADŽMENT U TURIZMU treba da omogući sticanje naučnih sposobnosti i akademskih veština, razvoj kreativnih sposobnosti i ovladavanje osobenim praktičnim veštinama potrebnim za uspešan razvoj karijere u oblasti upravljanja složenim sistemima u okviru turističke privrede, državnih i drugih organizacija i struktura, kao i naučno-istraživačkim institucijama, fakultetima i visokim školama.

U FEBRUARU 2019: 41. MEĐUNARODNI SAJAM TURIZMA

Pod sloganom „Leto je bliže nego što mislite“, na Beogradskom sajmu će se, od 21. do 24. februara 2019. godine, održati 41. Međunarodni beogradski sajam turizma.

Biće to kao i svake godine najveća i najznačajnija turistička manifestacija u zemlji ali i jugoistočnoj Evropi početkom godine.

Zemlja partner ovogodišnjeg Sajma je Bugarska, zemlja čiji je turizam u procvat, a njen grad Plovdiv jedna je od prestonica kulture u 2019. godini.

Jedna od traktivnih novina na Sajmu turizma je poslovni B2B portal namenjen registraciji i izlagača i poslovnih posetilaca, kao i njihovom međusobnom umrežavanju. Poziv da se prijave na B2B portal otvoren je i za medije koji ovim putem mogu da zakazuju sastanke i intervjuje sa učesnicima i gostima Sajma. Usluga zakazivanja B2B sastanaka za sve registrovane učesnike je besplatna.



BEOGRADSKI IN HOTEL: BEST CONTEMPORARY HOTEL ZA 2018.

Za Best Contemporary Hotel 2018. na Balkanu je, po odluci nezavisnog međunarodnog žirija, proglašen beogradski IN hotel i tako još jednom prepoznat kao relevantan učesnik na poslovnoj mapi Evrope, nakon 12 godina uspešnog poslovanja. Ova nagrada je dokaz da IN Hotel posluje na najsavremeniji način, promovišući inovacije i etiku u svom radu.

- Balkan Business Awards okuplja najdinamičnije kompanije u regionu i ponosni smo što smo prepoznati i na tom nivou, kao srpski brend po evropskim standardima – rekla je Ružica Petrović Dedijer, direktorka IN Hotela

Beograd, povodom dodeljenog priznanja.

Inače, projekat Balkan Business Awards koncipirala je kompanija EU Business New u cilju prepoznavanja najboljih kompanija u balkanskom regionu čija se ekonomija razvija i iz godine u godinu raste. Ovu nagradu podržavaju poslovni lideri, akademici i politički predstavnici širom Evrope.



OTVOREN HOTEL PUTNIK NA KOPAONIKU

U godini kada slavi šest decenija postojanja, potpuno renovirani hotel Putnik na Kopaoniku, kategorisan sa 4 zvezdice, otvorio je početkom decembra ponovo vrata gostima.

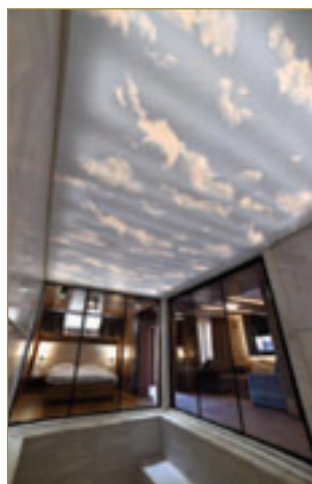
Hotel sada ma 116 smeštajnih jedinica, odnosno 270 komfornih ležajeva, pansionski restoran kapaciteta do 250 osoba, lobby bar, dve konferencijske sale, igraonica za decu, fitness centar sa najsavremenijom opremom za vežbanje, kao i spa centar sa zatvorenim bazenom, jakuzzi-jem, finskom saunom, ruskom banjom, infracrvenom saunom, turskim kupatilom, tepidarijumom, frizerskim salonom i sobama za masažu. Gostima su na raspolaganju i višenamenski otvoreni teren, skijašnica, parking, bankomat i suvenirnica. Tokom zimske sezone, u hotelu se može iznajmiti ski oprema i rezervisati ski pass, dok se leti mogu rentirati kvadovi i bicikli za vožnju po predivnim predelima, kao i ostali sportski rekviziti za rekreaciju. Podsetimo, stari deo hotela Putnik otvoren je davne 1958. godine kao jedan od prvih ugostiteljskih objekata na Kopaoniku, dok je novi deo hotela otvoren 1985. godine.



“EMROVIĆA RAJ” - NOVI HOTEL U NOPOZARSKOJ BANJI



Na samo 3 km od Novog Pazara, u Novopozarskoj banji, u lepom prirodnom okruženju u kome izvire lekovita voda, otvoren je moderan novi hotel “Emrović Raj”, koji je po svom izgledu, nameni i funkciji prilagođen zahtevima i željama savremenog gosta. Uz novi hotel nalazi se i veliki restoran na tri nivoa, sa baštom



oko čitavog objekta. Hotel 41 sobu na četiri nivoa, 6 apartmana i 6 bungalova na dva nivoa – sa sopstvenim bazenima od 34 kvm i lekovitom termomineralnom vodom. Sobe su moderno opremljene, tehnički i funkcionalno odgovaraju standardima visokog kvaliteta. U sastavu hotela je i wellness sa četiri bazena, parnim kupatilom, turskim hammom i sobom za masažu, teretana sa najsavremenijim spravama za vežbanje, kao i konferencijska sala sa pratećom tehničkom opremom. Čitav kompleks prati veliki, obezbeđen parking za goste hotela.

Inače, termomineralni izvori u Novopozarskoj banji pripadaju grupi sumporovitih hipertermi sa temperaturom vode do 52°C. Poznata je za lečenje i rehabilitaciju obolelih od miopatije i neuro-miopatije.

BEOGRADU NEDOSTAJE BAR JOŠ 3.000 HOTELSKIH SOBA

Tržište beogradskih hotela obuhvata više od 120 kategorisanih objekata sa oko 7.650 soba, a procenjuje se da bi optimalan broj soba u hotelima u Beogradu bio između 10.000 i 12.000.

Prema podacima kojima raspolaže revizorska kuća Kreston MDM, najveći broj hotela u Beogradu čine oni sa 3 i 4 zvezdice. Na osnovu zvanične kategorizacije, sa 5 zvezdica rangirano je svega pet hotela, sa ukupno 881 sobom, dok sa 4 zvezdice u Beogradu ima više od 70 hotela ove kategorije, sa približno 4.350 soba, što čini oko 57 odsto ukupnog broja soba na beogradskom hotelskom tržištu. U Beogradu ima i više od 40 hotela sa 3 zvezdice, a njihov kapacitet je približno 1.950 soba.

Kada je reč o planovima za budućnost, u Beogradu su u izgradnji tri hotela sa 4 zvezdice i jedan sa pet zvezdica, koji će početi sa radom u naredne dve godine. Treba imati u vidu da Beograd trenutno nije u mogućnosti da organizuje velike događaje, da centar „Sava“ još nije rekonstruisan, te da ni kapaciteti postojećih hotela sa 4 zvezdice nisu popunjeni. U tom smislu, može se zaključiti da je tržište hotela sa 4 zvezdice u srpskoj prestonici prezasićeno, naročito kada se uzmu u obzir procene da bi u ukupnoj strukturi trebalo da bude do 35 odsto hotela sa 4 zvezdice, dok ih u Beogradu već sada ima više od 55 odsto. S druge strane, Beograd ne raspolaže dovoljnim brojem kvalitetnih hotela sa 3, 2 i 1 zvezdicom, koji su veoma bitni za turističke grupe, ali se zato ponuda privatnog smeštaja znatno povećala u poslednjih nekoliko godina.



U LUKOVSKOJ BANJI GRADI SE NOVI HOTEL

Preduzeće "Planinka" u Lukovskoj banji gradi novi, savremeni hotel sa oko 200 ležajeva, što je investicija vredna gotovo osam miliona evra. Ovaj hotel trebalo bi da bude završen do 2020. godine.

Kako saznajemo, hotel će imati četiri zvezdice, biće ekskluzivno opremljen i imaće bazene, kao i kompletne medicinske sadržaje, jer je prevashodno namenjen gostima koji dolaze radi lečenja, ali su dobrodošli svi turisti, posebno mladi i rekreativci. Zapošljavaće 70 kvalifikovanih radnika.

U ovaj deo Srbije osim redovnih posetilaca iz čitave Srbije, najviše iz Beograda i Novog Sada, zbog relaksacije sve češće dolaze i turisti iz Rusije i Rumunije, pa je Lukovska banja među najposećenijim u Srbiji. Nažalost, savremeno opremljeni hoteli "Jelak" i "Kopaonik", sa ukupno 280 ležaja, nisu dovoljni da prime sve zainteresovane, pa se "Planinka" iz Kuršumlje - u čijem sastavu je i Prolom banja - iz tog razloga odlučila za izgradnju novog hotela.

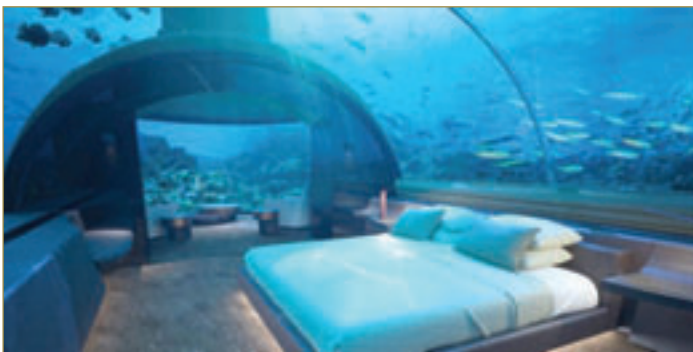


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NOĆENJE U DRUŠTVU RIBA I AJKULA - 50.000 DOLARA!

Rizort "Conrad Maldives Rangali Island" odnedavno svojim gostima nudi sasvim neobično iskustvo boravka među ribama, kornjačama i ajkulama i to po ceni od 50.000 dolara za noć. Reč je o podvodnoj hotelskoj sobi "Muraka" sa staklenim zidovima, smeštenoj na dubini od 5 metara.

"Muraka" je napravljen od čelika, betona i akrila, ali je prilikom dizajniranja velika pažnja posvećena očuvanju lokalnog ekosistema. Podvodni deo apartmana povezan je sa delom koji se nalazi iznad vodene površine. Gornji deo takođe sadrži prozirne zidove koji omogućavaju pogled na okean, a tu se nalazi i đakuzi, "beskonačni" bazen i izdvojene terase. Gosti se liftom ili spiralnim stepenicama spuštaju na donji podvodni nivo. Plafon je polukružnog oblika, zidovi prozirni, čak i u kupatilu, te se okolni podvodni svet može posmatrati iz svih prostorija. Visoka cena boravka ne uključuje samo noćenje u apartmanu. Gosti se od glavnog objekta rizorta prevoze malim privatnim avionom ili luksuznim gliserom do samog apartmana, a njegova udaljenost od ostalih smeštajnih sadržaja pruža gostima maksimalnu privatnost. Apartman ima i posebno osoblje, uključujući batlera, kuvara, masera...



NA TAJVANU OTVOREN HOTEL ZA GEJMERE



Nezaboravno gejmersko iskustvo ljubiteljima kompjuterskih igrica pruža upravo otvoren prvi hotel sa 5 zvezdica! Reč je o hotelu na Tajvanu, u Taoyuan distriktu, koji se zove "iHotel" i specifičan je po tome što je svaka soba opremljena gejmerskim kompjuterima najnovije generacije, koji sadrže kompletnu opremu za igrice. Osim računara, u sobama se nalaze i ogromni LCD televizori koji imaju PS4 i XBOX1 konzole za igranje, pa će se i ljubitelji ovakvog stila igranja odlično zabaviti i odmoriti.

Ovaj ultra moderni hotel sa 5 zvezdica ima i savremeni lobi, teretanu, spa centar, restoran, bar, kao i internet kafe sa gejming arenom. Noćenje u njemu košta u proseku oko 100 američkih dolara, a ljubitelji video igara mogu iznajmiti i sobu na sat, po ceni od 12 dolara tokom vikenda, ili izdvojiti 75 dolara za 15-časovnu maratonsku gejming sesiju.

BUDUĆNOST HOTELIJERSTVA: AUTONOMNI MOBILNI HOTEL

„Autonomous Travel Suite“ integriše prevoz i hotelijerstvo u mobilnom apartmanu bez vozača, koji putnike prevozi od kuće do željene destinacije.

Nalik kompaktnoj hotelskoj sobi, ovaj apartman nazvan „Autonomous Travel Suite“ pruža deo za odmor sa kupatilom, ali i radni prostor, omogućavajući gostima da efikasnije i produktivnije iskoriste vreme tokom putovanja.

Koristeći tehnologiju autonomne vožnje, mobilni apartman ima dvojaku funkciju – služi kao lično prevozno sredstvo i mobilna hotelska soba.



„Autonomous Travel Suite“ komunicira putem centralne platforme "Autonomous Interface", koja, koristeći naprednu tehnologiju, kontroliše razne operacije i usluge između mobilnog apartmana i hotelskih sadržaja. Putnici mogu na jednostavan način da unesu više željenih destinacija i neophodnih usluga putem online aplikacije i "Autonomous Travel Suite" će se automatski dovesti ispred polazne destinacije putnika. Autonomni Interface zatim analizira najbolju rutu i komunicira sa obližnjim objektima kako bi pružio tražene usluge tokom vožnje. On automatski kontroliše unutrašnju sredinu i proverava status vozila da bi obezbedio najbolje uslove tokom vožnje.

Mobilni apartmani su sastavni deo lanca autonomnih hotela, koji čini mreža hotelskih objekata koji nude stacionarne jedinice i javne sadržaje koji se mogu dodavati individualno u zavisnosti od potrebe putnika. Ovaj lanac pruža usluge poput hrane i pića, sala za sastanke, spa – bazena i teretana, kao i uslugu čišćenja i održavanja apartmana.

U poređenju sa avio-letovima ili putovanjem vozom koji zahtevaju više koraka poput transfera, check-in-a pre samog putovanja, „Autonomous Travel Suite“ funkcioniše kao lični rent-a-car i hotelska soba, pružajući neograničenu fleksibilnost i mobilnost po nižim cenama. Troškovi rentiranja „Autonomous Travel Suite“ –a pokrivaju troškove lokalnog transporta (taxi), leta avionom i hotela, što ga čini konkurentnijom opcijom od avio-letova i vozova do obližnjih destinacija. Ukoliko putuje više od jedne osobe, ukupni putni troškovi su još konkurentniji.

SERBIAN BRAND

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a truly remarkable gift

Scari motifs:

Stylized details of
fresco-decoration
from Serbian
medieval monasteries.

Studenica monastery.
Kings church, 1650.



Retails:

Ušće shopping center
(ground floor at east entrance)

Promenada shopping center
(first floor north entrance from Spere)

Rajčeva shopping center
(1 floor GZA store)

Sava Center
(Milenija Popovica 9, store no. 12)

Airport Nikola Tesla
(transit zone at exit CD)

Webshop
(www.studiomaruska.com)

Royal Palace
(buł. Kralja A.K. 92)

The National Museum
(Trg republike 1a)

Istorijski muzej
(Trg Nikole Pašića 10)

SLAVI ŽIVOT!

Aldemar Resorts jedan je od vodećih i najdinamičnijih hotelskih lanaca u Grčkoj, koji je već 30 godina na međunarodnom tržištu. Njegovi veoma cenjeni rizorti na Kritu: „Royal Mare“, „Knossos Royal“, „Knossos Villas“ i „Cretan Village“, smešteni nedaleko od Herakliona i aerodroma, oduševljavaju goste jer deluju na sva čula i pružaju iskustvo koje žele uvek iznova da otkrivaju.

Filozofija Aldemar lanca je istraživanje inovativnih proizvoda i ideja, demonstriranjem visokog nivoa odgovornosti prema ljudima, lokalnoj zajednici i prirodi, što kazuje da je dobrobit gostiju u fokusu ovih rizorta.

„ELEMENTS ALL-IN“ - NAJINOVATIVNIJI ALL-INCLUSIVE PROGRAM

Boravak u kritskim Aldemar rizortima je daleko od običnog iskustva, naročito kada se izabere „Elements“ koncept. „Elements All-In“, nedavno nagrađen prestižnim Seven Stars priznanjem kao najinovativniji all-inclusive program. Fokus je na zdravim i opuštajućim odmorima, u kojima će à la carte ishrana, sportske aktivnosti i brojna zadovoljstva razmaziti svakog gosta koji se odluči za „Elements“ paket.

Nije tajna da se uspomene vezuju za ukuse. Stoga, upustite se u jedinstveno gastronomsko putovanje u „Royal Mare“ i „Knossos Villas“ rizorte. Kombinacija internacionalne kuhinje i domaće grčke, korišćenje najkvalitetnijih lokalnih namirnica, uz ekskluzivan pečat Aldemarovih šefova – biće uspomena za dugo sećanje.

CELEBRATE LIFE!

Aldemar Resorts is one of the leading and most dynamic hotel chains in Greece with 30 years of presence in the international market. In Crete, its highly acclaimed resorts Royal Mare, Knossos Royal, Knossos Villas and Cretan Village, located within close proximity to both Heraklion town and the airport, are sure to delight your senses and provide you with an experience worth re-living.

Aldemar's philosophy is all about investing in innovative products and ideas and by demonstrating a high level of responsibility towards people, the local community and the natural environment. With this philosophy in mind, it could not be made more evident at the resorts that the visitor's well-being is in focus.

Holidays at Crete's Aldemar Resorts are far from the average experience, especially when it comes to choosing the „Elements“ concept. The focus of „Elements All-In“, recently awarded by the prestigious *Seven Stars Awards* as the most innovative All-inclusive program, is on healthy and relaxing vacations in which a la carte dining, sporting activities and numerous treats are there to spoil the guest who has opted for the Elements holiday package.

It is no secret that tastes are tied to memories... So, indulge in a unique gastronomic journey at **Royal Mare** and **Knossos Villas**. The culinary experience combines a selection of international cuisines as well as the Greek one, with the exclusive touch of Aldemar's chefs. Using the highest quality of local ingredients and their innovative spirit, the result



POZIVNICA ZA KRALJEVSKO OPUŠTANJE

Oпустите своје тело и ум од главе до пете у „Royal Mare THALASSO“ centru. Uvršten među 10 najboljih Thalasso & Spa rizort za 2016. godinu, „Royal Mare Thalasso/Spa Centre“ zavodi svojom veličinom, blistavošću i spokojstvom. Na površini od 4.000 kv. m posetioци mogu da uživaju u sobama za tretmane, bazenima, beauty i fitness centrima, posvećeni well-being-u. Naši eksperti, osoblje koje priča više stranih jezika, tretmani izvrsnog kvaliteta, pedantnost i čistoća, prestižno okruženje, sa „velikom plavom“ pozadinom... su pozivnica za mesto wellness & potpunog opuštanja!

Stilizovane sobe i apartmani, okruženi mirisom i bojama dobro održavane bašte, nude osećaj komfora u kombinaciji sa luksuzom. U dizajniranim „Relax zonama“ - smiruje Zen dekor, lagana muzika, ljuľaške u bašti, u koje gosti mogu da se sklopčaju i čitaju knjigu dok ispijaju hranljive napitke iz bara pored bazena i postaju jedno sa prirodnim elementima, upuštajući se u sveobuhvatno iskustvo odmora.

BUDITE U SVOM ELEMENTU. „Elements“ je više od odmora. To je obećanje da ćete povratiti životni balans i kvalitet onoga što jedete, načina na koji živite, dišete i sebe svakodnevno motivišete. Zato moto onog ko ceni i pozdravlja život kao Aldemar, ne može ni biti ništa drugo do: **SLAVITE ŽIVOT!**

www.aldemar-resorts.gr

could not be anything less than soulful... and of course delicious! With the pace of daily life becoming all the more intense and exhausting, give yourself the chance to relax your body and mind from head to toe by trusting the professional staff at the **Royal Mare THALASSO**. Listed among the 10 best Thalasso Centres worldwide and voted World's Leading Thalasso & Spa Resort 2016, the Royal Mare Thalasso/Spa Centre seduces with its size, luminosity and serenity. In a space of 4000sq.m., visitors can enjoy the treatment rooms, swimming pools, beauty and fitness centres, dedicated to their well-being. Our expert, multilingual staff, the exceptional quality treatments, the meticulous cleanliness, the prestigious surroundings, in a "big blue" backdrop... are an invitation to a place of wellness & utmost relaxation!

Stylish rooms and suites with exterior surroundings full of aromas and color among an endless well-tended garden offer a sense of comfort paired with luxury. The guests can find comfort and relaxation at the designated "Relax Zones"; a calm Zen décor, soft music, hammocks that are spread over the garden, where one can curl up and read a book while sipping on a nutritious beverage from its pool bar and become one with the natural elements, as they indulge in an all-encompassing holiday experience.

"Elements" is more than just a holiday. It is a promise you make to yourself to re-create a life of balance and good quality with what you eat, how you live, breathe and motivate yourself daily.

So, the Aldemar motto could be none other than **CELEBRATE LIFE!**

www.aldemar-resorts.gr



DEVEDESET GODINA PO MERI PUTNIKA

Er Srbija je jedna od najstarijih svetskih avio-kompanija koja i danas, posle 90 godina, uspešno posluje! Da je na globalnom nivou u samom vrhu, potvrđuje i podatak da je u 2018. najbolje ocenjena avio-kompanija u jugoistočnoj Evropi, uz maksimalnih 7 zvezdica u kategoriji bezbednosti i 5 zvezdica za kompletan proizvod i uslugu! U čemu je tajna njene uspešnosti, pitamo, između ostalog, **Draganu Frantov Nikolić**, direktorku komercijalnih poslova Er Srbije, a ona s ponosom odgovara: „Pre svega, u spremnosti da se prilagođavamo, rastemo i težimo inovacijama, ali i u stavu da je bezbednost putnika, članova posada i letelica nešto oko čega - nema kompromisa.“

FOR NINETY YEAR CUSTOMIZED FOR PASSENGERS

Air Serbia is one of the world's oldest airline companies, which still operates successfully after 90 years! That it is globally at the very top, is confirmed by the fact that in 2018 it was the best rated airline company in Southeast Europe, with a maximum of 7 stars in the safety category and 5 stars for the complete product and service! What is the secret of its success, we ask, among other things, **Dragana Frantov Nikolić**, Manager of Commercial Performance at Air Serbia, and she proudly answers: “Above all, in the readiness to adapt, grow and strive for innovation, but also in the attitude that the safety of passengers, crew members and aircrafts is something they never compromise.“



● *Prvobitno osnovan pod imenom Aeroput, srpski nacionalni avio-prevoznik obavio je prvi let 15. februara 1928. godine između Beograda i Zagreba. Taj podatak svrstava Er Srbiju na deseto mesto na listi najstarijih avio-kompanija u svetu. Šta se za to vreme promenilo, a šta je ostalo isto ili bar prepoznatljivo?*

- U pravu ste – u februaru smo obeležili devet decenija od prvog leta Aeroputa, prethodnika današnje Er Srbije, dok smo 2017. u junu proslavili tačno devedeset godina od formiranja kompanije. Na taj način, mi smo se svrstali među svega nekoliko najstarijih svetskih avio-kompanija koje i danas uspešno posluju. Svakako da nas istorija čini izuzetno ponosnim, ali ona ujedno predstavlja za nas i veliku obavezu. Naše poslovanje pretrpelo je brojne promene od tog prvog, istorijskog leta. Ipak, ono što je konstanta jeste naša spremnost da se prilagođavamo, rastemo i težimo inovacijama. S druge strane, pored spremnosti na promene u interesu naših putnika, bezbednost putnika, članova posade i letelice, jeste nešto oko čega nema kompromisa.

ZA 5 GODINA – VIŠE OD 12 MILIONA PUTNIKA!

● *Ove godine obeleženo je i pet godina uspešnog poslovanja od potpisivanja kod-šer sporazuma između Jat ervejsa i Etihad ervejsa i stvorena nova kompanija Air Serbia. Gde sve danas lete avioni Er Srbije, koliko je letova obavljeno i koliko putnika prevezeno za tih pet godina?*

- U proteklih pet godina, prevezli smo više od 12 miliona putnika, značajno raširili mrežu linija, povećali prihode i popunjenost putničke kabine. Izdvojila bih i uspostavljanje dugolinjskog leta ka Njujorku, zbog čega smo danas jedina avio-kompanija u regionu koja leti ka SAD. Od prvog leta do sada kompanija je realizovala više od 150 hiljada letova. Pored Njujorka, danas letimo ka 40 evromeditranskih destinacija, a zahvaljujući saradnji sa drugim avio-kompanijama, Er Srbija u ponudi ima još 63 destinacije. To znači da naši putnici na našem veb sajtu mogu da kupe karte do 103 destinacije u svetu!

● *O postignutom uspehu svedoči i priznanje renomiranog sajta za rejting u oblasti civilne avijacije AirlineRatings.com. Er Srbija je najbolje ocenjena avio-kompanija jugoistočne Evrope u tekućoj 2018. godini, uz maksimalnih sedam zvezdica u kategoriji bezbednosti i pet zvezdica za kompletan proizvod i uslugu.*

- Ocena Airlineratings-a predstavlja još jednu u nizu potvrda da su bezbednost putnika, članova posade i aviona naš najvažniji prioritet. Pomenuti rezultat potvrđuje da stalno napredujemo i unapređujemo uslugu koju pružamo putnicima. Podsetila bih i da je glavni urednik ovog uglednog sajta tom prilikom istakao da je Er Srbija važan pokretač ekonomije od trenutka kad je nastala, da ima modernu flotu Airbus i ATR aviona i da spada među operativno najbolje.

● *Krajem januara ove godine, Er Srbija je predstavila novi tarifni sistem od četiri tarife. Koje su to tarife konkretno i kakve suštinske promene*



Deo komercijalnog tima Er Srbije (s leva na desno) / Part of the Commercial Performance team of Air Serbia (from left to right): Boško Rupiĉ, Maja Šotra, Dragana Frantov Nikolić, Đurĉa Vinĉić-Tomić, Zoran Radosavljević.

● *Originally founded under the name Aeroput, the Serbian national airline made its first flight on 15 February 1928, between Belgrade and Zagreb. This fact puts you among the oldest airlines in the world, in 10th place. What has changed in those 90 years, and what has remained the same or at least recognizable?*

- Yes, in February this year we marked nine decades since the first flight of Aeroput, the predecessor of today's Air Serbia, while in June 2017 we celebrated exactly ninety years since the company was established. This makes us one of the world's oldest airlines that are still operating successfully. The history certainly makes us extremely proud, but it is also a great responsibility. Our business has undergone many changes since this first historic flight. Nevertheless, our readiness to adapt, grow and strive for innovation is constant. At the same time, the safety of passengers, crew and aircraft is something we never compromise.

IN 5 YEARS – MORE THAN 12 MILLION PASSENGERS!

● *This year, you marked 5 years of successful operation since the code share agreement was signed between Jat Airways and Etihad Airways, and the new company Air Serbia was created. Where do your company's planes fly today, how many flights have there been and how many passengers were carried in the last five years?*

- In the last five years over 12 million passengers travelled with us, we expanded our route network, increased the revenues and the occupancy of the passenger cabin. I would also mention the long-distance flight to New York, which is why we are now the only airline in the region that flies to the United States. From our very first flight until present, the company has realized more than 150 thousand flights. In addition to New York, today we fly to 40 Euro-Mediterranean destinations, and thanks to cooperation with other airlines, Air Serbia offers 63 additional destinations. This means that on our website passengers can buy tickets to 103 destinations all over the world!

● *The success you have achieved is also acknowledged by the well-known civil aviation rating website AirlineRatings.com. Air Serbia is the best rated airline company in south-eastern Europe for 2018, with a maximum of seven stars in the safety category and five stars for the complete product and service.*

one donose? Šta su sve benefiti koje putnici Er Srbije mogu da ostvare?

- U ovom trenutku naši putnici mogu da biraju između četiri tarife – Economy Light, Economy Standard, Economy Comfort i Business All Inclusive. Sve one se razlikuju u odnosu na dozvoljeni prtljag, fleksibilnost u vezi sa promenom datuma putovanja i dodatnim uslugama koje se mogu prilagođavati. Posle izbora tarife, u bilo kom trenutku pre leta, putnici nacionalne avio-kompanije mogu da kupe i dodatne usluge kao što su prioriteto ukrcavanje, rezervacija željenog sedišta ili pristup Premijum salonu. Brojne mogućnosti i široki asortiman kreirani su i unapređeni kako bi svaki putnik mogao da putuje Er Srbijom svaki put po svojoj meri.

S ER SRBIJOM SVAKO PUTOVANJE JE PO VAŠOJ MERI

● U novembru ove godine glumac Miloš Biković izabran je za zaštitno lice nove marketinške kampanje, čiji je slogan "Svaki put po tvojoj meri". Ova kampanja trebalo bi da predstavi sve pogodnosti personalizovanog putovanja Er Srbijom. Recite nam nešto više o samoj kampanji, njenim ciljevima, promoteru...

- Novom kampanjom želeli smo da upoznamo naše putnike sa brojnim opcijama koje su im na raspolaganju kako bi u potpunosti personalizovali putovanje, odnosno kreirali putovanje po svojoj meri. Smatramo da smo pronašli pravi način da ispunimo njihova očekivanja, kada je reč o iskustvu putovanja srpskom nacionalnom avio-kompanijom. Miloš Biković je na sebi svojstven način predstavio tu raznovrsnost ponude i mogućnosti koje imaju naši putnici. Našim putnicima, ali i njegovoj publici, Miloš Biković će predstaviti i najzanimljivije destinacije na koje leti Er Srbija.

● Generalni direktor Dankan Nejsmit istakao je na promociji zaštitnog lica da će se nastaviti sa unapređenjem usluga u skladu s potrebama putnika, istovremeno negujući ono po čemu ste prepoznatljivi, kao što je tradicionalno srpsko gostoprimstvo. Gde još ima prostora za unapređenje? Kakvi su planovi kompanije za 2019?

- Prostor za unapređenje uvek postoji. Nastavljamo da prilagođavamo usluge željama, potrebama i očekivanjima naših putnika. U tom smislu, posebno će biti značajna tehnološka unapređenja i povećanje efikasnosti svih procesa u vezi sa putovanjem avionom, ali i personalizacija proizvoda. Zahvaljujući dodatnim uslugama, putnici koji žele veći komfor i više usluga mogu da unaprede svoje iskustvo putovanja u značajnoj meri. Novi koncepti tarifa i dodatnih usluga omogućavaju da se pravovremenim planiranjem putovanja ostvaruju uštede i dobija više. Na tome ćemo nastaviti da radimo i ubuduće.

● Kraj godine je, pretpraznična euforija, vreme za lepe želje... Šta bi bila vaša poruka putnicima na kraju ove uspešne, jubilarne godine Er Srbije?

- Našim dragim putnicima želimo sve najbolje u 2019. godini, dobro zdravlje i mnogo uspeha, ali i putovanja. Pozivamo ih da, leteći Er Srbijom, kao što smo rekli u našoj aktuelnoj kampanji, zajedno stvaramo nove uspome.

- Our score with Airlineratings is another in a series of acknowledgments that the safety of passengers, crew and aircraft is our top priority. The result confirms that we are continuously developing and improving the service we provide to passengers. I would also like to mention that the editor-in-chief of this reputable website has pointed out that from the moment of its creation Air Serbia has been an important driver of the economy, that it has a modern fleet of Airbus and ATR aircraft and that it is among the best companies operationally.

● At the end of January this year, your company introduced a new tariff system with four fares. What are these fares exactly, and what essential changes do they bring? What are the benefits to Air Serbia passengers?

- At the moment, our passengers can choose between four fares - Economy Light, Economy Standard, Economy Comfort and Business All Inclusive. They all differ in relation to allowed baggage, flexibility in changing travel dates and ancillary services that can be customized. After selecting the fare, at any time before the flight, passengers of our national airline can also purchase ancillary services such as priority boarding, reservation of the desired seat or access to the Premium Lounge. The many features and a wide range of products have been created and improved so that each passenger can enjoy customised travel with Air Serbia on every trip.

WITH AIR SERBIA EVERY TRIP IS CUSTOMISED

● In November of this year, actor Miloš Biković was chosen as the face of the new marketing campaign with the slogan "Have it your way". This campaign should present all the benefits of personalized travel with Air Serbia. Tell us more about the campaign itself, its goals, the promoter...

- With the new campaign, we want to introduce our passengers to many available options to fully personalize and create travel according to their needs. We believe that we have found the right way to meet their expectations when it comes to the experience of travelling with the Serbian national airline. Miloš Biković has presented this variety of offers and options available to our passengers in his own way. Miloš Biković will present to our passengers and to his fans the most interesting destinations where Air Serbia flies.

● CEO Duncan Naysmith emphasized at the promotion of the campaign that you will continue to improve your services in line with passengers' needs, while at the same time preserving your outstanding qualities such as traditional Serbian hospitality. Where is there room for improvement? What are the company plans for 2019?

- There is always room for improvement. We continue to adapt our services to the wishes, needs and expectations of our passengers. In this respect, technical improvements and increasing the efficiency of all processes related to air travel, as well as product personalization, will be particularly important. Thanks to ancillary services, passengers who want more comfort and extra services can improve their travel experience significantly. New concepts of fares and ancillary services make it possible to make savings and get more by timely travel planning. We will keep working on this going forward.

● Your message to the passengers at the end of this successful, jubilee year?

- We wish our beloved passengers all the best in the coming year 2019, good health and lots of success, but also many journeys. As we say in our campaign, by flying with Air Serbia we invite them to create new memories together.

Author: Ljiljana Rebronja

Svaki put po tvojoj meri



TURIZAM - DRUGA NAJUSPEŠNIJA PRIVREDNA GRANA U SRBIJI!

Da je ovo, po svim pokazateljima, sjajna godina za srpski turizam, najbolje govore činjenice. Zahvaljujući udruženim snagama turističke privrede i dobro osmišljenim promotivnim aktivnostima TOS-a u inostranstvu, za našu zemlju kao turističku destinaciju odlučilo se za prvih 10 meseci gotovo 3,000.000 gostiju ili 11% više turista nego u istom periodu 2017, dok se od turizma ove godine očekuje prihod od oko milijardu i 300 miliona eura! Zahvaljujući tome, turizam je konačno zauzeo drugo mesto na listi najuspešnijih privrednih grana u Srbiji. Sve su to brojni razlozi za ponos i razgovor s **Marijom Labović**, direktorkom Turističke organizacije Srbije, s kojom rezimiramo turističke rezultate i aktivnosti, pričamo o osvajanju kineskog tržišta, ali i o očekivanjima u 2019, strateškim ciljevima, novim tržištima...



TOURISM - THE SECOND MOST SUCCESSFUL INDUSTRY IN SERBIA!

According to all indicators, this is a great year for Serbian tourism, of which facts speak for themselves. Thanks to the joint forces of the tourism industry and well-designed promotional activities abroad by the Tourism Organization, almost 3.000.000 guests opt for Serbia as a tourist destination in the first 10 months, 11% more tourists than in the same period of 2017, and the income of about one billion and 300 million euros is expected from tourism this year! Thanks to that, tourism finally took the second place on the list of the most successful industries in Serbia. These are all reasons to be proud of and to talk to **Marija Labović**, director at Tourism Organization of Serbia, with whom we summarize the tourist results and activities, and talk about winning the Chinese market, as well as expectations in 2019, strategic goals, new markets...

- Turizam u Srbiji, s ponosom mogu reći, beleži odlične rezultate i u 2018. godini, zahvaljujući podršci Vlade Republike Srbije i Ministarstva trgovine, turizma i telekomunikacija, ali i sinergiji aktivnosti svih subjekata u turizmu. Kako je Turistička organizacija Srbije aktivna u mnogim segmentima na promociji turizma naše zemlje, zaista verujem da smo i mi doprineli tim rezultatima.

Promovisali smo turističku ponudu Srbije na globalnim online i offline medijima. Organizovali smo studijska putovanja za 150 predstavnika značajnih inostranih medija, kao i za veliki broj organizatora putovanja iz inostranstva, što je dodatno uticalo na poboljšanje imidža Srbije kao atraktivne turističke destinacije. Imali smo i oko 2.500 objava u domaćim medijima, online i offline kampanju, kao i veliki broj događaja i radionica u zemlji i u svetu.

A rezultat je: rekordni broj turista i zarada od turizma! Za prvih 10 meseci ostvarili smo odlične rezultate: gotovo 3.000.000 gostiju odlučilo se za Srbiju kao turističku destinaciju, a od turizma se očekuje prihod od oko milijardu i 300 miliona eura!

Samo u periodu januar-oktobar 2018. godine u Republici Srbiji boravilo je za 11% više turista u odnosu na period januar-oktobar 2017. godine, od čega su domaći gosti ostvarili rast od 8%, dok je povećanje dolazaka inostranih 15% više, u odnosu na isti period prošle godine (Podaci: RZS). Želim da istaknem da je u poslednjih 5 godina u Srbiji povećan broj stranih turista za 65%! Možemo slobodno reći da je ovo zaista sjajan rezultat.

SRBIJA POSTALA TURISTIČKI BREND

• *Kao vođa jednog uspešnog tima koji radi veliki i ozbiljan posao za svoju zemlju, na šta ste posebno ponosni?*

- Turistički trendovi se brzo menjaju, kao i stil života. Komunicira se online, ljudi su više za aktivni odmor i avanturističke ture, sve je više raznih manifestacija i festivala u turističkoj ponudi koji privlače veliki broj turista. Ponosim se što je Srbija uspešla da se nametne kao turistička destinacija sa bogatom turističkom ponudom, i što turistička ponuda prati svetske trendove i u ponudi, i u komunikaciji. Srbija je postala turistički brend, rad u turizmu postaje značajan i to je nešto sa čime se svi ponosimo. Turizam se kao privredna delatnost, konačno nalazi na drugom mestu najuspešnijih privrednih grana naše zemlje (samo je građevinarstvo ostvarilo kumulativno veći rast u 2018. godini)!

- Tourism in Serbia, I can proudly say, recorded excellent results in 2018, thanks to the support of the Government of the Republic of Serbia and the Ministry of Trade, Tourism and Telecommunications, as well as the synergy of activities of all subjects in tourism. As the Tourism Organization of Serbia is active in many segments on the promotion of tourism in our country, I really believe that we have contributed to these results.

We've promoted Serbia's tourism offer on global online and offline media. We've organized study trips for 150 representatives of significant foreign media, as well as for a large number of tour operators from abroad, which additionally influenced the improvement of the image of Serbia as an attractive tourism destination. We've also had about 2,500 posts in domestic media, online and offline campaigns, as well as a large number of events and workshops in the country and abroad.

And the result is: a record number of tourists and earnings from tourism! In the first 10 months, we've achieved excellent results: almost 3,000,000 guests opt for Serbia as a tourism destination and tourism is expected to earn about 1 billion euros and 300 million euros!

Only in the period January-October 2018 in the Republic of Serbia 11% more tourists stayed in relation to the period January-October 2017, of which domestic guests realized an increase of 8%, while the foreign arrivals increased by 15% compared to the same period last year (Data: SORS). I would like to emphasize that in the last 5 years in Serbia, the number of foreign tourists has increased by 65%! We can say that this is truly a great result.

SERBIA BECAME A TOURISM BRAND

• *As the leader of a successful team that is doing a great and serious job for its country, what are you particularly proud of?*

- Tourism trends are changing rapidly, as well as the lifestyle. People communicate online, search for active holidays and adventure tours, there is an increasing number of events and festivals in the tourism offer that attracts a large number of tourists. I am proud that Serbia has succeeded in imposing itself as a tourism destination with a rich tourism offer, and that the tourism offer follows world trends both in terms of offer and communication. Serbia has become a tourism brand, work in tourism has become significant and this is something we are all proud of. Tourism as an industry is finally located on the second place of the most successful industries in our country (only construction achieved a cumulatively higher growth in 2018)!



ZAHVALJUJUĆI TOS-U, NAŠA ZEMLJA KINEZIMA SVE BLIŽA

• Ova godina je, između ostalog, bila u znaku pojačanih promotivnih aktivnosti Srbije u Kini. Da li se već osećaju efekti? Hoće li se te aktivnosti nastaviti i intenzivirati sledeće godine ili će se usmeriti ka drugim za Srbiju interesantnim tržištima?

- Efekti se svakako osećaju. I Evropska turistička komisija je iznela podatak da je Srbija četvrta zemlja po ukupnom rastu i prva zemlja po rastu broja turista iz Kine.

U periodu od 2012. godine otkada je TOS aktivan na tržištu Kine organizovali smo dolazak više od 150 organizatora putovanja i više od 100 novinara i blogera, među kojima i predstavnike CCTV, National Geographic Traveller-a, Bund-a, Xinhua News Agency, Travel Weekly, Global Times, Across Magazine itd.

Pored navedenih aktivnosti značajno je naglasiti i prisustvo TOS-a na najznačajnijim sajmovima turizma COTTM u Pekingu i CITM kao i ITB China u Šangaju.

TOS je inicijator i dolaska čuvene spisateljice Madame Chen u Srbiju, čiji će dokumentarni film o Srbiji imati sledeće godine svoju promociju u Kini.

Sem ovih vidova promocije, TOS je aktivan i u organizaciji inicijative „16+1“ vezano za turizam kao i u inicijativi „Pojas i put“. Srbiju promoviramo i kroz asocijacije kao što je ETC, čiji smo aktivni član, a ove godine i dobitnici projekta i sredstava EU, zajedno sa Dunavskim centrom za kompetenciju, Nemačkom i Mađarskom, te smo ove godine imali čitav niz aktivnosti na temu Dunava. Samo na događajima u Guandžou, Pekingu i Šangaju imali smo zajedničke prezentacije koje su privukle čak 320 organizatora putovanja i više od 30 novinara. Turistička ponuda zemalja učesnica, i Dunav kao veza među njima, veoma je atraktivna kineskim turistima.

Turistička organizacija Srbije nastaviće i u 2019. godini snažne promotivne aktivnosti na kineskom tržištu sa akcentom na digitalnoj komunikaciji. U godinama koje dolaze, očekujemo dalji rast i još bolju posetu kineskih turista.

Naravno, za nas su vrlo bitna i druga interkontinentalna tržišta, ali i domaće turističko tržište na kojima ćemo takođe biti veoma aktivni.

U 2019 - AKENAT NA DIGITALNIM KOMUNIKACIJAMA

• Zahvaljujući aktivnostima TOS-a na međunarodnom tržištu u 2017, CNN je proglasio Srbiju za drugu turističku destinaciju u svetu koju treba posetiti u 2018. Ove godine ste još ozbiljnije "sejali", mnogo toga uradili,

THANKS TO THE TOS, OUR COUNTRY IS CLOSER TO THE CHINESE PEOPLE

• This year, among other things, was significant because of the enhanced promotional activities of Serbia in China. Have you already felt the effects? Will these activities continue and intensify next year or will they focus on other interesting markets for Serbia?

- The effects are certainly felt. The European Tourist Commission also reported that Serbia is the fourth country in terms of total growth and the first country to increase the number of tourists from China.

In the period from 2012, since TOS has been active on the market of China, we organized the arrival of more than 150 tour operators and more than 100 journalists and bloggers, including representatives of CCTV, National Geographic Traveller, Bund, Xinhua News Agency, Travel Weekly, Global Times, Across Magazine etc.

In addition to the above activities, it is important to emphasize the presence of TOS at the most important COTTM tourism events in Beijing and CITM as well as ITB China in Shanghai.

TOS is the initiator of the arrival of the famous writer Madame Chen to Serbia, whose documentary about Serbia will have its promotion in China next year.

Apart from these types of promotions, TOS is also active in the organization of the "16+1" initiative related to tourism, as well as in the initiative "Belt and Road". We promote Serbia through associations such as the ETC (we are active members) and this year we were also the winners of the project and EU funds, together with the Danube Competence Center, Germany and Hungary, so this year we had a whole range of activities on the topic of the Danube. Only at the events in Guangzhou, Beijing and Shanghai we had joint presentations that attracted as many as 320 tour operators and more than 30 journalists. The tourism offer of the participating countries, and the Danube as a link between them, is very attractive to Chinese tourists.

The Tourist Organization of Serbia will continue strong promotional activities in the Chinese market in 2019 with the emphasis on digital communication. In the coming years, we expect further growth and an even better visit of Chinese tourists.

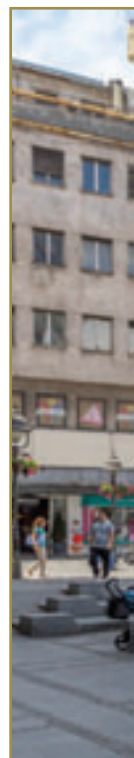
Of course, other intercontinental markets are important for us, and also the domestic tourism market, where we will also be very active.

IN 2019 - EMPHASIS ON DIGITAL COMMUNICATIONS

• Thanks to the activities of TOS in the international market in 2017, CNN has declared Serbia as the second tourism destination in the world to be visited in 2018. This year you have worked even more, a lot is done; you've got many awards that commit to action, so, according to your estimation, what can be expected in 2019? What is the essence of the strategy of promoting Serbia in the country and abroad in the next year?

- In 2017, TOS carried out intensive promotional and marketing campaigns in global tourism markets. The media campaign was broadcasted on the global networks of BBC World and Eurosport, and this activity was followed by digital promotion on the portals of these networks.

TOS activities on the foreign market, which were seen in promotional campaigns on global TV channels in 2018; shows about Serbia on Sky TV and TV 5 Monde, communication on digital networks and media, organization of workshops and presentations, presence at the largest tourism fairs, organization of study tours for foreign and domestic journalists, communication through the media and promotional events in the world, the region and the country, as well as TV and



INTERVIEW: **MARIJA LABOVIĆ,** DIRECTOR AT TOURISM ORGANIZATION OF SERBIA

dobili dosta priznanja koja obavezuju na akciju, pa šta po vašoj proceni može da se očekuje u 2019? Šta je suština strategije promocije Srbije u zemlji i inostranstvu sledeće godine?

- TOS je u 2017. sproveo intenzivne promotivne i marketinške kampanje na globalnim turističkim tržištima. Medijska kampanja emitovana je na globalnim mrežama BBC World i Eurosport, a ovu aktivnost pratila je i digitalna promocija na portalima ovih mreža.

Aktivnosti TOS-a na inostranom tržištu, koje su se ogledale u promotivnim kampanjama na globalnim TV kanalima u 2018; emisije o Srbiji na Sky TV i TV 5 Monde, komunikacijom na digitalnim mrežama i medijima, organizacijom radionica i prezentacija, prisustvom na najvećim turističkim sajamovima, organizacijom studijskih putovanja za strane i domaće novinare, komunikacijom putem medija i na promotivnim događajima u svetu, regionu i u zemlji, kao i tv i digitalne kampanje na CNN-u, National Geographic-u, Euronews-u i Sky TV doprinele su daljem jačanju Srbije kao turističke destinacije.

U 2019. godini bićemo, takođe, veoma aktivni na globalnim online i offline medijima, a akcenat će biti na digitalnim komunikacijama.

• *Pred nama je Nova godina, vreme za sabiranje rezultata ali i čestitke i dobre želje. Šta biste vi poželeli kao direktorka TOS-a, a šta kao Marija Labović?*

- Kao direktorka TOS-a svim vašim čitaocima želim lep zimski odmor. Ukoliko to već niste učinili, odaberite neku od turističkih destinacija u Srbiji. Budite sigurni da će vam neke od planinskih, banjskih i drugih turističkih destinacija u Srbiji - pružiti nezaboravan odmor i uživanje.

U svoje lično ime vama i vašim čitaocima želim srećne novogodišnje i božićne praznike, da ih provedete u miru, sreći i ljubavi sa onima koje volite i koji vas vole.

Sve najlepše u 2019!



digital campaigns at CNN, National Geographic, Euronews and Sky TV, contributed to the further strengthening of Serbia as a tourism destination.

In 2019, we will also be very active on global online and offline media, and the focus will be on digital communications.

• *The New Year is ahead of us, the time to collect results, but also the greeting and good wishes. What would you like to wish as a director at TOS and what as Marija Labović?*

- As a TOS director, I wish to your readers nice winter holiday. If you have not already done so, choose one of the tourism destinations in Serbia. Be sure that some of the mountain, spa and other tourism destinations in Serbia will provide you with an unforgettable vacation and enjoyment.

Personally, I wish you and your readers happy New Year and Christmas holidays, may spend them in peace, happiness and love with those you love and who love you.

All the best in 2019!

Author:
Ljiljana Rebronja

USVOJEN PROGRAM RAZVOJA TURIZMA VOJVODINE



Vojvođanska Skupština, sredinom novembra, usvojila je strateški dokument od ogromnog značaja za unapređenje i razvoj turizma u Vojvodini - Program razvoja turizma, koji je izradio Pokrajinski sekretarijat za privredu i turizam u saradnji sa svetski priznatim stručnjacima za tu oblast. Program obuhvata sprovođenje jasno definisanih aktivnosti u oblasti turizma za period od četiri godine i pripremljen je u skladu sa Zakonom o turizmu i Strategijom razvoja turizma Republike Srbije za period od 2016 do 2025. godine.

Pomenutom republičkom Strategijom definisane su četiri turističke destinacije - Novi Sad, Fruška Gora i Sremski Karlovci, Subotica, Palić i Potisje, Podunavlje - Gornje Podunavlje i Novi Sad i Donje Podunavlje, kao

i Banat sa Vršcem. Program, koji se naslanja na Strategiju, sadrži, pored opisa položaja i osnovnih karakteristika planskog područja, i analizu stanja, resurse planskog područja, swot analizu, strateške pravce i faze razvoja turizma u Vojvodini, probleme održivog razvoja planskog područja, predloge i mere za njihovo rešavanje, kao i način praćenja realizacije programskih aktivnosti. Ovaj strateški dokument prevashodno definiše ključne investicione projekte poput spa rizorta na Paliću, zdravstvenih wellness i vinskih rizortova, tematskog zabavnog parka, te izgradnju raznovrsnih rekreativnih terena i objekata.

Potpredsednik Pokrajinske vlade i pokrajinski sekretar za privredu i turizam **Ivan Đoković** ističe da se Program naslanja na ciljeve i

preporuke republičke Strategije, te da je njegov cilj namenski i sistematski pristup turizmu, ne samo kroz ekonomske indikatore, već i kroz multiplikativne efekte koje turizam ima na sveobuhvatni društveno-ekonomski, lokalni i regionalni razvoj, na razvoj kulture i obrazovanja, životnu sredinu i razvoj komplementarnih delatnosti, poput trgovine, poljoprivrede, energetike, građevinarstva i slično.

U pogledu projekata namenjenih javnom sektoru, Program definiše ključnu ulogu privatizacije, odnosno osavremenjavanja postojećih banja, potom urbanizovanja gradskih središta Vojvodine, turističkog razvoja arheološkog nasleđa, revitalizacije Petrovaradinske tvrđave i Podgrađa, ali i pružanje podrške Novom Sadu, kao nosiocu dve laskave titule - Evropske prestonice mladih 2019. i Evropske prestonice kulture u 2021. godini.

Đoković naglašava da je Vojvodina rastuća turistička regija, koja svoj održivi turistički razvoj zasniva na bogatom prirodnom i kulturnom nasleđu i resursima, pritom uspešno spajajući poljoprivrednu proizvodnju sa inovativnom turističkom ponudom.

Pokrajinski sekretarijat za privredu i turizam nastojao je da ide u korak sa republičkim strateškim dokumentima, te je svoje podsticajne mere i programe, implementirane u javnim pozivima, kao i sam rad Saveta za turizam, osnovanog pri Sekretarijatu, realizovao vodeći računa o zastupljenosti svih relevantnih aspekata definisanih kako u Strategiji, tako i u novousvojenom Programu. Ovim je postignut pravni okvir na pokrajinskom nivou za dalje institucionalno namensko ulaganje u turističku infrastrukturu.

VOJVODINA KAO ISPROFILISANA TURISTIČKA DESTINACIJA

Pokrajinski sekretarijat za privredu i turizam, od protekle godine, aktivno sprovodi operativno produbljivanje strateški opredeljenih principa u turizmu, a kruna svega jeste Program razvoja turizma Vojvodine. Na strateškom planu, vojvođanski turizam već je trasiran kao jedna od vodećih privrednih grana, a budžet Turističke organizacije Vojvodine povećan je gotovo dvostruko – ističe **Ivan Đoković** u intervjuu za Turistički Svet.



INTERVIEW: **Ivan Đoković**, DEPUTY PRIME MINISTER OF THE PROVINCIAL GOVERNMENT AND PROVINCIAL SECRETARY FOR ECONOMY AND TOURISM

VOJVODINA AS A PROFILED TOURISM DESTINATION

The Provincial Secretariat for Economy and Tourism has been actively implementing the operational deepening of strategically defined principles in tourism since last year, and the crown is the Vojvodina Tourism Development Program. On the strategic plan, Vojvodina tourism has already been traced as one of the leading economic branches, and the budget of the Tourist Organization of Vojvodina has increased almost twice – said **Ivan Đoković** in the interview for the Turistički Svet.

- U Vojvodini je oduvek najveći resurs bio i ostao – čovek, sa svim svojim osobenostima, specifičnim kvalitetima i mentalitetom, koji gaji poseban odnos prema svom nasleđu, privredi, trgovini i stvaranju novih vrednosti. Migracije stanovništva kroz epohe dovele su do toga da u Vojvodini danas živi 26 nacionalnih zajednica, u službenoj upotrebi je šest jezika, a sve to podrazumeva i mnoštvo kulturnih osobnosti koje se prepliću na teritoriji Pokrajine, sopstvenog stvaralaštva i stvaranja nove materijalne osnove koja ovih 22.000 kvadratnih kilometara čini „Malom Evropom“ - konkurentom evropskoj kulturi – kaže **Ivan Đoković**, potpredsednik Vlade AP Vojvodine i nastavlja:

- Bogatstvo različitosti jedne sredine u mnogome utiče i na kreativne ideje, inovativne koncepte, kao i na samu percepciju stvarnosti, umetnosti, kulture, ali i preduzetništva, zanatstva i samih modela poslovanja. Upravo su umetnici i kreativna ekonomija ti koji oblikuju prirodne resurse i socijalne potencijale, prilagođavajući ih potrošaču. S obzirom da se turizam, kao privredna grana, dinamično razvija u čitavom svetu, pa posledično i u vojvođanskoj regiji, važno je da se prilikom ekspanzije turističke privrede, ne zaboravi nadgradnja te „Male Evrope“, ono što bi trebalo sačuvati za pokolenja, za budućnost, za nova tržišta i nove mogućnosti.

IZLAZ IZ RECESIJE: EKSPANZIVNA POLITIKA TURIZMA

• *Prema analizi prethodnih ulaganja u opštine, 19 od ukupno 45 opština bilo je svrstano u III i IV kategoriju po razvijenosti. Kakav „vetar u leđa“ bi trebalo dati nerazvijenim opštinama po pitanju razvoja, privrede i standarda?*

- Težnja Pokrajinske vlade i resornih sekretarijata usmerena je ka implementaciji strategija za uvođenje „pametnih“ lokalnih samouprava, kako bi lokalni život bio zasnovan na korišćenju informacionih tehnologija, pri čemu je potrebno uložiti znatna sredstva, edukovati stanovništvo i podići kvalitet ljudskog resursa. Kreativno preduzetništvo, ekonomija i njihovo povezivanje sa savremenim tehnologijama i informaciono-komunikacionim sektorom, može da oplemeni i adaptira industrijsku proizvodnju i usmeri je ka tržištima EU, unapredi konkurentnost, podstakne izvoz i zapošljavanje u nerazvijenim opštinama.

Drugi pravac izlaska iz višedecenijske recesije ovih sredina je ekspanzivna politika turizma. Sve ove lokalne samouprave poseduju neiskorišćene turističke potencijale koje je potrebno detektovati, primeniti iskustva i dobre prakse drugih vojvođanskih sredina, ali i zemalja i regiona u okruženju. Tu posebno naglašavam značaj klasterizacije, te javno-privatnog partnerstva u strateškom planiranju i jačanju konkurencije u preduzetništvu.

Ništa manje važan uslov za prosperitet ovih opština je pristup evropskim strukturnim i investicionim fondovima, povezivanje razvojnih agencija i tehnoloških parkova, u preduzetništvu, turizmu i kulturi, kao i u projektima energetske efikasnosti. Podsticaj sektoru malih i srednjih preduzeća već daje rezultate i u povećanju stope zaposlenosti i kvalitetu života u tim sredinama.

• *Kakva je vaša komunikacija sa lokalnim samoupravama i da li one međusobno saraduju?*

- Da bi strateška razvojna dokumenta bila implementirana kroz konkretne projekte Sekretarijata, važne su informacije o privrednoj

- In Vojvodina, the largest resource has always been and remains - a man, with all its characteristics, specific qualities and mentality, which has a special relationship to his heritage, economy, trade and creation of new values. The migration of the population through the epoch led to the existence of 26 national communities in Vojvodina today, and there are six languages in official use, all of which involve a multitude of cultural features that intertwine in the territory of the Province, their own creativity and create a new material basis that these 22,000 square kilometres make "Little Europe" – a competitor to European culture – says **Ivan Đoković**, Deputy Prime Minister of the Provincial Government of Vojvodina and continues:

- The richness of the diversity of an environment greatly influences creative ideas, innovative concepts, as well as the very perception of reality, art, culture, entrepreneurship, craftsmanship and business models. The artists and the creative economy form natural resources and social potentials, adapting them to the consumer. Given that tourism, as a branch of the economy, is developing dynamically throughout the world, and consequently in the region of Vojvodina, it is important that in the expansion of the tourism industry, the upgrade of "Little Europe" is not forgotten, and it should be preserved for the generations, for future, new markets and new opportunities.

EXIT FROM THE RECESSION: THE EXPANSIVE TOURISM POLICY

• *According to the analysis of previous investments in municipalities, 19 out of a total of 45 municipalities were classified in category III and IV according to their development. What kind of "wind in the back" should be given to underdeveloped municipalities in terms of development, economy and standards?*

- The aim of the Provincial Government and the line ministries is to implement strategies for introducing "smart" local governments so that local life is based on the use of information technology, whereby significant resources need to be invested, educate population and raise the quality of human resources. Creative entrepreneurship, the economy and their connection with modern technologies and the information and communication sector, can enrich and adapt industrial production and focus on EU markets, improve competitiveness, encourage export and employment in underdeveloped municipalities.

Another route out of the decades-long recession of these regions is the expansive tourism policy. All these local self-governments have unused tourism potentials that need to be detected, applied experiences and good practices of other Vojvodina communities, as well as the countries in the region. I particularly emphasize the importance of clustering, and public-private partnerships in strategic planning and the strengthening of competition in entrepreneurship.

No less important condition for the prosperity of these municipalities is access to European structural and investment funds, linking development agencies and technology parks, in entrepreneurship, tourism and culture, as well as in energy efficiency projects. The incentive to the SME sector already gives results in increasing the employment rate and quality of life in these areas.

• *What is your communication with local governments and do they cooperate with each other?*

- In order for strategic development documents to be implemented through specific Secretariat projects, the information



Kongresni hotel "Galleria" se nalazi s 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.

konjunkturi svake opštine, kao i turističko mapiranje regiona. Trudim se da nivo i sadržaj komunikacije bude isti za svih 45 lokalnih samouprava u Vojvodini, ali isto tako očekujem povratne informacije od lokalnih samouprava, u smislu kadrovskih kapaciteta, prepoznatih infrastrukturnih resursa, kulturno-istorijskog i svakog drugog nasleđa koje se može ekonomski oblikovati. Nemaju sve opštine identičan privredni i turistički potencijal, ali u svakom našem upravnom okrugu mogu se, kada govorimo o turizmu, stvoriti snažni gravitacioni centri. Neretko me fascinira elan i trud ljudi koji rade na održavanju i jačanju tog potencijala.

Samo međusobnom saradnjom lokalnih samouprava možemo da stvorimo regionalne turističke centre. Dosta smo već uradili, ali nas čeka još mnogo posla. Sve se to, poslednjih godina, multiplikuje na ostale profesije i utiče na imidž naših turističkih regija, ali i na kvalitet života različitih društvenih slojeva. Takva sinergija lokalnih samouprava postoji u turističkim velesilama, pa mora i kod nas. Ipak, činjenica je da pojedine lokalne samouprave još uvek nisu uskladile određena akta sa Strategijom razvoja turizma Republike Srbije, ali je Sekretarijat na raspolaganju za stručnu koordinaciju i finansiranje.

NAJVAŽNIJE TURISTIČKE ATRAKCIJE:

GASTRONOMIJA, VINARSTVO, KULTURNI TURIZAM...

• *U kojim bi sve segmentima Vojvodina mogla da se turistički razvije i postane konkurentna?*

- Pokrajinski sekretarijat za privredu i turizam, od protekle godine, aktivno sprovodi operativno produblivanje strateški opredeljenih principa u turizmu, a kruna svega jeste Program razvoja turizma Vojvodine. Na strateškom planu, vojvođanski turizam već je trasiran kao jedna od vodećih privrednih grana, a budžet Turističke organizacije Vojvodine povećan je gotovo dvostruko. Naše četiri turističke destinacije, strateški prepoznate u republičkoj Strategiji, a, samim tim, i pokrajinskim Programom, su: Subotica sa Palićem, Banat sa Vršcem, Belom crkvom i Belocrkvanskim jezerima, kao gravitacionim centrom, Novim Sadom sa Fruškom gorom i Sremskim Karlovcima, zatim gornje i srednje Podunavlje u okviru jedinstvenog klastera. Ideja je i da stimulišemo kreiranje turističkih proizvoda koje je Republika prepoznala po stepenu kvaliteta. Vojvodina i Novi Sad već su isprofilisane turističke destinacije, prepoznatljivi toponimi na evropskoj turističkoj, kulturnoj i festivalskoj mapi.

Naše najvažnije turističke atrakcije su: gastronomija, vinarstvo, kulturni turizam, kao i multikonfesionalni i multikulturološki život, kao jedan od najlepših ukrasa Vojvodine. Moram naglasiti da su vinarstvo i vinogradarstvo u AP Vojvodini i Srbiji, za nepune dve decenije, zauzeli značajno mesto na svetskoj vinskoj mapi, što potvrđuju zlatni i srebrni dekanteri sa sajnova u Londonu, Beču i drugih prestižnih takmičenja. Ovaj sektor se multiplikira na celo društvo i privredu, na stare i umetničke zanate i domaću radinost, na tradicionalne proizvođače hrane i ugostiteljstvo. U svetu već uveliko postoje nove tendencije u razvoju gastro turizma. Dobra praksa nam je na dohvata ruke, a kroz interakciju lokalnih samouprava, turističke industrije, ali i gastronomskih stručnjaka, možemo da oblikujemo novi turistički proizvod u Vojvodini formatirajući ga kao svetski, konkurentni brend.

about the economic conjuncture of each municipality is important, as well as the tourist mapping of the region. I am trying to ensure that the level and content of communication is the same for all 45 local governments in Vojvodina, but I also expect feedback from local governments in terms of staff capacities, recognized infrastructure resources, cultural-historical and any other legacy that can be economically shaped. Not all municipalities have identical economic and tourism potential, but in each of our administrative districts, when we talk about tourism, powerful gravity centres can be created. I am often fascinated with the will and efforts of people working on maintaining and strengthening of this potential.

Only by mutual cooperation of local self-governments we can create regional tourist centres. We have already done a lot, but a lot of work is waiting for us. All this has, in recent years, multiplied on other professions and influenced the image of our tourist regions, but also on the quality of life of different social layers. Such a synergy of local self-governments exists in tourist superpowers, so it must be with us. However, the fact is that some local governments have not yet harmonized certain acts with the Tourism Development Strategy of the Republic of Serbia, but the Secretariat is available for professional coordination and financing.

THE MOST IMPORTANT TOURIST ATTRACTIONS:

GASTRONOMY, WINE INDUSTRY, CULTURAL TOURISM...

• *In which segments could Vojvodina develop and become competitive?*

- The Provincial Secretariat for Economy and Tourism has actively carried out the operational deepening of strategically defined principles in tourism since last year, and the crown is the Vojvodina Tourism Development Program. On the strategic plan, Vojvodina tourism has already been traced as one of the leading economy branches, and the budget of the Tourist Organization of Vojvodina has increased almost twice. Our four tourist destinations, strategically recognized in the Republic Strategy, and therefore the Provincial Program, are: Subotica with Palić, Banat with Vršac, Bela Crkva and Belocrkvanska Lakes, as a gravity centre, Novi Sad with Fruška gora and Sremski Karlovci, then upper and middle Danube region within a single cluster. The idea is also to stimulate the creation of tourism products that the Republic recognized in terms of quality. Vojvodina and Novi Sad have already been made into tourist destinations, recognizable toponyms on the European tourism, cultural and festival maps.

Our most important tourist attractions are: gastronomy, wine-making, cultural tourism, as well as multi-confessional and multicultural life, as one of the most beautiful decorations of Vojvodina. I have to point out that winemaking and viticulture in AP Vojvodina and Serbia, for less than two decades, have taken a significant place on the world wine map, as confirmed by gold and silver decanter from the fairs in London, Vienna and other prestigious competitions. This sector is multiplied to the entire society and economy, to old and artistic crafts, to traditional food producers and catering industry. There are already a lot of new trends in the development of gastronomy in the world. Good practice is at hand, and through the interaction of local self-governments, the tourism industry, and gastronomic experts,



“Hotel Premier Aqua- biser u srcu Panonskog mora”

Planina Fruška gora bila je ostrvo u Panonskom moru do pre 90 miliona godina. Kada je more presušilo priroda joj je dodelila ulogu prelepe i jedine ostrvske planine u ravnoj Vojvodini. U zagrljaju mirnih vojvodanskih ravnica sa nje se pružaju hrastove, grabove, bukove i lipove šume. Jedinstvene u Evropi. Vojvodani udišu čistiji i zdraviji vazduh, ponosni što je baš ovo najstariji Nacionalni park u Srbiji. Na jednom od planinskih oboda, smeštena je banja Vrdnik. Nalazi se na idealnih 240 m nadmorske visine. Položaj joj obezbeđuje besprekornu klimu. U proleće prva pobeli od procvetalih voćnjaka, a zimi se prva ogrne snežnim pokrivačem. Osunčana je više od ostalih mesta u Srbiji, zaštićena je planinom od jakih vetrova, a prožeta opojnim mirisima lipa, spada u red vazdušnih banja, među kojima je najmlađa. Banja Vrdnik je udaljena samo 75km od Beograda i 20km od Novog Sada, povezana dobrim magistralnim putevima sa okolnim mestima. Na ovoj idealnoj poziciji 2012. godine izgrađen je “hotel Premier Aqua”, na samom izvoru tople termalne vode, sa modernim spa centrom, otvorenim i zatvorenim bazenom, kongresnom salom, restoranom i bogato opremljenim sobama i apartmanima. Hotel Premier Aqua čini idealan spoj prirodnih lepota i mira Fruške gore koji sa najsavremenijom tehnologijom i komforom može zadovoljiti i najprobirljivijeg gosta. Ukoliko poželite da provedete nezaboravne trenutke, da udahnute vazduh Fruške gore i osetite produhovljen mir Fruškogorskih manastira te da doživite luksuz 5* - hotel “Premier Aqua” je idealno mesto za Vas. Hotel raspolaže sa 54 smeštajne jedinice .

KATARSYS centar našeg hotela nudi veliki izbor luksuznih tretmana i sadržaja namenjenih duhovnom opuštanju i regeneraciji organizma, umirujući ambijent naših sauna i relax zone učiniće Vaše uživanje potpunim. Hotel raspolaže sa impresivnim unutrašnjim i spoljnim bazenom sa termalnom vodom, koja ima lekovita svojstva.

Hotel Premier Aqua je obogatio svoju ponudu izgradnjom sportskog kompleksa koji je prilagođen potrebama kako vrhunskih sportista tako i amatera, a nalazi na svega 5 minuta lagane šetnje od hotela, na površini od oko 2 hektara . Komplex se sastoji od tri terena za tenis i multifunkcionalnog terena , koji su građeni po najvišim standardima. Posebnu pažnju posvetili smo kreiranju medicinskog centra **AQUA MEDICA** specijalistička ordinacija za fizikalnu medicinu i rehabilitaciju koja pruža niz usluga za unapređenje zdravlja, nudi bogatstvo tretmana iz spa, beauty i fitness segmenta i doprinosi harmoniji tela, uma i duha.

Pozicionirajući se na tržištu shvatili smo da današnji gost želi svoj boravak da pamti kroz doživljaj i iskustvo koje nosi sa sobom. Zbog toga pametni hotelijer mora da ponudi autentičnu priču koju će gost doživeti i zbog koje će se vraćati. Svi hotelijeri znaju da je zadovoljan gost i gost koji se vraća glavno merilo postojanja jednog hotela. Kako u celom svetu tako i kod nas postoji specijalan program za lojalne goste, gde se trudimo da obratimo pažnju na svaki detalj, njihove želje i navike.

Zaposleni u hotelu predstavljaju njegov brend. Način na koji hodaju, na koji se oblače, kako se ophode prema gostu stvara jasnu sliku i razlog zašto od svih ponuđenih hotela gost baš želi da poseti vas. Mi smo toga svesni i zato se trudimo da naš kvalitet usluge uvek stremi ka višem, i da svake godine nudimo dodatni sadržaj, uslugu koja će nadograditi i upotpuniti postojeću, da bi na taj način gostu pružili neskvakađnji boravak. Trudimo se i konstantno ulažemo u stručno usavršavanje, edukaciju našeg kadra. Svako novo saznanje, iskustvo za vašeg radnika predstavlja novo dostignuće kompanije.

Nagrada **“Turistički cvet”** za nas je siguran pokazatelj da smo u sektoru koji beleži najveći rast u prethodnih nekoliko godina - turizam , prepoznati kao kvalitetan i produktivan brend. Turistička ponuda jedne zemlje jeste njeno ogledalo. Dodatno smo motivisani ovom nagradom i trudićemo da pružimo što kvalitetniju uslugu i ugostimo veliki broj kako domaćih tako i stranih turista. Fruška gora bi trebala svojim pozitivnim trendom rasta u skorijoj budućnosti da postane jedna od top deset destinacija u Srbiji. Mislimo da smo na pravom putu.

Protekla godina je za našu kompaniju zaista posebna jer smo osvojili najprestižnije nagrade u oblasti turističke industrije. **ETNO KOMPLEX VRDNIČKU KULA** nosioc je nagrade **“NAJBOLJE IZ SRBIJE”** u kategoriji **“MALI TURISTIČKI SMEŠTAJ”** od strane Ministarstva trgovine, turizma i telekomunikacije kao i Privredne komore Srbije. Ovom prilikom vas pozivamo da sledeće godine zajedno uživamo u prvim termama u Srbiji, koje će verujemo postaviti nove standarde u hotelijerstvu naše zemlje. Resort ovog tipa, zbog lokacije, bogatstva sadržaja i svog jedinstvenog koncepta, postaće omiljeno mesto za boravak turista celog sveta.





Vojvodina je i dobra kongresna destinacija. Prednjači u pogledu seminara i kongresa, gde je multiplikacija od 7 do 13 puta. Korisnici ovih turističkih usluga višeg su obrazovanja, natprosečne platežne sposobnosti, pa je i veća potrošnja i diverzifikacija konzumacije turističkih ponuda.

U pogledu ruralnog i seoskog turizma, u saradnji sa Fondom za razvoj, subvencije bi se dodeljivale za finansiranje investicionih ulaganja u turizmu i ugostiteljstvu, tačnije za izgradnju, adaptaciju i opremanje turističkih, rekreativnih i rehabilitacionih objekata, obnavljanje tradicionalnih seoskih domaćinstava, plutajućih objekata, kao i prevoznih i rekreativnih sredstava namenjenih turistima. Pored toga, sredstva se dodeljuju i za dizajn i proizvodnju suvenira namenjenih turizmu.

BICIKLISTI - SVE BROJNIJI TURISTI U VOJVODINI

• *Biciklističke rute kroz Vojvodinu privlače sve više biciklista koji bi se kao turisti zadržali u Pokrajini. Šta se čini na unapređenju cikloturizma u Vojvodini?*

- Cikloturizam je ekonomska grana sa dragocenim potencijalom u razvoju privrede. Podsetiću da se u Bukovcu nalazi jedan od prvih zemljanih „dirt“ biciklističkih parkova u Srbiji, koji je namenjen ljubiteljima avanturističkog i ekstremnog biciklizma. Idejni tvorci ovog zemljanog „raja“ za bicikliste, svoja iskustva iz regiona, kao i iz pojedinih regija Severnoameričkog kontinenta, pretočili su u projekat koji ne prestaje da se unapređuje i razvija.

Mapiranje biciklističkih ruta i izrada katastra je posao koji je već odmakao. Sinergijom pokrajinskih i lokalnih resornih institucija

we can form a new tourism product in Vojvodina, forming it as a global, competitive brand.

Vojvodina is also a good congress destination. It leads in terms of seminars and congresses, where the multiplication is from 7 to 13 times. The beneficiaries of these tourism services are of higher education, higher payment capacities, so the consumption and diversification of the consumption of tourism offers are also higher.

In terms of rural tourism, in cooperation with the Development Fund subsidies would be allocated to finance investments in tourism and catering, specifically for the construction, adaptation and equipping of tourist, recreational and rehabilitation facilities, restoration of traditional rural households, floating structures, and transportation and recreational facilities for tourists. In addition, funds are also allocated for the design and production of souvenirs for tourism.

CYCLISTS - THE GROWING TYPE OF TOURISTS IN VOJVODINA

• *Cycling routes through Vojvodina are attracting more and more cyclists who would stay as tourists in the province. What does it take to improve cycle-tourism in Vojvodina?*

- Cycle-tourism is an economic branch with valuable potential in the development of the economy. I will remind you that in Bukovac there is one of the first earthy "dirt" bicycle parks in Serbia, which is intended for lovers of adventure and extreme cycling. The conceptual creators of this earthy "paradise" for cyclists, their experiences from the region, as well as from individual regions of the North American continent, have been transformed into a project that does not cease to be promoted and developed.

Mapping cycling routes and cadastre making is a job that has already moved forward. Through the synergy of provincial and local institutions, bicycle infrastructure in this area is more efficiently linked to the available rural capacities. We must prepare a detailed master plan of tourism signalization in AP Vojvodina as soon as possible, which would include Euro Velo biking routes and tourist signalling. Euro Velo cycling routes, specifically routes 6, 11 and 13 passing through Vojvodina, bring about 20,000 cyclists per year. Cyclists are high-paying tourists seeking recreation, adventure and extended stay in Vojvodina. In the long term, the goal of the Secretariat is to strengthen the cooperation, development and improvement of cycle-tourism, especially with Hungary, because by jointly applying for IPA projects, with the support of the European Union, during their realization, they would increase the chances of implementing larger investments that would attract more cyclists on common cycling routes. The support of the European Commission of the United Nations for Europe, as well as the World Health Organization, is very important, which enables the National Action Plan for Transport, Environment and Health to be developed in partnership with the relevant ministries and other institutions. The promotion of cycling contributes to the development of the green economy and the creation of new jobs, which is a priority at the national level.

ONE OF THE PRIORITIES: THE DEVELOPMENT OF SPA TOURISM

• *Your plan is to start the development of the spas in Vojvodina?*

- The balneological potential of Vojvodina is remarkable,

efikasnije se umrežava biciklistička infrastruktura u ovoj oblasti, povezujući se sa dostupnim ruralnim kapacitetima. Moramo što pre sačiniti detaljan master plan turističke signalizacije u AP Vojvodini, koji bi uključivao i Euro Velo biciklističke rute i turističku signalizaciju. Euro Velo biciklističke rute, tačnije rute 6, 11 i 13 koje prolaze kroz Vojvodinu dovedu oko 20.000 cikloturista godišnje. Biciklisti su turisti visoke platežne moći željni rekreacije, avanture i produženog boravka u Vojvodini. Dugoročno, cilj Sekretarijata je jačanje saradnje, razvoja i unapređenja cikloturizma, posebno sa Mađarskom, jer bi se zajedničkim apliciranjem na IPA projektima, podrškom Evropske unije prilikom njihove realizacije, povećavale šanse za realizaciju obimnijih investicija koje bi privukle veći broj cikloturista na zajedničkim biciklističkim rutama. Veoma je značajna podrška Evropske komisije UN za Evropu, kao i Svetske zdravstvene organizacije, koje omogućavaju da se, u partnerstvu sa nadležnim ministarstvima i ostalim institucijama, sačini Nacionalni akcioni plan transporta, životne sredine i zdravlja. Promocijom biciklizma doprinosi se razvoju zelene ekonomije i stvaranju novih radnih mesta, što predstavlja prioritet na nacionalnom nivou.

JEDAN OD PRIORITETA: RAZVOJ BANJSKOG TURIZMA

• *Vaš plan je da se pokrene i razvoj banja u Vojvodini?*

- Balneološki potencijal Vojvodine je izuzetan, to je pokazala studija Rudarsko-geološkog fakulteta Univerziteta u Beogradu, izrađena u saradnji sa našim sekretarijatom. Prepoznali smo pedeset resursa pogodnih za dalje investicije, pošto velnes i spa industrija generiše veliku zaradu, jer takvi sadržaji sve više privlače domaće i strane turiste. Resursi vode i blata i potencijali vazdušnih banja mogu se ekonomski valorizovati u relativno kratkom roku. Lično, mislim da je balneološki potencijal najveća turistička atrakcija koja bi mogla da privuče i generiše sve druge turističke proizvode, poput ruralnog, gastro i vinskog turizma.

Zapravo, postoji više od 80 geotermalnih izvora u Vojvodini, istražnih bušotina, na koje, nakon privatizacije, pravo polaže „NIS Gazprom Njeft“, a takođe i nekoliko izvora nad kojima pravo vlasništva imaju jedinice lokalnih samouprava ili privatna lica. Ovi resursi predstavljaju najveći turistički i energetski potencijal Srbije kao celine koji je gotovo potpuno neiskorišćen. Značaj ovih voda se ne ogleda samo u oblasti energetike, već i u domenima zdravstva, odnosno velnes i spa turizma. Banje su mesta sa najvećim turističkim potencijalom u Srbiji, a u Vojvodini ih ima pet, uz još nekoliko objekata u razvoju. Jedan od naših prioriteta je rekonstrukcija banja, kao i izgradnja novih banja i velnesa, što će otvoriti nova radna mesta i investicije, ali i podići sve sekundarne privredne delatnosti vezane za ove turističke atrakcije.



according to a study from the Faculty of Mining and Geology of the University of Belgrade, developed in cooperation with our Secretariat. We identified fifty resources that are suitable for further investments, since the wellness and spa industry generates great profits because such content is increasingly attracting domestic and foreign tourists. Water and mud resources and airspace potentials can be valued economically in a relatively short period of time. Personally, I think that balneological potential is the biggest tourism attraction that could attract and generate all other tourism products, such as rural, gastronomy and wine tourism.

In fact, there are more than 80 geothermal resources in Vojvodina, exploratory wells, which, after privatization, belong to „NIS Gazprom Njeft“, as well as several sources owned by local self-government units or by individuals. These resources represent the largest tourism and energy potential of Serbia as a whole, which is almost completely unused. The importance of these waters is not only seen in the field of energy, but also in the fields of health, i.e. wellness and spa tourism. Spas are the biggest tourist potential in Serbia, and there are five in Vojvodina, along with several other facilities in development. One of our priorities is the reconstruction of the spas, as well as the construction of new spas and wells, which will open new jobs and investments, as well as raise all secondary economic activities related to these tourism attractions.

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VIZIJA NIJE SAN, VEĆ PRECIZAN PUT



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„U životu ne treba da tražite sebe, već da izmislite sebe“, govorio je veličanstveni Bernard Šo, a ja sam potpuno siguran da je to temeljni aksiom najuspešnijih. Poznajem mnoge ljude koji kroz život koračaju bez ideje, dopuštaju da im se samo stvari događaju. Njih, nažalost, ima najviše. Drugu grupu čine ljudi koji sebe traže čitavog života i većini život prođe u nekoj potrazi i u nepovratno loše potrošenom vremenu. A trećoj grupi pripadaju oni koji izmišljaju sebe, koji se ne zadovoljavaju razmišljanjem o svojim snovima, već nastoje da ih materijalizuju i pretvore u stvarnost. Njih je najmanje. Oni svoje snove oblikuju u prilično jasne vizije, a onda kroje precizne akcijske planove i zatim se vrlo proaktivno kreću s ciljem da to i realizuju.

Za pravog lidera, vizija je gotovo sve. Od nje sve počinje, ona određuje glavne smernice i ciljeve koji slede kasnije. Ona je za njega (a trebalo bi da bude i za svakog pojedinca) idealna slika budućnosti ka kojoj stremi, u koju veruje i koju može dostići dobrom strategijom.

Vizija je ono što možemo biti u budućnosti i jasna slika gde želimo da stignemo. Ona utiče ne samo na materijalni uspeh pojedinaca ili timova, već i na sreću i sve aspekte života. Danas je možda više nego ikada čitavom svetu potrebna jedna zajednička vizija kako bismo spasili planetu Zemlju od ekološke propasti. A upravo to neko novo sutra i budućnost pripadaju onima koji imaju jasnu viziju još danas i to mogu biti samo novi lideri koji imaju snažan osećaj odgovornosti za budućnost sveta u kome živimo. Da bi takvu viziju afirmisali među većinom populacije potrebno je:

1. Da ispolje ogromnu strast koju osećaju zbog vizije;
2. Da sinhronizuju svoje reči i dela i jasno pokažu svojim ponašanjem da idu ka zajedničkoj viziji;
3. Da koriste više načina prilikom promovisanja vizije kako bi je afirmisali a ona postala razumljiva za ostale;
4. Da to čine sa mnogo samopouzdanja i optimizma rasterećeni brigom;
5. Da budu uporni i istrajni u odnosu na brojne izazove i kritičare kojih će uvek biti;
6. Da svakoga dana demonstriraju svoju snažnu uverenost i imaju nepokolebljivu veru da se to može desiti u budućnosti.



VISION IS NOT A DREAM, BUT A PRECISE WAY

„In life you don't need to look for yourself, but to invent yourself“, used to say magnificent Bernard Shaw, and I am absolutely sure that this is the fundamental axiom of the most successful ones. I know many people who walk through life without an idea, let things just to happen to them. Unfortunately, they are the majority. The second group consists of people who search for themselves all their lives and to them life passes in a quest and in irreversibly bad time. And the third group belong to those who invented themselves, who are not satisfied with thinking about their dreams, but rather try to materialize them and turn them into reality. They are the minority. They form their dreams in a very clear vision, then follow precise action plans and then move very proactively to the goal realisation.

For the right leader, the vision is almost everything. Everything starts from it; it sets out the main guidelines and goals that follow later. It is for him (and should be for every individual) an ideal image of the future for which he strives, in which he believes and can achieve a good strategy.

The vision is what we can be in the future and a clear picture where we want to get. It affects not only the material success of individuals or teams, but also the happiness and all aspects of life. Today, perhaps more than ever, the whole



Ceo svet predstavlja jedan složen, međusobno povezan sistem, a da bi bilo koji sistem dobro funkcionisao, potrebno je da homogenizujemo i integrišemo sve njegove sastavne delove. Potrebna nam je zajednička globalna vizija utemeljena na iskonskim ljudskim vrednostima.

Duboko verujem da ovakva vizija nije samo puki san, već da može biti precizan i jasan put. Kao svetionik koji nas vodi u bolju budućnost! I nemojmo imati strah za uspeh naše vizije. Da bismo realizovali svoju viziju ne moramo biti mnogo brzi, niti nepogrešivi. Treba samo da na tom putu ne odustanemo.

I za kraj, vizija jeste neka vrsta posebne veštine – umetnosti da čovek vidi ono što trenutno nije viđeno. Ako nismo u stanju da stvari vidimo pre nego što one postanu očigledne većini ljudi, onda nismo „probudili“ lidera u nama, pa, iako zvanično imamo poziciju lidera, mi smo, u stvari, samo sledbenici inercije događaja ili nekoga ko ima mnogo jasnije koordinate budućnosti.

world needs a common vision to save the planet Earth from ecological ruin. And this new tomorrow and the future belong to those who have a clear vision today, and that can only be new leaders who have a strong sense of responsibility for the future of the world in which we live in. In order to affirm such a vision among the majority of the population, it is necessary to:

1. Exert a big passion, which is felt because of the vision
2. Synchronize their words and deeds and clearly show with their behavior that they go towards a common vision;
3. Use more ways to promote the vision in order to develop it and make it understandable for others;
4. Do that with a lot of self-esteem and optimism relieved of concern;
5. To be persistent in relation to the numerous challenges and critics that will always appear;
6. Every day demonstrate their strong conviction and have a firm belief that this can happen in the future.

The whole world is a complex, interconnected system, and in order for any system to function well, it is necessary to homogenize and integrate all of its constituent parts. We need a shared global vision based on true human values.

I deeply believe that this vision is not just a dream, but it can be a precise and clear path. As a lighthouse that leads us to a better future! And we should not be afraid that our vision wouldn't be successful. In order to realize our vision, we don't have to be too quick or unmistakable. We just need not to give up on that path.

And for the end, a vision is a kind of special skill – the art of seeing the unseen. If we are unable to see things before they become apparent to most people, then we have not "waken" the leaders in us, so, although we officially have a leader position, we are, in fact, only followers of inertia of events or someone who has much clearer coordinates of the future.

VIZIONARI – GRADITELJI SVETSKE HOTELSKE INDUSTRIJE

Put od vizije do realizacije je dug i trnovit. Često se dešava da se i ne stigne do krajnjeg ishodišta, tj. do ostvarenja cilja. Ipak, čini se da je još teže naći se na tom putu. Mnogi vizionari iz različitih razloga nisu spremni na rizike. Slava pripada onim hrabrim hotelijerima, vizionarima koji su na putu do realizacije ciljeva odoleli mnogim iskušenjima. Zahvaljujući njima hotelijerstvo je danas industrija u čijem je portfoliju ukupno 184.299 hotela i 16.966.280 hotelskih soba!

Početak ozbiljne transformacije hotelijerstva povezuje se sa 1829. godinom i otvaranjem hotela „Tremont Haus“ u Bostonu. Ovaj hotel, koji je projektovao američki arhitekta **Ajzaje Rodžers**, označio je početak prave revolucije u savremenom hotelijerstvu: prvi put su uvedene privatne sobe sa mogućnošću zaključavanja, kao i unutrašnji vodovod i toaleti.

„KRALJ HOTELIJERA I HOTELIJER KRALJEVA“

Može se, dakle, reći da je 19. vek po mnogo čemu bio inovativan za razvoj hotelijerstva. Godine 1850. u švajcarskom planinskom selu Nidervald rodio se **Cezar Ric**. Kao sedamnaestogodišnjak došao je u Pariz i zaposlio se u jednom malom hotelu, gde radi poslove najnižeg ranga – glancanje podova, čišćenje obuće gostiju i sl. Međutim, njegova izrazita sklonost ka komunikaciji sa

VISIONARIES BUILDERS OF THE GLOBAL HOTEL INDUSTRY

The path from vision to realization is long and filled with thorns. It often happens that one does not reach the final outcome, i.e. to achieve the goal. Still, it seems that it's even harder to get on the path. Many visionaries are not willing to take risks for various reasons. The glory belongs to those brave hotel-makers, the visionaries who have resisted many temptations on their way to achieving goals. Thanks to them, the hotel industry today is the industry with a total portfolio of 184.299 hotels and 16.966.280 hotel rooms!

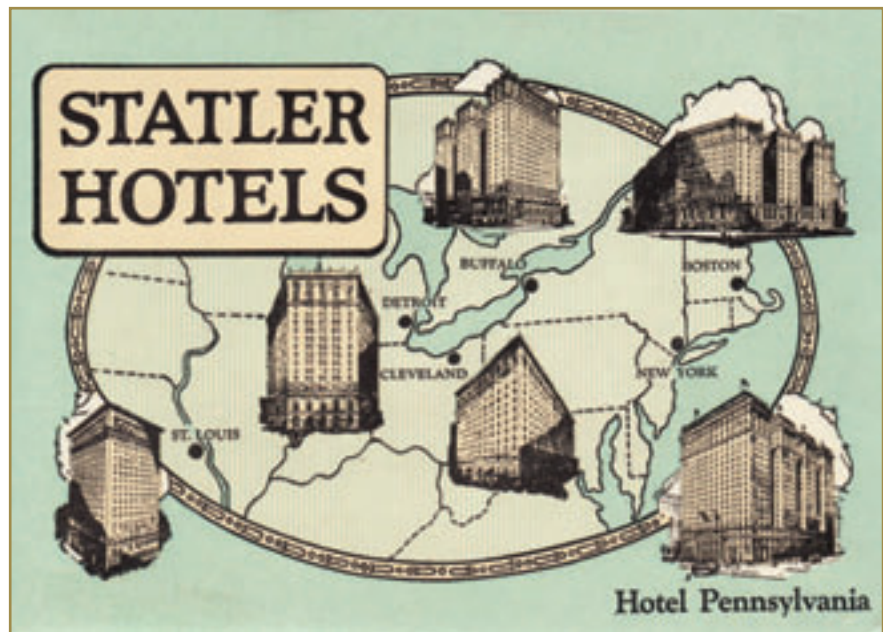
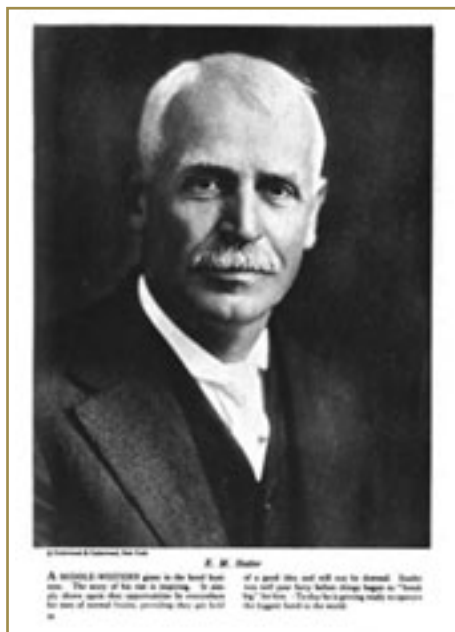
The beginning of a serious transformation of the hotel industry dates back to 1829 with the opening of Tremont House Hotel in Boston. This hotel, designed by American architect Isaiah Rogers, marked the beginning of a real revolution in modern hotel industry: for the first time, private rooms that could be locked, and indoor plumbing and toilets, were introduced.

“KING OF HOTELIERS AND HOTELIER OF KINGS”

It can therefore be said that the 19th century was in many ways innovative in the development of hotel business. In 1850 César Ritz was born in the Swiss mountain village of Niederwald. As a



César Ritz



Ljudima, omogućila mu je da brzo napreduje. Prelomni momenat u njegovoj karijeri vezuje se za mesto pomoćnog konobara u mon-denskom restoranu "Voazan", gde su u to vreme svraćali Sara Bernar, Žorž Sand, Aleksandar Dima Mlađi... Usluživao je krunisane glave i prestolonaslednike. Sa svega 27 godina postao je direktor luksuznog hotela "Nacional" u Lucernu. Sarađuje sa čuvenim majstorom fran-cuske kuhinje Ogistom Eskofijeom. Bio je opsednut higijenom, komunikacijom sa gostima iz koje je otkrivao njihove želje, društvenim životom i zabavom gostiju, stilom, elegancijom i otmenošću u uređenju enterijera. Prvi hotel pod Ricovim imenom otvoren je u Parizu 1898. godine. Sledeće godine u Londonu je otvoren hotel "Karlton", a šest godina kasnije i hotel "Ric". Ubrzo potom usledilo je i otvaranje hotela "Ric-Karlton" u Njujorku. Zbog niskog rasta, velike energije i poslovnih dostignuća zvali su ga "mali veliki Švajcarac". U istoriju hotelijerstva ušao je kao "kralj hotelijera i hotelijer kraljeva" i kao "umetnik komunikacije". Danas koristeći njegovo ime, posluje hotelski lanac „Ric-Karlton”, kao jedan od vodećih brendova pod okriljem grupacije „Meriot Internešnl”. To je snažan brend koji čini 130 hotela u 38 zemalja.

Elsvort Statler je bio Ricov i Eskofijeov savremenik. Rođen je 1863. godine u SAD. Kao trinaestogodišnji dečak počeo je sa radom u hotelijerstvu, na poslovima nosača prtljaga. Brzo je napredovao, istovremeno, radeći i učeći. Izdvađa se po izrazitoj sklonosti ka tehnološkim inovacijama i uvođenju određenih pravila (standarda) u radni proces. Jedna od njegovih najpoznatijih inovacija je uvođenje kupatila u hotelske sobe. Kupatila su uvedena u prvom „Statler“ hotelu, otvorenom 1908. godine u Bafalu (Njujork). Statler je bio poznat i po svojoj sposobnosti da maksimalno racionalizuje poslovanje. Bio je kreator prvoklasne hotelske usluge po razumnoj ceni. Izgradio je sistem evidentiranja i kontrole troškova. Insistirao je

seventeen-year-old he came to Paris and got employed in a small hotel where he had worked on the lowest ranked jobs – flooring, cleaning of guest shoes, etc. However, his distinct tendency to communicate with people enabled him to make rapid progress. The breakthrough moment in his career is associated with the position of an auxiliary waitress at the high-class restaurant Voisin, where at that time Sarah Bernhardt, George Sand, Alexandre Dumas Junior used to come... He served royals and crown princes. At the age of 27 he became the director of the luxury hotel National in Lucerne. He worked with the famous master of French cuisine Auguste Escoffier. He was obsessed with hygiene, communicating with guests revealing their wishes, social life and entertainment of guests, style, elegance and decency in interior design. The first hotel under Ritz's name was opened in Paris in 1898. The following year Carlton Hotel was opened in London, and six years later Hotel Ritz. Soon after, the opening of Ritz-Carlton Hotel in New York followed. Due to low height, high energy and business achievements they called him "Little Big Swiss". He entered the history of hospitality as "king of hoteliers and hotelier of kings" and also "artist of communication". Today, using his name, the hotel chain "Ritz-Carlton" operates as one of the leading brands under the "Marriott International". It is a powerful brand that consists of 130 hotels in 38 countries.

Ellsworth Statler was Ritz's and Escoffier's contemporary. He was born in 1863 in the United States. As a 13-year-old boy he began working in the hotel industry as a luggage carrier. He had quickly progressed, working and learning at the same time. He had distinguished himself by a strong tendency towards technological innovations and the introduction of certain rules (standards) into the work process. One of his most famous innovations is the introduction of a bathroom in hotel rooms. The bathrooms were introduced in the first Statler Hotel, opened in 1908 in Buffalo (New York). Statler was also known for his ability to maximally rationalize his business. He was the creator of first-class hotel services at a reasonable price. He built a system of recording and controlling

na edukaciji. Osnovao je fondaciju za obrazovanje ugostiteljskih stručnjaka i pružio finansijsku podršku danas u svetu najpoznatijoj visokoškolskoj ustanovi iz oblasti hotelijerstva – "Cornell Hotel School" iz Itake (SAD). Hotel u okviru ovog obrazovnog centra nosi njegovo ime.



Conrad Hilton

„DOBITI NAJVIŠE ZA NAJMANJE“

Konrad Hilton je rođen 1887. godine u SAD. Svoj prvi hotel „Mobili“ u Cisku u Teksasu kupio je 1919. godine. Prvi hotel sa imenom „Hilton“ otvoren je u Dalasu, 1925. godine. U mestu Veko u Teksasu, otvoren je 1927. godine prvi Hiltonov hotel sa klimatizovanim društvenim prostorijama. Godine 1947. u Njujorku je otvoren „Ruzvelt Hilton“ prvi hotel na svetu sa TV prijemnicima u sobama. Statlerove ideje o racionalizaciji hotelskog poslovanja Hilton je dalje razvijao i usavršavao. Suština njegove poslovne filozofije sadržana je u stavu:

"Dobiti najviše za najmanje". Insistirao je na stalnom povećanju efikasnosti poslovanja. Razvio je sistem planiranja, kontrole finansijskog poslovanja, usklađivanja obima zaposlenih sa potrebama. Danas je „HiltonVroldvajd“ drugoplasirana globalna hotelska kompanija sa blizu 5300 hotela ukupnog kapaciteta više od 850 hiljada soba, sa 15 brendova rasprostranjenih u 105 zemalja.

Ralf Huc je rođen 1891. godine u Beču. Sa četrnaest godina počeo je da radi kao liftboj u čuvenom bečkom hotelu „Saher“. Bio je vredan i brzo je učio, pa je rano savladao tehnologiju i organizaciju rada u hotelijerstvu. Poznat je po uvođenju standarda poslovanja. Poznat je i po tome što je prvi uveo istoriju gostiju i formirao dokumentaciju o značajnim datumima (rođendani, godišnjice i sl.), kako bi personal hotela mogao da reguje na prigodan način. Dakle, radi se o inicijalnoj fazi upravljanja odnosima sa gostima. Među prvima je shvatio značaj zadovoljstva zaposlenih, pa je iznalazio načine da ih motiviše, što se danas smatra začetkom upravljanja ljudskim resursima.

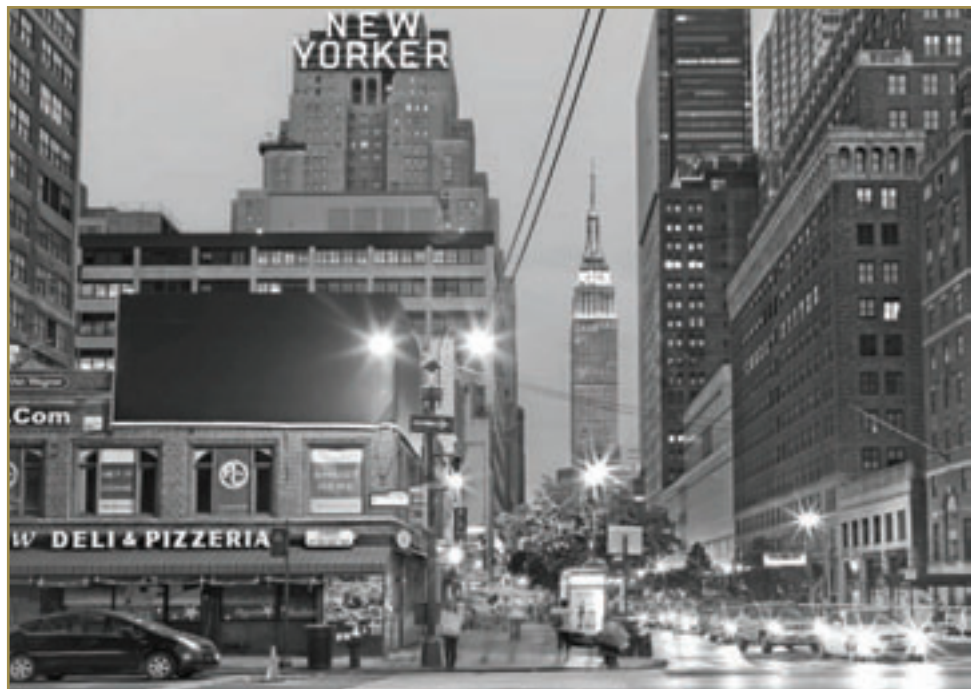
Džon Vilard Meriot je rođen 1900. godine u SAD. Ugostiteljsku karijeru je počeo uz tezgu na kojoj je prodavao pivo i meksičku hranu, što se smatra početkom brze hrane i „take away“ principa prodaje. Potom je započeo u restoraterski biznis, a tek 1957.

costs. He insisted on education. He established a foundation for the education of hospitality professionals and provided financial support to today's the world's most famous higher education institution in the hospitality industry – Cornell Hotel School in Ithaca (USA). The hotel within this educational center bears his name.

“GET THE MOST FOR THE LEAST“

Conrad Hilton was born in 1887 in the United States. He bought his first Mobley Hotel in Cisco, Texas in 1919. The first Hilton hotel was opened in Dallas, 1925. The first Hilton hotel was opened in 1927 with air-conditioned social spaces in Waco, Texas. In 1947 in New York, Roosevelt Hilton was the first hotel in the world with TVs in the rooms. Hilton further developed and refined Statler's ideas on the rationalization of hotel business. The essence of his business philosophy is: "Get the most for the least". He insisted on continuously increasing business efficiency. He developed a system of planning, control of financial operations, harmonization of the volume of employees with needs. Today Hilton Worldwide is the second - ranked global hotel company with nearly 5300 hotels with a total capacity of more than 850 thousand rooms, with 15 brands in 105 countries.

Ralph Hitz was born in 1891 in Vienna. At the age of fourteen he started working as a liftboy at the famous Hotel Sacher in Vienna. He worked hard and studied fast, so he early mastered the technology and organization of work in the hotel industry. He is known for the introduction of business standards. He is also known for being the first to introduce the history of the guests and to create documentation of important dates (birthdays, anniversaries, etc.) in order to personalize the hotel in a convenient way. So, this is an initial phase of customer relationship management. Among the first, he understood the importance of employee satisfaction, so he found out how to motivate them, which is now considered to be the beginning of human resources management.





godine otvorio je prvi Meriot hotel – u stvari motel pod nazivom „Twin bridžis motor hotel“, u Arlingtonu u Virdžiniji. Danas je „Meriot Internešnl“ prvoplasirana globalna hotelska korporacija, kapaciteta od gotovo 1,2 miliona soba u više od 6.300 hotela, sa čak 30 brendova rasprostranjenih u 127 zemalja.

Ovo je samo nekoliko najvećih i najpoznatijih imena svet-skog hotelijerstva, ljudi koji su imali viziju, ali i hrabrost, znanje i energiju da tu viziju postave na noge i da je realizuju. Sasvim sigurno, hotelijerstvo ne bi postalo ovakav gigant da, pored pomenutih, nije bilo i drugih vizionara i realizatora koji su svojom upornošću, znanjem, verom u uspeh, posvećenošću i entuzijazmom osvetljavali razvojni put ovoj delatnosti. Među njima su i članovi Međunarodnog udruženja vlasnika hotela, preteče današnje asocijacije IH&RA, koji su na svojoj godišnjoj skupštini u Budimpešti još 1926. godine dali osnovne smernice za definisanje hotela. Bezmalobitno čitav vek kasnije one su još uvek aktuelne. Njihovim studioznijim tumačenjem jasno je da ne može svaki ugostiteljski objekat biti hotel, da hotel predstavlja reprezentativnu i zaštićenu vrstu smeštajnog objekta, da je hotel lider u uvođenju inovacija. Članovi Međunarodnog udruženja vlasnika hotela su nam još 1926. godine poručili da naziv vrste hotel obavezuje, da nije lako održati standarde postavljene od strane vizionara, da je veliki izazov biti realizator vizija velikih svetskih hotelijera, kako onih iz 19. i 20. veka, tako i ovih danas. Vizionare budućnosti biće još teže ispratiti. A budućnost je već počela.

John Willard Marriott was born in 1900 in the United States. He began his hotel career with a stall where he had sold beer and Mexican food, which is considered to be the beginning of fast food and the "take away" principle of sales. Then he entered the restaurant business, only in 1957 opened the first Marriott hotel – in fact a motel called Twin Bridges Motor Hotel in Arlington, Virginia. Today, Marriott International is the first-ranked global hotel corporation, with the capacity of nearly 1.2 million rooms in more than 6,300 hotels, with as many as 30 brands in 127 countries.

These are just a few of the greatest and most famous names of the world hotel industry, people who had a vision, but also courage, knowledge and energy to put that vision on its feet and to fulfill it. It is quite certain that the hotel industry would not become such a giant that, in addition to the mentioned, there were no other visionaries and performers who, with their perseverance, knowledge, faith in success, dedication and enthusiasm, illuminated the development path of this industry. Among them are the members of the International Hotel Owners Association, the forerunner of today's IH & RA Association, who gave the basic guidelines for defining the



hotel at their annual assembly in Budapest in 1926. Nearly a century later, they are still current. By their more purposeful interpretation it is clear that not every catering facility can be a hotel, that the hotel represents a representative and protected type of accommodation, that it is the leader in introducing innovations. Members of the International Association of Hotel Owners told us in 1926 that the name of the type of hotel obliges that it is not easy to maintain the standards set by the visionaries, that the great challenge is to realize the vision of the world's major hoteliers, as those of the 19th and 20th century and these today. Visionaries of the future will be even more difficult to follow. And the future has already begun.

Author: **Prof. PhD Ljiljana Kosar**

NA PUTU OD VIZIJE DO REALIZACIJE

Od 23. do 25. novembra ove godine u luksuznom zdanju „Grand Hotela Tornik“ na Zlatiboru, na jubilarnom XV Forumu hotelijera okupilo se više od stotinu predstavnika hotelske industrije Srbije, kao i delegata iz Bosne i Hercegovine i Crne Gore. Ovaj ugledni događaj održan je u organizaciji redakcije časopisa za savremeno hotelijerstvo & turizam "Turistički Svet" i strukovnog udruženja „Ambasadori dobre usluge“, uz pokroviteljstvo Ministarstva trgovine, turizma i telekomunikacija Republike Srbije i institucionalnu podršku Univerziteta Singidunum i Privredne komore Srbije. Kruna Foruma bila je svečana dodela elitnih godišnjih priznanja „Ambasadori dobre usluge“ – svojevrsnog „Oskara“ hotelijerstva najuspešnijim pripadnicima hotelske i pratećih industrija u 2018.

Ovogodišnji forum hotelijera, autorski projekat redakcije časopisa „Turistički Svet“, sa kojim je i zvanično zatvoren petnaestogodišnji forumski tematski ciklus a Forum ispraćen u istoriju hotelske industrije, okupio je pod krovom elitnog „Grand Hotela Tornik“ na Zlatiboru veliki broj uglednih hotelijera i predstavnika prateće industrije, ne samo iz Srbije, već i iz Bosne i Hercegovine i Crne Gore. Pod pokroviteljstvom Ministarstva trgovine, turizma i telekomunikacija Republike Srbije, uz institucionalnu podršku Univerziteta Singidunum i Privredne komore Srbije, kao i partnersku logistiku privrede, pre svega velikih kompanija kao što su „British motors“, „Miele“ i „Rubin“, uz ogroman trud i sinergiju svih zaposlenih u „Grand Hotelu Tornik“, ovaj dvodnevni gala događaj, protekao je u izvanrednoj radnoj i svečanoj atmosferi, ali i u prijateljskom druženju, umrežavanju, novim poslovnim kontaktima, razmeni mišljenja s onima koji su odavno razumeli da je znanje i pravovremena informacija - jedino blago koje se deljenjem uvećava.

ITINERER ZA KREATORE NAJPROSPERITETNIJE SVETSKJE INDUSTRIJE

Svečano otvaranje i druženje do kasnih sati, upriličeno je u popularnoj „Kamin Sali“, uz vatru iz kamina, „Rubinova“ nova ekskluzivna vina, kakvo je penušavo vino „Vronski“ i mesne delicije kompanije „Zlatiborac“, uz briljantnog voditelja **Mišu Ćirića** i tople reči dobrodošlice autora projekta Foruma hotelijera i izvršnog direktora **Ljiljane Rebronje**, koja se s mnogo emocija obratila prisutnima, vodeći ih kroz vreme i forumske teme koje su uvek bile izazov i nagoveštaj važnih promena. XV Forum otvorio je dr Miroslav Knežević, državni sekretar za turizam, koji je s ponosom istakao da resorno Ministarstvo već 15 godina podržava Forum hotelijera, kao jedan od retkih događaja u hotelskoj industriji, čije dugo trajanje i kontinuitet, najbolje govore o njegovom nesumnjivom kvalitetu i vrednosti za pripadnike industrije.

ON THE PATH FROM VISION TO REALIZATION

From 23rd to 25th of November this year, at the luxury „Grand Hotel Tornik“ on Zlatibor, more than a hundred representatives of hotel industry in Serbia, as well as delegates from Bosnia and Herzegovina and Montenegro, gathered at the jubilee XV Forum of Hoteliers. This prestigious event was organized by the editorial board of the magazine for modern hotel and tourism industry "Turistički Svet" and professional association „Ambassadors of Quality Service“, with the patronage of the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia and institutional support of the Singidunum University and the Serbian Chamber of Commerce. The highlight of the Forum was the award-giving ceremony of elite annual recognitions „Ambassadors of Quality Service“ – a kind of "Oscar" of hotel industry to the most successful members of the hotel and accompanying industries in 2018.

This year's Forum of Hoteliers, the project of the editorial board of the magazine „Turistički Svet“, which officially closed the fifteen-year forum thematic cycle, and the Forum sent to the history of the hotel industry, gathered under the roof of elite „Grand Hotel Tornik“ on Zlatibor a large number of distinguished hoteliers and representatives of the accompanying industries, not only from Serbia,





KREATORI BUDUĆNOSTI - ZA ISTIM STOLOM

I panel – INVESTITORI: “PUT OD VIZIJE DO REALIZACIJE”

Tomislav Momirović – predsednik kompanije Mona Hotel Management; **Nikola Milić** – vlasnik i osnivač SHG Casa del Mare; **Milan Kostadinović** – vlasnik i GM Prvako Engineering doo; **Danijela Čujić** – partner, kompanija Consili
 Moderator: **Branislav Miletić** – partner u Horvat HTL, Beograd

II panel - INSTITUCIJE: “PODRŠKA NOSIOCIMA RAZVOJA HOTELSKE INDUSTRIJE”

dr Miroslav Knežević - državni sekretar za turizam u Ministarstvu trgovine, turizma i telekomunikacija Republike Srbije; **Tijana Maljković** - sekretar Udruženja za turizam PKS; **dr Georgi Genov** - direktor HORES-a; **Olga Baletić** – PR & Marketing menadžer, TOS
 Moderator: **prof. dr Bojan Zečević** - Ekonomski fakultet

III panel – OBRAZOVANJE HOTELIJERA - KADROVI: “ZA NOVO VREME, NOVO ZNANJE, NOVI LJUDI”

Rade Samčević - osnivač i direktor Agencije HT; **Dalibor Sekulić** - GM Elitte, Palić; **prof. dr Ljiljana Kosar** - Visoka hotelijerska škola, Beograd; **prof. Marija Lazarev Živanović** – predavač na Institutu GLION, Švajcarska
 Moderator: **doc. dr Snježana Gagić** - Visoka škola za menadžment i poslovne komunikacije, Sremski Karlovci

IV panel – MENADŽMENT: “REALIZATORI VIZIJE IZMEĐU ČEKIĆA I NAKOVNJA”

Vladimir Marinković – GM hotela Saint Ten – Beograd; **Robert Stojko** – GM hotela Sheraton - Novi Sad; **Ivona Borojević** – GM kompanije Prezident – Novi Sad; **Nikos Sliousaregko** – GM hotela Junior, Kopaonik; **Dragan Jakić** – GM hotela Novotel, Sarajevo
 Moderator: **Aleksandar Vasiljević** - GM hotela Falkensteiner, Beograd

THE CREATORS OF THE FUTURE - AT THE SAME TABLE

I panel – INVESTORS: “PATH FOR VISION TO REALIZATION”

Tomislav Momirović – the president of Mona Hotel Management; **Nikola Milić** – owner and founder of SHG Casa del Mare; **Milan Kostadinović** – owner and GM of Prvako Engineering doo; **Danijela Čujić** – partner, Consili
 Moderator: **Branislav Miletić** – partner at Horvat HTL, Belgrade

II panel - INSTITUTIONS: “INSTITUTIONAL SUPPORT TO HOTEL INDUSTRY DEVELOPERS”

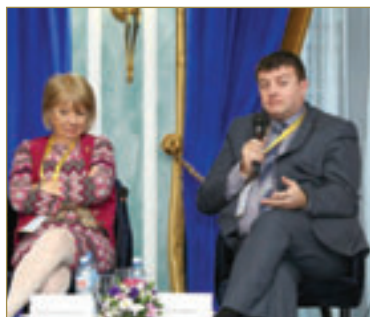
dr Miroslav Knežević – State Secretary for Tourism at the Ministry of Trade, Tourism and Telecommunication of the Republic of Serbia; **Tijana Maljković** - Secretary of the Tourism Association at SCC; **PhD Georgi Genov** – director of HORES; **Olga Baletić** – PR & Marketing Manager, TOS
 Moderator: **professor PhD Bojan Zečević** – Faculty of Economics

III panel – HOTELIERS EDUCATION - PERSONNEL: “FOR NEW TIME, NEW KNOWLEDGE, NEW PEOPLE”

Rade Samčević – founder and director of HT Agency; **Dalibor Sekulić** – GM Elitte, Palić; **professor PhD Ljiljana Kosar** – Hospitality College, Belgrade; **professor Marija Lazarev Živanović** – lecturer at GLION Institute, Switzerland
 Moderator: **doc. PhD Snježana Gagić** – Management and Business Communication College, Sremski Karlovci

IV panel – MANAGEMENT: “REALIZING THE VISION BETWEEN THE HAMMER AND THE ANVIL”

Vladimir Marinković – GM at hotel Saint Ten – Belgrade; **Robert Stojko** – GM at hotel Sheraton - Novi Sad; **Ivona Borojević** – GM at Prezident Company – Novi Sad; **Nikos Sliousaregko** – GM at hotel Junior, Kopaonik; **Dragan Jakić** – GM at hotel Novotel, Sarajevo
 Moderator: **Aleksandar Vasiljević** - GM at hotel Falkensteiner, Belgrade



Zanimljiva tema Foruma posvećena vizionarima hotelske industrije – titanima hotelskog biznisa, kreatorima budućnosti najprosperitetnije i najbrže rastuće industrije u svetu, osmišljena je kao svojevrsni itinerer pod nazivom „Na putu od VIZIJE do REALIZACIJE“.

U okviru četiri dobro posećena panela, više od dvadeset uglednih panelista i moderatora – investitora, hotelijera, konsultanata, predstavnika akademske elite, resornog Ministarstva, profesionalnih udruženja... podelilo je sa učesnicima svoje znanje, iskustva i dileme vezane za ključne segmente logistike neophodne investitorima, vezane za institucionalnu podršku, obrazovanje i kadrove, hotelski top menadžment. Kako se snovi pretvaraju u realnost, zašto je to putovanje često na granici nemoguće misije, kakva je logistika zaista neophodna da bi se kreirala održiva budućnost, koje su

but also from Bosnia and Herzegovina and Montenegro, as well. Under the patronage of the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia, with the institutional support of Singidunum University and Serbian Chamber of Commerce, as well as partner logistics of the economy, primarily big companies such as British Motors, Miele and Rubin, with enormous effort and the synergy of all employees at Grand Hotel Tornik, this two-day gala event, took place in an extraordinary working and festive atmosphere, but also in friendly socializing, networking, new business contacts, exchange of thoughts with those who have long understood that knowledge and timely information is the only treasure that is increased by sharing.

ITINERARY FOR THE CREATORS OF THE MOST PROSPEROUS WORLD INDUSTRY

The opening ceremony and socializing until the late hours, was held in the popular "Fireplace Hall", with the new exclusive Rubin wines,

MASTERCARE – PARTNER ZA ZDRAV ŽIVOT

Specijalni gost XV Foruma hotelijera, bila je švedska firma Mastercare, svetski poznati proizvođač specijalnih stolova za istežanje kičme, kojim se sprečava i ublažava bol u leđima, vratu, ramenima, kukovima i kolenima na jednostavan i prirodni način. Ovi stolovi se mogu koristiti za lečenje i rehabilitaciju, ali i prevenciju oboljenja koštano-zglobnog sistema. Odlično su se pokazali u fitness i wellness centrima, u šta su učesnici Foruma hotelijera mogli i lično da se uvere u improvizovanoj „relax zoni“ ispred konferencijske sale, gde im je Jorg Göderer, predstavnik ove kompanije za naš region, pomagao da se „brzinski“ relaksiraju i osveže, oslobađajući kičmu od pritiska i bola izazvanog dugim sedenjem. „Grand Hotel Tornik“ je prvi hotel u Srbiji koji u svom Wellness centru gostima nudi i ovakvu vrstu relaksacije, koju praktikuju svi oni koji ozbiljno brinu o svom zdravlju. Organizatori XV Foruma imali su zadovoljstvo da ugoste vlasnika kompanije Mastercare - Magnusaom Jansson-a, koji je sa Zlatibora otišao pun sjajnih utisaka o našim ljudima i njihovom gostoprimstvu, „Grand Hotelu Tornik“ i časopisu „Turistički Svet“. Excelent - bio je njegov komentar i znak da se sigurno uskoro ponovo vidimo.

www.mastercare.co.rs



MASTERCARE – PARTNER FOR A HEALTHY LIFE

The special guest of the XV Forum of Hoteliers was Swedish company Mastercare, the world-renowned manufacturer of special method for releasing back pain, and pain in neck, shoulders, hips and knees, as well in a simple and natural way. These tables can be used for the treatment and rehabilitation, as well as the prevention of bone and joint system diseases. They showed to be great in fitness and wellness centres, what participants of the Forum of Hoteliers could see for themselves at the „relax zone“ in front of the conference hall, where Jorg Göderer, a representative of this company for our region, helped them to "relax" and refresh, releasing the spine from pressure and pain caused by long sitting. „Grand Hotel Tornik“ is the first hotel in Serbia to offer this kind of relaxation in its Wellness Centre, which is practiced by all those who seriously care about their health. The organizers of the XV Forum had the pleasure of hosting MasterCard owner Magnus Jansson, who went from Zlatibor with great impressions of our people, their hospitality, „Grand Hotel Tornik“ and the magazine, „Turistički Svet“. Excellent – was his comment and a sign that we will surely see him again soon.

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TO JE NAŠ PONOS

such as the sparkling wine "Vronski" and meat delicacies by Zlatiborac Company, with the brilliant host **Miša Ćirić** and the warm welcome of the Forum author and executive director **Ljiljana Rebronja**, who with many emotions addressed the attendees, leading them through time and forum topics that were always a challenge and an indication of important changes. XV Forum was opened by PhD **Miroslav Knežević**, State Secretary for Tourism, who proudly pointed out that the line ministry has been supporting the Forum of Hoteliers for 15 years as one of the rare events in the hotel industry, whose long duration and continuity best speak about its undoubted quality and values for industry members.

The interesting topic of the Forum dedicated to the visionaries of the hotel industry - the titans of the hotel business, the creators of the future of the most prosperous and fastest growing industry in the world, was designed as a kind of itinerary entitled "On the path from VISION to REALIZATION".

Within four well-visited panels, more than twenty prominent panelists and moderators - investors, hotel managers, consultants, representatives of the academic elite, line ministries, professional associations ... shared with the participants their knowledge, experience and dilemmas related to the key segments of logistics necessary for investors, for institutional support, education and personnel, hotel top management. How do dreams turn into reality, why is this journey often at the edge of an impossible mission, what kind of logistics is really needed to create a sustainable future, which are visible, and which invisible holes on the road to its realization and how to avoid them, what is it that awaits everyone on the top of the hill, and what behind it... were some of the questions without whose answers it is not possible to truly understand the bearers of development.

"Creators of the future: From vision to realization", was the name of a creative, extremely visited panel on the main topic of the forum. The real "battle" of arguments could be heard on the second panel called "Institutional Support to Hotel Industry Developers," while, one of the most important panels "NEW time, NEW knowledge, NEW people", opened the problem of education and personnel as "Pandora's box" of the modern hotel industry with a huge impact on its future. A constructive exchange of views was also heard on the fourth panel with the hot topic "Realizing the vision between the hammer and the anvil", where GM's of elite hotels took part, who spoke openly about the influence of the owners and the ideas that the top management of the hotel has to implement, even when they do not fully agree with them. Thanks to the remarkable panelists, who have managed to give a tone of humour to this topic that is hard to all managers, the jubilee Forum of Hoteliers got a great finish that no one expected.

NEW „AMBASSADORS OF QUALITY SERVICE“

The award-giving ceremony of elite annual recognitions „Ambassadors of Quality Service“ given to the most successful hoteliers and their partners in 11 categories, was the highlight of the Forum of Hoteliers. This unique recognition in our region, a kind of hotel "Oscar", has been awarded for 13 years, based on

XV FORUM OF HOTELIERS: FOR CREATORS OF THE FUTURE

vidljive, a koje nevidljive rupe na putu do njene realizacija i kako ih izbeći, šta je to što svakoga čeka na vrhu brda, a šta iza njega... bila su neka od pitanja bez čijih odgovora nije moguće zaista razumeti nosioce razvoja.

„Kreatori budućnost: Od vizije do realizacije”, bio je naziv kreativnog, izuzetno posećenog panela na noseću forumsku temu. Prava „bitka” argumentima mogla se čuti na drugom panelu pod nazivom „Institucionalna podrška nosiocima razvoja hotelske industrije”, dok je jedan od udarnih forumskih panela "NOVO vreme, NOVO znanje, NOVI ljudi", otvorio problem obrazovanja i kadrova kao „Pandorinu kutiju” savremene hotelske industrije s ogromnim uticajem na njenu budućnost. Konstruktivna razmena mišljenja čula se i na četvrtom panelu sa vrućom temom „Realizatori vizije između čekića i nakovnja”, u kojem su učestvovali GM-ovi elitnih hotela, koji su otvoreno govorili o uticaju vlasnika i idejama koje top menadžment hotela mora da sprovede, čak i onda kada se sa njima ne slaže u potpunosti. Zahvaljujući izuzetnim panelistima, koji su uspeali da ovoj za sve menadžere teškoj temi daju originalni pečat humora, jubilarni Forum hotelijera dobio je sjajnu završnicu kakvu niko nije očekivao.

NOVI „AMBASADORI DOBRE USLUGE”

Svečana dodela godišnjih elitnih priznanja najuspešnijim hotelijerima i njihovim partnerima - priznanja „Ambasadori dobre usluge” u 11 kategorija, bila je kruna dvodnevnog Forum hotelijera. Ovo unikatno priznanje na našim prostorima, svojevrstni hotelijerski „Oskar”, dodeljuje se već 13 godina, na osnovu jednoglasne odluke Sručnog žirija, pod



the unanimous decision of the Expert Jury, under the presidency of **PhD Slobodan Unković, professor emeritus**, and consisted of: **Rade Samčević** - HT Agency, **professor PhD Ljiljana Kosar** – Hospitality College, **Jelena Šulejić** – A Group, **Peđa Filipović** – Wellness academy PF and **Ljiljana Rebronja** – Turistički Svet.

Exclusively, the highest recognition Medal „Ambassador of Quality Service” of the I order – for the investment of the year, was awarded to **Mirosljub Aleksić**, the president of A Group, as a visionary of the hotel industry. This is the biggest recognition in Serbia, which for 13 years have only got professor PhD Slobodan Unković and Novak Đoković, and this year PhD Miroslav Knežević, Secretary for Tourism handed the award to Mirosljub Aleksić.

And while the winners of the award were toasting with the “Vronski”, receiving congratulations, taking pictures, having fun..., in the grand hall of the impressive “Grand Hotel Tornik” all participants were overwhelmed by the strong energy of the visionaries and leaders, they could feel the adrenaline of success, which, if not before, then at the XV Forum - “infected” them for life!

And so, in the most beautiful mood, solemnly, with dignity, with good music and a great cake, from the heart donated by our colleagues from the hotel to hotel colleagues, we sent XV Forum of Hoteliers to the history of hospitality! It was great and probably unrepeatable. But it should have been experienced in exactly one of the most recent and most attractive hotels in Serbia, in the company of peers - among the best, aware of the privileges that on one way or another you belong to a large and powerful hotel industry, the industry of the Ambassadors of Quality Service!



XV FORUM HOTELIJERA: ZA KREATORE BUDUĆNOSTI

predsedništvom **dr Slobodana Unkovića**, profesora emeritusa, a u sastavu: **Rade Samčević** - Agencija HT, **prof. dr Ljiljana Kosar** – Visoka hotelijerska škola, **Jelena Šulejić** – A Group, **Peđa Filipović** – Wellness akademija PF i **Ljiljana Rebronja** – Turistički Svet.

Ekskluzivno, najveće priznanje Orden „Ambasador dobre usluge“ I reda – za investiciju godine, dodeljena je **Miroljubu Aleksiću**, predsedniku kompanije A Group, kao vizionaru hotelske industrije. Ovo najveće priznanje u Srbiji, koje su za 13 godina koliko se dodeljuju priznanja, dobili samo prof. dr Slobodan Unković i Novak Đoković, Miroljubu Aleksiću uručio je dr Miroslav Knežević, državni sekretar za turizam.

I dok su dobitnici priznanja nazdravljali “Vronskim”, primali čestitke, slikali se, radovali.., u svečanoj sali impresivnog “Grand Hotela Tornik” sve prisutne obuzimala je, malo po malo, snažna energija vizionara i lidera, prenosilo se ono posebno uzbuđenje koje donosi adrenalin uspeha, kojim su, ako već ranije nisu bili, na XV Forumu sigurno – doživotno “inficirani”!



I tako, u najlepšem raspoloženju, svečano, dostojanstveno, uz dobru muziku i veliku tortu, od srca darovanu od kolega iz hotela – kolegama hotelijerima, ispratismo XV Forum hotelijera u istoriju hotelijerstva! Bilo je sjajno i verovatno neponovljivo. Ali trebalo je to doživeti i to baš u jednom od najnovijih i trenutno najatraktivnijih hotela u Srbiji, u društvu sebi sličnih – u društvu najboljih, svesni privilegije da na ovaj ili onaj način pripadate velikoj i moćnoj hotelskoj industriji, industriji Ambasadora Dobre Usluge!

Autor: Ljiljana Rebronja
Foto: Siniša Živković



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“OSKAR” HOTELIJERSTVA NAJUSPEŠNIJIMA U 2018!

Orden „Ambasador dobre usluge“ – I reda za INVESTICIJU
GODINE: **MIROLJUB ALEKSIĆ**, *predsednik kompanije A Group*
Priznanje „Ambasador dobre usluge“, kategorija: LIDER HOTELSKE
INDUSTRIJE – **ŽIVORAD VASIĆ**, *IHG regionalni menadžer*

Priznanje „Ambasador dobre usluge“, kategorija: MLADI
MENADŽER GODINE – **MILENA MILENKOVIĆ**, *hotel JUNIOR,
Kopaonik*

Priznanje „Ambasador dobre usluge“, kategorija: HOTEL GODINE
– **SAINT TEN Hotel**, Beograd

Priznanje „Ambasadori dobre usluge“, kategorije:

Najuspešniji hotelski tim Prodaje & Marketinga - **Hotel Mama
Beograd**

Najuspešniji hotelski tim Sektora soba - **Hotel Hilton Beograd**

Najuspešniji hotelski tim Sektora hrane i pića - **Radisson Collection,
Old Mill Belgrade**

„Novi kvalitet“ - **Villa breg, Vršac**

„Novi kvalitet“ - **Hotel Slatina, Vrnjačka Banja**

Press zvezdica - **Mujen Lux, Kopaonik**

Partner hotelske industrije:

- u kategoriji HOTELSKI SOFTVER – **ProSoft – Beograd**

- u kategoriji HRANA – **Zlatiborac – Beograd**

- u kategoriji SREDSTVA za PROFESIONALNO ODRŽAVANJE
HIGIJENE – **Ecolab Hygiene – Beograd**

- u kategoriji PROFESIONALNE MAŠINE ZA PRANJE I SUŠENJE
– **COVELS – Novi Sad**

Na XV Forumu hotelijera dodeljene su i tri ZLATNE POVELJE:

- **Peđa Filipoviću**, osnivaču Wellness akademije PF, za **30 godina**
logistike wellness industriji Srbije, u obrazovanju stručnih kadrova
i borbi za kvalitet usluge.

- **Radetu Samčeviću**, osnivaču HT Agencije, za **10 godina** logistike
hotelskoj industriji Srbije, u obrazovanju stručnih kadrova i borbi
za kvalitet usluge i

- **Olgi Baletić**, PR-u Turističke organizacije Srbije, za **PR DOBROBIT!**

HOSPITALITY “OSCAR” – FOR THOSE MOST SUCCESSFUL IN 2018!

Medal „Ambassador of Quality Service“ – of the I order for the
INVESTMENT of the YEAR: **MIROLJUB ALEKSIĆ**, *the president of
A Group*

“Ambassadors of Quality Service“, in the category of: HOTEL
INDUSTRY LEADER – **ŽIVORAD VASIĆ**, *IHG Regional Manager*
“Ambassadors of Quality Service“, in the category of: YOUNG
MANAGER of the YEAR – **MILENA MILENKOVIĆ**, *hotel JUNIOR,
Kopaonik*

“Ambassadors of Quality Service“, in the category of: HOTEL of
the YEAR

SAINT TEN Hotel, Belgrade

“Ambassadors of Quality Service“, in the categories of:

the most successful Sales and Marketing team - **Hotel Mama
Shelter Belgrade**

the most successful Room division team - **Hotel Hilton Belgrade**

the most successful F&B team - **Radisson Collection, Old Mill
Belgrade**

the „New quality“ – **Villa breg, Vršac**

the „New quality“ - **Hotel Slatina, Vrnjačka Banja**

Press star - **Mujen Lux, Kopaonik**

Partner of the hotel industry:

- in the category of HOTEL SOFTWARE – **ProSoft – Belgrade**

- in the category of FOOD – **Zlatiborac – Belgrade**

- in the category of PROFESSIONAL MAINTENANCE OF HYGIENE
– **Ecolab Hygiene – Belgrade**

- in the category of PROFESSIONAL WASHING and DRYING
MACHINES – **COVELS, Novi Sad**

At the XV Forum of Hoteliers three GOLDEN LETTER OF
RECOGNITION were awarded to:

- **Peđa Filipović**, founder of the Wellness academy PF, for **30 years**
of logistics to the wellness industry of Serbia, in the education
of professional staff and the fight for quality of service

- **Rade Samčević**, founder of HT Agency, for **10 years** of
logistics of hotel industry in Serbia, in education of professional
staff and struggle for quality of service and

- **Olga Baletić**, PR manager at the Tourism Organization of Serbia,
for **PR WELFARE!**



MARIJA LAZAREV ŽIVANOVIĆ,
PREDAVAČ NA GLIONU:

KADROVI ZA HOTELSKU INDUSTRIJU SVETA

Region Montreux – Glion, na Ženevskom jezeru, je već više od stotinu godina na leaderskoj poziciju u turizmu Švajcarske. Zanimljivo je da je Montreux još 1912. godine imao 85 hotela i 7.525 kreveta – kaže **Marija Lazarev Živanović**, predavač na Glionu - Institutu za visoko obrazovanje, dodajući da je u takvom okruženju bilo najnormalnije osnovati školu za obrazovanje hotelijera. Danas je to jedna od 5 najbolje rangiranih institucija u svetu za hotelski i restoranski menadžment a treća u Švajcarskoj, sa ubedljivo najboljom reputacijom kod poslodavaca.

Glion - Institut za visoko obrazovanje (u daljem tekstu: Glion) osnovala su 1962. godine tri vizionara: Tissot, Hunziker i Raaflaub. Gospodin Tissot je prvi kupio hotel i pretvorio ga u školu. Hunziker je bio poznati profesor turizma na St. Gallen univerzitetu i potpredsednik Švajcarske turističke federacije. Danas Glion pruža vrhunsko visoko obrazovanje za hotelsku industriju koja se konstantno menja, a svoje nove kampuse ima u Švajcarskoj i Londonu.

SNAGA „GLION DUHA“

Jedna od najvećih vrednosti Gliona, koja ostaje za ceo život, je globalna alumni mreža, u kojoj je trenutno više od 14.000 alumna iz više od 150 zemalja, i to je grupa visoko cenjenih profesionalaca koja nastavlja da promovise „Glion duh“. Naši direktori odeljenja i regionalni direktori u okviru alumni asocijacije dele sa nama svoja znanja o trendovima, komentare i ideje za kurikulum. Oni su u potpunosti uključeni u život škole, iako nemamo program mentorstva. S druge strane, kada se studenti kvalifikuju, oni postaju članovi alumni zajednice koja je veoma puna podrške.

Naša škola je često prepoznata od strane profesionalaca u industriji po kvalitetu. Dobitnik je priznanja „Best Hospitality Management School in the World“ 2015. godine i „Best Innovation



PERSONNEL FOR GLOBAL HOTEL INDUSTRY

The region of Montreux – Glion, on the Geneva Lake, has been a longstanding leader on the travel and tourism platform in Switzerland for more than hundred years. It's interesting to note that Montreux in 1912 had 85 hotels and 7525 beds – says Marija Lazarev Živanović, lecturer at Glion Institute of Higher Education, adding that in such an environment it was very expected for a school for hotel education to be established. Today, it is among the top five worldwide hospitality institutions, and the third in Switzerland, with by far the best employer reputation.

in an Academic Program“ 2016. Ove godine, Glion je na prvom mestu na listi Employer Reputation i među najboljih pet Worldwide Hospitality Institutions (QS World University Rankings by subject, 2018). Kako se hotelska industrija menja, menja se i Glion. To je često veoma bolan proces za mnoge akcionare, ali je to danas neophodno u edukaciji. Naši programi i specializacije pokrivaju brojne oblasti, uključujući menadžment luksuznih brendova, razvoj hotela, putovanja i turizam, događaji i finansije. Glion je bio prva škola hotelijerstva koja je otvorila poseban sektor posvećen luksuzu 2015. godine i nove mlade diplomce luksuzni brendovi brzo uoče. Naši diplomirani studenti rade za Richemont ili LVMH group, Chanel, Piaget, itd. Često rade na poslovima odnosa sa klijentima jer tu pružaju dodatnu vrednost.

TRANSFORMATIVNA EDUKACIJA

Profesionalan i lični razvoj su podjednako važni. Zato je savremeni koncept koji primenjujemo transformativna edukacija. Mladi ljudi koji dolaze iz čitavog sveta (99 nacionalnosti iz 132 zemlje), postaju profesionalci sa akademskim i praktičnim veštinama za 3 godine koliko traju studije. U prvom semestru, koji se odražava na Glionu, program se sastoji od 20 nedelja tokom kojih se fokusiramo na praktičan trening u malim grupama od 10 do 12 studenata sa šest modula: restoran, kuhinja, smeštaj, enologija, logistika, i uvod u drugačiju hotelijersku kulturu. Ovakav praktičan i održiv pristup uči studente da budu skromni, jer to će iskovati njihovu ličnost za budućnosti. Pored toga, studente podržava tim instruktora i Master Craftsmen (MOF) na kampusu koji obezbeđuju najviši kvalitet obuke. To se sprovodi u prelepom restoranu Bellevue, u Belle Epoque atmosferi sa očaravajućim pogledom. Restoran je nedavno nagradio Guide Gault & Millau Suisse 2019 sa izvanrednom 15/20 ocenom. To je velika šansa za studente koju će verovatno dobiti samo jednom tokom prakse.



Glion Institute of Higher Education was founded in 1962 by 3 visionaries: Mr. Tissot, Mr. Hunziker and Mr. Raaflaub. Mr. Tissot was the first one to buy a hotel and convert it into a school. Mr. Hunziker was a famous professor of Tourism at St. Gallen University and the Vice president of the Swiss Tourism Federation. Today, Glion delivers premium higher education for the constantly-evolving hospitality industry, and has campuses in both Switzerland and London, UK.

THE POWER OF „GLION SPIRIT“

One of the biggest values of Glion that stays for life is the global network of alumni, that includes more than 14.000 alumni from over 150 countries, and it is a group of highly-respected professionals continuing to promote “Glion spirit”. Our heads of chapter and the regional directors within the alumni association share with us their knowledge of trends, feedback, and ideas for the curriculum. They are fully involved in the life of the school even though we do not have a mentoring or coaching program. On the other hand, once the students qualify, they become members of the alumni community which is a very supportive community.

Our school has been frequently recognized by industry professionals for its quality. Glion won the Best Hospitality Management School in the World at the Worldwide Hospitality Awards in 2015 and the Best Innovation in an Academic Program 2016. This year, Glion ranked number one in Employer Reputation and among the top five Worldwide Hospitality Institutions (QS World University Rankings by subject, 2018). As the hospitality industry continues to change, so does Glion. This can be a very painful process for many stakeholders but it is a necessity in nowadays education. Our programs and specializations are in a vast range of areas, including luxury brand management, hotel development, travel and tourism, events and finance. Glion was the first hospitality school to open a specialized section dedicated to luxury in 2015 and the new young graduates were quickly spotted by luxury brands. We have our graduated students working for Richemont or LVMH group, Chanel, Piaget, etc. They are often working in client relations jobs as that's where they bring added value.

TRANSFORMATIVE EDUCATION

Both professional and personal developments are important. This is why transformative education is the contemporary concept that we apply. The young adults that arrive from all over the world (99 nationalities from 132 countries), are turned into professionals with academic and practical skills within 3 years of study. In the first semester, taking place at Glion the program consists of 20 weeks focusing on practical training in small groups of 10 to 12 students with six modules: restaurant, kitchen, accommodation, oenology, logistics, and an introduction to different hospitality cultures. This hands-on and sustained practice teaches the students to be humble which will forge their personality for the future. In addition, the students are supported by the team of instructors and Master Craftsmen (MOF) on campus to ensure the highest quality of training. This is taking place in a beautiful restaurant Bellevue, in Belle

MARIJA LAZAREV ŽIVANOVIĆ, PREDAVAČ NA GLIONU

Drugi semestar je obavezna praksa koja traje oko 6 meseci. Obično se održava u luksuznom hotelu, bilo gde u svetu ukoliko studenti mogu da pribave vizu. Svake godine imamo oko 60-70 poseta kompanija tokom kojih studenti imaju priliku da upoznaju buduće poslodavce. Odeljenje za praksu je tu da im pruži podršku tokom procesa, kao i na fakultetu.

ATRAKTIVNI MEĐUNARODNI KAMPUSI

Kada se praksa završi, tokom trećeg i četvrtog semestera, postoji šest kampusa dostupnih na Glion Institute i Les Roches školi hotelijerstva, jer su obe deo iste trening grupe: Sommet Education. Mogu da odesdu na Glionu da studiraju menadžment, administraciju, ili računovodstvo, ili mogu da odu na druga dva Glionova kampusa u London ili Bulle u Švajcarskoj. Takođe mogu da se odluče za jednu od tri Les Roches kampusa: Bluche-Crans Montana u Švajcarskoj, Marbelja u Španiji ili čak u Šangaju. Činjenica da ima više međunarodnih kampusa, posebno je atraktivna za mlađe generacije. *(Pitam se da li bi to moglo da se uvrsti u ponudu škola u Beogradu i Srbiji, da bi mogućnosti menjanja kampusa mogle dalje da rastu?)*

Peti semestar je posvećen drugoj praksi: šest meseci u hotelskom ili nekom drugom okruženju, ali 80% studenata bira da obavi praksu u hotelu. Mnogi naši studenti rade u odeljenjima za revenue menadžment, prodaju, marketing ili ivente. Često na LinkedIn-u, vidim neke njihove nove njihove projekte, ideje za *start up*-ove, saradnju sa drugim Glion studentima...

Epoque atmosphere with a breath taking view. The restaurant was recently awarded by Guide Gault & Millau Suisse 2019 with a remarkable 15/20 note. It is a great opportunity that students probably appreciate only once they get on their internships.

The second semester is their compulsory internship that lasts around 6 months. It normally takes place in a hotel, usually high-end or luxury, anywhere in the world providing the student can obtain the relevant visa. Every year, we have around 60-70 company visits where students can meet potential employers. The internship department is there to support them in the process as well as the Faculty.

ATTRACTIVE INTERNATIONAL CAMPUSES

Once the internship is completed, for the third and fourth semesters, there are six campuses available at Glion Institute and Les Roches hospitality school as they are both part of the same training group: Sommet Education. They can stay at Glion to study management, administration, or accounting, or they can choose to go to Glion's other two campuses in London or Bulle in Switzerland. They can also opt for one the three Les Roches campuses: Bluche-Crans Montana in Switzerland, Marbella in Spain, or even Shanghai. The mere opportunity of having cross-campus international experience seems to be particularly attractive for this young generation. *(I wonder whether this can be included in the offer of our schools in Belgrade and Serbia, whether the cross campus possibilities could be further grown?)*

The fifth semester is dedicated to the second internship: six months in hospitality or another setting, but 80% of the students choose to do their internship in a hotel. Many of our students get internships in





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NO **1** for employer
reputation
in hospitality management
(QS Ranking 2018)



Na kraju, šesti i sedmi semestar se obavljaju u gradu Bulle ili u Londonu koji imaju isti akademski nivo. Tokom poslednjeg semestra, škola daje studentima mogućnost da se specijalizuju za jednu od četiri oblasti: hotelski biznis, menadžment luksuznih brendova, hotelski razvoj i finansije ili menadžment događaja. Pomogla sam studentima (čak sam bila i ko-autor) u izradi radova koji su predstavljeni na međunarodnim konferencijama i objavljivani u časopisima i drugim publikacijama. To im pruža mogućnost da razviju veštinu pisanja i akademske veštine, kao i da se umreže sa akademikima i istraživačima na tim događajima.

U INOSTRANSTVU STE PRIMORANI DA ODRASTETE

Među 99 nacionalnosti, ima i studenata iz Srbije i ja sam uvek srećna kada mogu da se družim sa njima i pomognem im na bilo koji način. Nadam se da će se taj broj povećati u budućnosti, mada smo svi svesni da su glavna barijera - finansije. Jedna od odličnih stvari kada studirate u inostranstvu je to što ste primorani da odrastete i da se osamostalite, a drugo, što naučite više da cenite to što imate kod kuće i ono što ste sami postigli. Roditelji bi trebalo da daju i koren i krila svojoj deci. Ja sam, takođe, deo zajednice međunarodnih studenata jer sam i sama studirala u inostranstvu, daleko od kuće. To nije lako ali je odlično – poručila je Marija Lazarev Živanović svim budućim studentima i njihovim roditeljima.

Revenue Management departments, Sales, Marketing or Events. Often on LinkedIn, I see some of their new projects, ideas for start ups, collaborations with other Glion students...

Finally, the sixth and seventh semesters are completed at Bulle or London which both have an identical academic level. During the last semester, the school gives students the opportunity to specialize in one of four areas: hospitality business, luxury brands management, hotel development and finance, or events management. I have helped and co-authored with our students papers that were presented at the international conferences and published in journals and other publications. It gives them an opportunity to develop their writing and academic skills as well as to network with the academics and researchers at these events.

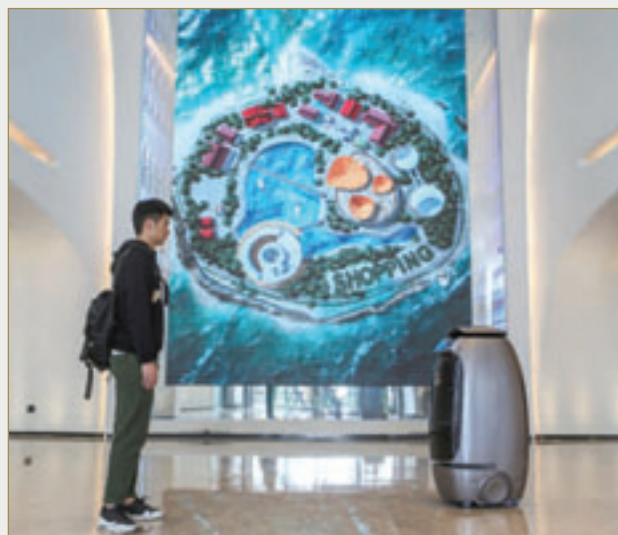
STUDYING ABROAD FORCES YOU TO GROW UP

Among the 99 nationalities mentioned, there are some students from Serbia and I'm always happy to socialize with them and help in any possible way. I hope that this number will increase in the future although the main barrier to it is the financial one. One great thing about studying abroad is growing up and appreciating both what we have back home and what we build by ourselves. Parents should give both the roots and the wings to their children. I've been a part of the international student community as I too studied abroad, away from home. It is not easy but it is great – said Marija Lazarev Živanović to all future students and their parents.

Author: Ljiljana Rebronja

ALIBABA OTVARA SVOJ PRVI HOTEL

Kineska kompanija "Alibaba Group" najavila je otvaranje svog prvog hotela "FlyZoo" u gradu Hangzhou, u kineskoj provinciji Zhejiang. Smešten u istočnom krilu Alibaba Xixi parka, hotel će biti posvećen pružanju "pametne" futurističke usluge gostima, uz pomoć više tehnoloških inovacija. Biće to hotel bez ljudskog osoblja u svim hotelskim operacijama, a roboti će raditi poslove check-in/out i room service usluge. Brave na vratima soba otvaraće se putem tehnologije koja skenira lice, a tehnologijom koja se aktivira na glas, gosti mogu da kontrolišu temperaturu u sobama, intenzitet osvetljenja i kućne aparate. "FlyZoo Hotel", koji nudi i sedam tematskih soba posvećenih različitim državama, predstavlja probni projekat kompanije "Alibaba", ali se očekuje i širenje poslovanjana druge hotele.



REVOLUCIONARNI TRENDOWI U HOTELIJERSTVU

Od hotela se zahteva da budu otvoreni za promene i usvajanje novih tehnoloških trendova, kako bi ostvarili bolje poslovanje i veći profit. Zato vam skrećemo pažnju na sledeće trendove:

1. Proširena realnost (Augmented reality - AR) polako postaje ključna marketinška tehnologija, koja omogućava gostima da virtuelno percipiraju okruženje u kome se nalaze. Imajući u vidu da hoteli prodaju fizičko okruženje, tehnologija može uvesti potencijalne goste u vaš hotel čak i da ne izađu iz svoje kuće.

Jedan od načina na koji možete upotrebiti AR tehnologiju za osnaživanje vaše ponude je korišćenje interaktivnih elemenata u hotelskim sobama. Primera radi, Hub Hotel u Velikoj Britaniji počeo je da upotrebljava AR tehnologiju zajedno sa zidnom mapom u hotelskim sobama. Kada gosti usmere pametni telefon na mapu, mogu da vide dodatne informacije o područjima za koja su zainteresovani. Na taj način, ne samo da se poboljšava upotreba mape, već i boravak gostiju postaje ugodniji i raznovrsniji.

2. Milenijalci polako prerastaju u veliku silu koja oblikuje potrošačke trendove u različitim industrijama širom sveta, uključujući i hotelsku. Kako je pokazalo istraživanje Airbnb-a, očekuje se da će do 2025. godine 75%

potrošača i putnika činiti milenijalci i mlađe generacije.

Kako bi se izdvojili od ostalih, hoteli bi trebalo da izrade strategije koristeći softvere koji favorizuju preferencije, karakteristike i navike gostiju. Treba imati u vidu da milenijalci mnogo putuju i vole personalizovanu interakciju. Oni rado usvajaju tehnološke inovacije i vrlo spontano donose svoje odluke.

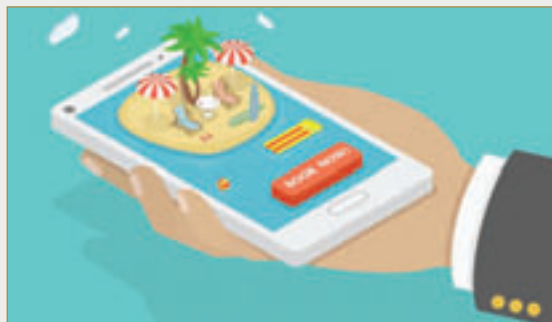
3. Kriptovalute više nisu novitet na web-u, već su postale popularan, pouzdan i siguran način plaćanja, posebno među mladima. Jedna od najjačih tačaka u vezi sa kripto transakcijama je iskorenjivanje naknada i provizija koje postoje prilikom korišćenja kreditnih kartica ili bankovnih usluga. Na taj način, finansijska transakcija u inostranstvu se odvija jednostavnije, a i profitabilnija je za sve strane koje u njoj učestvuju.

4. SIP-DECT kao ključni deo za povezivanje svih hotelskih sektora je digitalna bežična tehnologija za govorne podatke, koja prenosi radio signale na mobilne telefone. Ova

tehnologija najbolje funkcioniše u manjim objektima (poput hotela) koji imaju veliki broj korisnika.

Kako DECT pomaže: dozvoljava osoblju da se prijavi na bilo koji registrovani gadžet i lako pristupi ličnim podacima; šalje upozorenja putem poruka - ova tehnologija pojednostavljuje i ubrzava komunikaciju bez potrebe uspostavljanja telefonskog poziva. Na taj način će, na primer, osoblje zaduženo za higijenu odmah primiti upozorenje koje ih upućuje na mesto koje mora biti hitno očišćeno; uspostavlja besprekorne veze i komunikacije među zaposlenima gde god da se nalaze, i štiti osoblje - tehnologija omogućava integraciju alarmnih sistema koji upozoravaju u slučaju opasnosti.

5. Pametni telefoni imaju sve veću ulogu u izvršavanju različitih zadataka u hotelima: sada je moguće bukirati hotel i izvršiti check-in mobilnim telefonom, pristupiti hotelskoj sobi bez korišćenja ključ-kartice, kontrolisati u sobama osvetljenje, zvučni sistem i klima uređaje, te obavestavati osoblje kada gosti nisu u sobi, da bi mogli da je pospreme, itd. Pametni telefoni i moderna tehnologija će nesumnjivo olakšati gostima boravak u hotelu, uz neskvalidno iskustvo, a pritom će omogućiti bolju komunikaciju među zaposlenima i njihovo jednostavnije obavljanje svakodnevnih zadataka.



INTERVJU: **MIROLJUB ALEKSIĆ**,
PRESEDNIK KOMPANIJE A GROUP

NIJEDAN VETAR NE POGODUJE BRODU BEZ CILJA

Na XV Forumu hotelijera dodeljeno je, posle dve godine pauze, ekskluzivno priznanje, jedinstveno u hotelskoj industriji Srbije – Orden „Ambasador dobre usluge“ I reda. Ovo priznanje pripalo je **Miroljubu Aleksiću**, predsedniku kompanije A Group, za investiciju godine u 2018.

NO WIND IS
FAVOURABLE
FOR A SHIP
WITHOUT A GOAL

At the XV Forum of Hoteliers, after two years, the exclusive award, unique in the hotel industry in Serbia – the Medal “Ambassador of Quality Service” of the I order was given. This recognition was given to **Miroljub Aleksić**, the president of the A Group, for the investment of the year 2018.



Na jubilarnom – XV Forumu hotelijera u Grand Hotelu Tornik na Zlatiboru, u organizaciji Turističkog Sveta održana je i svečana ceremonija 13. dodele najvećih godišnjih priznanja u hotelskoj industriji Srbije – svojevrsnog „Oskara“ hotelijerstva pod brendom *Ambasadori dobre usluge*. Jednoglasnom odlukom šestočlanog Stručnog žirija, pod predsedništvom prof. dr Slobodana Unkovića, emeritusa Univerziteta Singidunum, najveće priznanje Orden „Ambasadora dobre usluge“ I reda za investiciju godine – Grand Hotel Tornik na Zlatiboru, dodeljeno je **Miroljubu Aleksiću**, predsedniku kompanije A Group. Kolika je težina ovog priznanja najbolje govori podatak da je za 13 godina ovo priznanje dodeljeno samo prof. dr Slobodanu Unkoviću i Novaku Đokoviću.

At the jubilee – XV Forum of Hoteliers at Grand Hotel Tornik on Zlatibor, organized by the Turistički Svet, the award giving ceremony of the greatest annual awards in the hotel industry of Serbia – a kind of hotel industry’s “Oscar” was held under the brand of the *Ambassadors of Quality Service*. By unanimous decision of the six-member expert jury, under the chairmanship of professor PhD Slobodan Unković, emeritus of the Singidunum University, the highest award the *Medal „Ambassador of Quality Service“ of the I order* for the investment of the year – Grand Hotel Tornik on Zlatibor, was given to **Miroljub Aleksić**, the president of the A Group. The importance of this recognition is best illustrated by the fact that for 13 years this award had been given only to Professor Slobodan Unković and Novak Đoković.

LUKSUZ – OBELEŽJE A HOTELA

Dodela priznanja bila je dobar povod za razgovor s Miroljubom Aleksićem na temu investicija u hotelski biznis. Pitali smo ga: ima li za njega još izazova posle Grand Hotela Tornik i tako visoko postavljenih standarda?

– U svetu se danas u vreme interneta stvari brzo menjaju. Nekada je trebalo da prođu decenije da bi se s jednog koncepta prešlo na drugi. Danas u svetu imate mnoštvo uvaženih arhitekata i biroa koji se takmiče ko će napraviti velepnije poslovne zgrade, hotele, rizorte... Jednom rečju, mašta ljudi je bezgranična, novca za investicije ima, a talentovani vizionari stalno pomeraju standarde. Mislim da i mi u ovoj zemlji moramo da sledimo taj svetski trend! Tako da je ovaj hotel pokušaj da Srbija, tj. Zlatibor dobiju još jedan komforan, luksuzan i moderan objekat, koji podiže standarde i usmerava turizam. Ovo što smo napravili jeste zanimljivo za Srbiju, pa možda i za okruženje, ali tek kada se bude otvorio i drugi deo hotela, koji je impresivniji i luksuzniji, moći će da se sagleda kompletna investicija. Svakako da imate turiste koji su zahtevniji i kojima je interesantan ovakav tip hotela za kakav smo se mi opredelili, a da ne bi putovali po svetu mogu i ovde kod nas da dobiju taj viši nivo usluge i komfora. Mi smo se opredelili za to da svaki sledeći objekat koji bude mo izgradili, bilo u Beogradu, Vrnjačkoj Banji ili na nekoj trećoj destinaciji – bude luksuzan hotel sa visokim standardima usluge i atraktivnim sadržajima. I možete biti sigurni da nam neće nedostajati inspiracija da sledeći hotel bude drugačiji i još lepši od ovog.

ROTACIONI RESTORAN ZA PONOS SRBIJI

● *Put od vizije do realizacije obično nije ni lak, ni kratkotrajan. Zato bi bilo zanimljivo čuti da li je vaša prvobitna zamisao hotela u potpunosti realizovana?*

– To se dogodilo u dva koraka. Prvo je napravljen Grand Hotel Tornik, a potom se ukazala šansa da kupimo parcelu do njega, pa smo uz prvobitan projekat izgradili i drugi deo SKY. Tornik će imati ukupno oko 40.000 kv m i biće to ujedno i najveći hotelski kongresni centar, ne samo u Srbiji, već i u regionu. Nijedan hotel nema takvu strukturu: grandiozne sale, holove, izvanredan spa, bazenski deo, zatvoreni dečiji akva park, restorane, veliku igraonicu za decu i još mnogo drugih

LUXURY – A HOTELS' CHARACTERISTIC

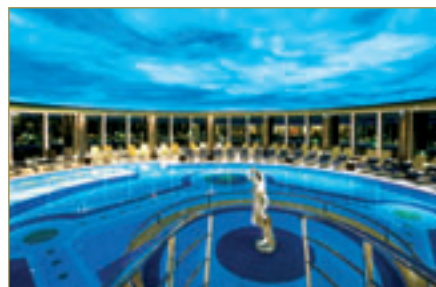
The award was a good reason to talk to Miroljub Aleksić on the topic of investment in hotel business. We asked him: Are there any more challenges for him after Grand Hotel Tornik and standards set so high?

– Things are changing rapidly in the world today at the time of the Internet. It used to take decades to pass from one concept to another. Today, there are a lot of respected architects and bureaus in the world willing to compete in making bigger business buildings, hotels, resorts... In a word, the imagination of people is boundless, there is money for investments, and talented visionaries constantly shift standards. I think that in this country we must follow this world trend! So this hotel is an attempt to make Serbia, i.e. Zlatibor get another comfortable, luxurious and modern facility, which raises standards and directs tourism. What we have done is interesting for Serbia, and perhaps for the environment, but only after the opening of the other part of the hotel, which is more impressive and more luxurious, it will be possible to see the complete investment. Certainly, there are more demanding tourists who are interested in this type of hotels that we have chosen, and without travelling around the world, they can also get here with us the higher level of services and comfort. We have decided that every next object we build, either in Belgrade, Vrnjačka Banja or at some other destinations – will be a luxury hotel with high standards of service and attractive amenities. And you can be sure that we will not lack the inspiration to make the next hotel different and even more beautiful than this.

ROTATING RESTAURANT FOR THE PRIDE OF SERBIA

● *The path from vision to realization is neither easy nor short-term. So it would be interesting to hear whether your original hotel idea was fully realized?*

– This happened in two steps. First Grand Hotel Tornik was built, and then there was a chance to buy a parcel next to it, and with the original project we also built the second part – SKY. Tornik will have a total of about 40,000 square meters and it will be the largest congress hotel, not only in Serbia, but also in the region. No hotel has such a structure: grandiose rooms, halls, extraordinary spa,



sadržaja. Panoramski lift koji vas vodi do rotacionog restorana od 650 kvm, koji je po površini – najveći na svetu (prvi sledeći ima 425 kvm) i odakle možete, dok sedite, da gledate celi Zlatibor. Taj isti lift vas vodi i do terase sa nezamislivim panoramskim pogledom. Ono što mene lično veoma raduje je izuzetno tehničko rešenje za restoran: nema vibracija i apsolutno je nečujan! Proučavali smo desetak svetskih rotacionih restorana i sa ponosom mogu reći da je ovo jedno originalno rešenje, čiji će kvalitet umeti da prepoznaju gosti koji su imali priliku da običu najveće svetske destinacije i tornjeve sa rotirajućim restoranima na njima.

• *S obzirom na godine povratka sredstava, to je prilično dugoročna investicija?*

– Tako je. To je dugoročna investicija, jer svi hoteli se prave ili iz kredita ili novcem koji imate. Mi smo novac koji smo zaradili u proizvodnji uložili u ovaj objekat. To je potpuno različito od ulaganja u fabrike i proizvodne pogone. Kod ulaganja u hotelski biznis profit nije sam sebi cilj, već vrednost investicije, vrednost zgrade, brenda. U fabrikama je ciklus povratka sredstava oko 8 godina, a kod hotela od 10 do 20!

swimming pool, indoor children's aqua park, restaurants, a large playroom for children and many more. A panoramic elevator that leads you to a 650-square-meter rotating restaurant which is by its size the largest in the world (the second has 425 square meters), and from there you can sit and enjoy the view of the whole Zlatibor. That same elevator leads you to the terrace with unimaginable panoramic views. What really pleases me personally is an exquisite technical solution for the restaurant: there is no vibration and is absolutely silent! We have studied dozens of world's rotating restaurants and I can proudly say that this is an original solution, whose quality will be appreciated by guests who have had the opportunity to visit the world's largest destinations and towers with rotating restaurants on them.

• *Given the years of ROI, it is quite a long-term investment?*

– That's right. This is a long-term investment, because all hotels are made either from the loan or money you have. We invested the money that we had made in production industry. This is completely different from investment in factories and production facilities. When investing in hotel business the profit isn't the only goal, but the value of the investment, the value of the building, the brand. In factories, t h e



Inače, kada je A Group u pitanju, imam uspešne kompanije koje solidno rade i godišnje ostvaruju dobar profit. Jedan deo se prvo investira u fabrike koje su ostvarile novac, a višak i ono što se zaradi u hotelima, reinvestira se u tu oblast.

Baviti se hotelijerstvom u Srbiji nije lako, pre svega zato što do pre dve, tri godine nismo imali razvijen turizam, sve dok Vlada Srbije nije donela posebne mere koje su duplirale turistički prihod sa nepunih 600 miliona dolara na približno 1,4 milijardi dolara na godišnjem nivou, koliko se očekuje do kraja godine. Kao potpredsednik Nacionalnog saveta za razvoj turizma mogu sa zadovoljstvom da kažem da će se u 18 destinacija koje su prepoznate u Strategiji razvoja kao turistički potencijali, u narednih 10 godina sukcesivno ulagati. Drago mi je da su i drugi biznismeni, kolege koje imaju fabrike, prepoznali turizam kao vrlo važnu privrednu granu koja pokreće sve industrije ili praktično sve - od njive do finalnog proizvoda i višestruko multiplikuje svaki zaradeni evro. Prema nekim formulama: 1 evro u izvozu, u turizmu vredi čak 3,5 evra. Pa je turizam vrlo poželjna privredna grana i jedna od pet najznačajnijih privrednih grana u svetu.

ULAGANJE U NOVE HOTELE, U STVARANJE SOPSTVENOG HOTELSKOG BRENDA

• Najavili ste nove hotele u Beogradu i u Vrnjačkoj Banji. Da li ste razmišljali o investiranju i van Srbije?

-Hotel Park u Vrnjačkoj Banji je u najstrožem centru, na promenadi i planirano je da ga završimo u 2019. godine. On predstavlja kombinaciju arhitekture 19. veka i moderne tehnologije. Ima veoma lepu fasadu koja se uklapa u ambijent vrnjačke promenade, a iza fasade biće to savremeno hotelsko zdanje. Kad to završimo postoje planovi za dalje investicije u Beogradu na nekoliko lokacija. Što se tiče daljeg razvijanja, kako bude rastao biznis, tako će rasti i hotelski portfolio – rekao je na kraju Miroljub Aleksić, dobitnik *Ordena „Ambasador dobre usluge“ I reda* – najvećeg priznanja za investiciju godine u hotelskoj industriji Srbije u 2018, jedan od retkih vizionara koji svoje snove uspešno pretvara u stvarnost.

cycle of return of funds is about 8 years, and in hotels from 10 to 20 years! When it comes to A Group, I have successful companies that work well and earn a good profit annually. One part is first invested in factories that have made money, and the surplus and hotel profit are reinvested into this field.

Dealing with hotel industry in Serbia is not easy, primarily because two or three years ago we did not have developed tourism, until the Government of Serbia adopted special measures that doubled the tourism income from a mere \$ 600 million to \$ 1,4 billion annually, as expected by the end of the year. As the vice-president of the National Tourism Development Council I am pleased to say that in the 18 destinations identified in the Development Strategy as a tourism potential, will be successive investments in the next 10 years. I'm glad that other businessmen, colleagues who own factories, recognized tourism as a very important economic branch that drives all industries or practically everything - from a field to a final product, and multiplies each earned euro. According to some formulas, 1 euro in exports is worth as much as 3.5 euros in tourism. That is why tourism is a highly desirable business sector and one of the five most important industries in the world.

INVESTING IN NEW HOTELS, CREATING YOUR OWN HOTEL BRAND

• You announced new hotels in Belgrade and Vrnjačka Banja. Have you thought of investing outside of Serbia?

- Hotel Park in Vrnjačka Banja is located at the very centre, on the promenade and we plan to finish it in 2019. It is a combination of 19th-century architecture and modern technology. It has a very beautiful façade that fits into the ambience of the promenade, and behind the facade it will be a modern hotel building. When we finish it, there are plans for further investments in Belgrade in several locations. As for the further development, as the business grows, the hotel portfolio grows together with it – concluded Miroljub Aleksić, the holder of the *medal „Ambassador of Quality Service“ of the I order* - the greatest award for the investment of the year in the hotel industry of Serbia in 2018, one of the few visionaries who successfully transforms his dreams into reality.

Text: D.K. –I.

Photo: S. Živković



LIDER HOTELSKE INDUSTRIJE

Živorad Vasić je na Bostonskom univerzitetu diplomirao Hotelski menadžment i Finansije, na oba odseka sa statusom Magna Cum Laude. Zvanje magistra nauka stekao je odbranom magistarske teze iz oblasti ekonomskih i finansijskih indikatora u hotelijerstvu. Tokom karijere u Srbiji, Vasić je bio generalni direktor hotela Continental u Beogradu, upravljao je kompletnim Deltinim portfoliom za hotelijerstvo i poslovne jedinice, a od 2017. je najmlađi regionalni direktor InterContinental Hotels Grupe. Kao uspešan menadžer u hotelskoj industriji osvojio je brojne ugledne nagrade, a na XV Forumu hotelijera održanom na Zlatiboru, proglašen je jednoglasno za Lidera hotelske industrije, pod brendom Ambasadori dobre usluge. Bio je to dobar povod za razgovor s Živoradom Vasićem, liderom koji postavlja, razvija i dostojanstveno brani standarde svoje ambasadorske profesije. Želeli smo da otkrijemo tajnu njegovog uspeha i prenesemo je, pre svega, mladim ljudima. Evo šta smo saznali.

THE LEADER OF THE HOTEL INDUSTRY

Živorad Vasić graduated from the Boston University in the departments of Hotel Management and Finance, and at both departments he gained the status of Magna Cum Laude. He obtained the title of Master of Science in the field of economy and financial indicators in hospitality. During his career in Serbia, Vasić was the GM at Hotel Continental in Belgrade, he was the manager of the entire Delta Company's portfolio for hotel and business units, and since 2017 he has been the youngest regional manager of the InterContinental Hotels Group. As a successful manager in the hotel industry, he has won numerous prestigious awards, and at the XV Forum of Hoteliers held on Zlatibor, he was declared unanimously for the Hotel Industry Leader, under the brand of Ambassadors of Quality Service. It was a good reason to talk to **Živorad Vasić**, a leader who sets, develops and defensively defends the standards of his ambassadorial profession. We wanted to discover the secret of his success and to transfer it, first of all, to young people. Here is what we have found out.

● *O vašem obrazovanju, bogatoj karijeri i poslovnim uspesima - gotovo svakodnevno stižu vesti, ali šta biste vi kao ličnost na visokoj funkciji (ili funkcijama) u Delta Holdingu, a od 2017. i u kompaniji IHG, rekli: ko je, u stvari, Živorad Vasić?*

- Živorad Vasić je čovek koji je pre 10 godina došao iz Amerike, nije poznao nikoga i bio je smešten u jednu malu kancelariju u bivšem Geneksu, sa još dvoje saradnika. Sada 10 godina kasnije Živorad Vasić je - Žile, a ono na šta sam najviše ponosan je to što u telefonu imam 7.243 kontakta! To kazuje da je Žile Vasić prvenstveno čovek, izuzetno bogat zbog svih ljudi koje poznaje, koji su njegovi bliski prijatelji, saradnici, kolege, ljudi sa kojima se druži... Zaista sam ponosan i srećan što poznajem toliko divnih ljudi na ovom svetu.

● *Šta vas pokreće? U čemu je vaša snaga?*

- Pokreću me dobri ljudi, pokreće me energija i želja da uvek budem i budemo bolji, mislim na svoj tim. Ja sam siguran da ne postoji hotel koji ima toliko vrednih ljudi koji toliko mnogo znaju o hotelijerstvu, koji su se ozbiljno usavršavali i mnogo učili da bi došli do gde su sad. I mislim da je ključ našeg uspeha upravo u njima - mojim saradnicima. Pokreće me fantastična energija i želja da provedem vreme sa svim tim ljudima, da od njih naučim nove stvari, da im prenesem svoje znanje i da budem neko ko menja, ako nista drugo, onda bar hotelijerstvo u Srbiji, a nadam se i mnogo više od toga.

UVEK MOŽE BOLJE I VIŠE

● *Kojom se životnom i poslovnom filozofijom rukovodite?*

- Životna i poslovna filozofija su različite. Moja životna filozofija je da čovek jedino kada je srećan može da stvara najviše. Mene pokreće bliskost sa mojom porodicom, prvenstveno mislim na dobar brak, na sina koga mnogo volim, na brata koji je uspešan u nekoj drugoj sferi biznisa, na roditelje koji su nas podigli tako da budemo dobri ljudi da cenimo i poštujemo druge ljude. Moja životna filozofija je da sve ove vrednosti treba negovati tokom celog života.

S druge strane, moja poslovna filozofija je da ne postoji granica, da uvek može bolje i više, da čovek nikada ne treba da bude zadovoljan sa postignutim, jer ono što ste postigli znači da ste mogli, a ono što niste postigli je ono što vas čini gladnim da budete još bolji.

● *Šta su po vama najvažnije osobine lidera? Koja je vaša leaderska misija u hotelskoj industriji?*

- Najvažnija osobina lidera je da ima dovoljno snage i energije da donosi odluke koliko god u određenom trenutku bile teške, da stane i zaštititi svoj tim kada su poslovne situacije i okruženje takve da je potrebna podrška i, možda ono najvažnije: da napravi tim koji može da odgovori svim izazovima, tim ljudi koji samostalno mogu da donose odluke i da ne moraju za svaku stvar da pitaju svog lidera.

OBRAZOVANJE JESTE BITNO, ALI...

● *Gde je mesto obrazovanja na vašoj lestvici vrednosti?*

● *We hear the news of your education, rich career and business success almost every day, but what would you say as someone in a high position (or positions) at Delta Holding, and since 2017 at the IHG Company as well: who is, in fact, Živorad Vasić?*

- Živorad Vasić is a man who came from the USA 10 years ago, who didn't know anyone and was placed in a small office in the former Genex, with two other associates. Now, 10 years later Živorad Vasić is - Žile, and what I am most proud of is that I have 7.243 contacts in my phone! This means that Žile Vasić is primarily a good person, extremely wealthy because of all the people he knows, who are his close friends, associates, colleagues, people he hangs out with... I'm really proud and happy that I know so many wonderful people in this world.

● *What drives you? What is your strength?*

- What keeps me going are good people, energy and desire to be always better, I myself and my team as well. I'm sure there is no other hotel that has so many valuable people who know so much about hospitality, who have seriously improved and learned a lot to get to where they are now. And I think that the key to our success is precisely in them - my associates. I am powered by fantastic energy and the desire to spend time with all these people, to learn new things from them, to share my knowledge and to be a person who changes, if nothing else, then at least the hotel industry in Serbia and much more, I hope.

YOU CAN ALWAYS DO BETTER AND MORE

● *What are your life and business philosophies?*

- My life and business philosophies differ one from the other. My life philosophy is that somebody can create mostly when they are happy. I am powered by being close to my family, first of all, I mean the good marriage, the son I love a lot, the brother who is successful in the other sphere of business, to the parents who have raised us so that we are good people who appreciate and respect other people. My life philosophy is to keep nurturing all these values throughout my whole life.

On the other hand, my business philosophy is that there is no limit, that we can always be better and do more, that a person should never be satisfied with what they have achieved, because what you have achieved means that you were able to do that, and what you have not achieved is what makes you hungry to be even better.


● *What are the most important features of the leaders, in your opinion? What is your leadership mission in the hotel industry?*

- The most important feature of a leader is that they have enough strength and energy to make difficult decisions at any moment, to protect their team when business situations and the environment are such that support is needed and, perhaps the most important: to create a team that can answer all the challenges, a team of people who can make decisions on their own and do not have to ask their leader for every single thing.

EDUCATION IS IMPORTANT, BUT...

● *Where does education belong on your scale of values?*

- I think degree is very important and the example of that is Germany, where it is no longer possible to get a job in a significant position if you don't have a master degree.



- Mislim da je diploma veoma važna. A koliko je važna govori primer Nemačke, gde više nije moguće da se zaposlite na nekoj značajnijoj poziciji ako nemate magistraturu.

Ali isto tako, kada počnete da radite, shvatite da sve ono što ste naučili na fakultetu, u praksi izgleda mnogo drugačije. S druge strane postoji mnogo biznis programa, master biznis programa, ili mba programa kako ih zovu u Americi, na najboljim svetskim školama gde možete najviše da naučite.

Na jednom mestu, na istom grupnom programu se nalaze na primer, direktor hotela ili potpredsednik Delta Holdinga, CEO Coca Cole, direktor Microsofta za Aziju i bivši ministar spoljnih poslova Argentine. I kada sedite u takvom okruženju, to što možete da naučite je jedno, a broj kontakata koje možete da napravite za ceo život je nešto sasvim drugo. I kada to analizirate znate da je neverovatan uspeh biti na nekom takvom programu prestižnih škola kao što je Harvard, Kellogg i da ih ne nabrajam. Ali za tako nešto je potrebno naći, ne samo novac, već, pre svega, vreme, jer je to dobrih

godinu ili dve koje morate da posvetite učenju. Ali je zato znanje koje možete da dobijete – neverovatno. Obrazovanje jeste bitno, ali je mnogo važno koja vrsta obrazovanja, gde i u kakvoj školi.

● *Ko su vaši uzori?*

- Ima ih mnogo, ali su to, pre svega, moj otac Dragan, moj ujak Zdravko koji je mnogo uložio u školovanje mog brata i mene u inostranstvu, i predsednik moje kompanije Miroslav Mišković, sa kojim imam privilegiju da provodim neverovatno mnogo vremena i imam priliku da svakoga dana mnogo toga od njega naučim.

● *U čemu vidite najveće izazove u svojoj karijeri?*

- Ja ne mislim na izazove jer su izazovi dnevni. Mnogo puta pomislim da će dan biti fantastičan i opušten a onda se desi izazov – i obrnuto. Voleo bih da svi razmišljaju kao ja, tj. da ne razmišljaju o izazovima već da razmišljaju o tome šta žele da postignu. Možda to zvuči smešno ali ja svake godine napišem na papiru gde želim da budem za tri godine, i kada prođu tri godine – pogledam taj papir i proverim koliko sam u svojim planovima bio uspešan.

U stvari, o izazovima ne treba razmišljati. Oni se jednostavno pojave ili ne pojave. A svi oni koji stalno razmišljaju o izazovima, mnogo gube. Zato jednostavno svakog dana treba ustati pozitivan i reći: ja ću izazov rešiti ako se pojavi.

Takođe, ono što sam naučio je sledeće: ranije sam se mnogo nervirao ako neke izazove ne mogu da rešim na način kako sam zamislio. Sada to činim sve manje, jer energiju više ne trošim na nerviranje, već upregnem glavu i mozak i na taj način rešim sve veći broj izazova. Pravilno usmeravanje energije je uvek dobro.

REZULTATI KOJIMA SE PONOSIM

● *Iz vašeg ugla: šta je obeležilo 2018. godinu? Na šta ste baš ponosni a šta biste da promenite?*

- Voleo bih da mogu da promenim sve ono što nisam dobro uradio i gde sam napravio greške. A siguran sam da svako od nas pravi greške, samo je pitanje da li to hoće da prizna ili ne. Ono na šta sam izrazio ponos je da je Crowne Plaza ostvarila ubedljivo najbolji rezultat u 2018. godini, da smo u prvoj godini InterContinental u Ljubljani imali veće zauzeće i duplo veću cenu u odnosu na sve druge hotele u Ljubljani. I to je nešto fantastično. Da smo poslovanje Holiday Inn-a i Belexpocentra toliko popravili od kada ga je Delta kupila. Belexpocentar je u ovoj godini bio iznajmljen 147 dana, a kada smo ga preuzeli, imao je bukiranih 25 događaja u godini!

● *Šta očekujete u poslovnoj 2019: koji će projekti biti privedeni kraju, a u koje ćete, ako nije tajna, tek ući?*

- Završićemo hotel Indigo i otvorićemo ga. Iskreno želim da verujem da ćemo potpisati privatno – javno partnerstvo sa gradom Beogradom i da ćemo početi sa renoviranjem Centra Sava i da ćemo početi gradnju InterContinental Beograd.

POTREBNO JE DA BUDEMO SLOŽNI

● *Kakva je vaša procena budućnosti hotelske industrije u Srbiji? Šta nam nedostaje, gde grešimo, na čemu treba da se radi, a šta je to zbog čega, za razliku od drugih, treba ipak da budemo zadovoljni?*

However, when you start to work, you realize that everything you have learned at college, in practice, looks much different. There are many business programs, master business programs, or MBA programs as they are called in America, at the best world schools where you can learn most. In one place, in the same program group there is, for example, a hotel manager or vice president of Delta Holding, CEO at Coca Cola, manager at Microsoft for Asia and former minister of foreign affairs of Argentina. And when you sit in such an environment, what you can learn is one thing, and the number of contacts that you can make for your whole life is something completely different. And when you analyze it, you know that it's an incredible success to be on such a program of prestigious schools like Harvard, Kellogg and others. But for such a thing it is necessary to find not only money, but, above all, time, because you must devote time to learning for at least a year or two. But the knowledge you can get is incredible. Education is important, but much more important is the type of education, where and in what kind of school.

● *Who are your role models?*

- There are many of them, but they are, above all, my father Dragan, my uncle Zdravko, who invested a lot in the education of my brother and mine abroad, and my company president Miroslav Mišković, with whom I have the privilege to spend incredibly long time and have the opportunity to learn from him a lot on a daily basis.

● *Where do you see the biggest challenges in your career?*

- I do not think of challenges because the challenges are daily. Many times I think that the day will be fantastic and relaxed, and then the challenge happens - and vice versa. I would like everyone to think like me, i.e. not to think about challenges, but to think about what they want to achieve. Maybe it sounds ridiculous, but every year I write on paper where I want to be in three years, and when those three years pass—I look at that paper and check how successful I was in my plans.

In fact, the challenges should not be considered. They simply appear or do not appear. And all those who constantly think about the challenges lose a lot. That's why one should simply get out of bed being positive and say: I will solve a challenge if it occurs.

Also, what I learned is the following: I used to get very annoyed if I could not solve some of the challenges the way I imagined. Now I do that less, because I no longer spend energy on being nervous, but I try hard to think and solve in that way an increasing number of challenges. Proper directing of energy is always good.

RESULTS I'M PROUD OF

● *From your point of view: what marked 2018? What are you proud of and what would you like to change?*

- I wish I could change everything that I didn't do well and where I made mistakes. And I'm sure that each person makes mistakes, it's a matter of whether one wants to admit it or not. What I am particularly proud of is that Crowne Plaza has achieved by far the best results in 2018, that in the first year InterContinental in Ljubljana had more guests and double the price compared to all other hotels in Ljubljana. And that's fantastic. We have improved the operation of Holiday Inn and Belexpocentar since Delta bought them. Belexpocentar has been rented for 147 days, and before we bought it, it had only 25 booked events in a year!



- Mislim da hotelska industrija u Srbiji ima budućnost u nekim segmentima, a u nekima ne. Tamo gde ne postoji infrastruktura, teško je razvijati hotelski biznis. Ono što Beograd prvo treba da uradi, jer ima dovoljno hotela, je da se nađe način da se izjednačimo sa cenama sa zemljama u regionu. Ljubljana i Zagreb, Bukurešt, Sofija, Beč i Prag imaju mnogo jače cene od Beograda, a mi to možemo i treba da promenimo. Mislim da će u Srbiju dolaziti sve više turista, da će Beograd postati neverovatno zanimljiva destinacija. U Beogradu se dešava mnogo lepih i značajnih stvari, otvaraju se muzeji, kulturni i zabavni život je fantastičan, tu je Air Serbia koja je otvorila niz direktnih letova. Danas gosti ne moraju da dolaze dan ranije a odlaze dan kasnije. Kada završimo kongresni centar, sa svim internacionalnim lancima i hotelskim brendovima, moći ćemo da kažemo da je Beograd metropola koja pruža mnogo više od bilo kog grada u jugoistočnoj Evropi. Zato je sada potrebno da svi hotelijeri i ljudi u turizmu budu složni u tome da Beograd ima nivo cena koje su u regionu. Mislim da nam nedostaje više saradnje

● *What do you expect in business 2019: which projects will be brought to an end, and which will be started, if it's not a secret?*

- We're going to finish and open Indigo Hotel. I sincerely want to believe that we will sign a private - public partnership with the city of Belgrade and that we will start renovating the Sava Center and that we will start building InterContinental Belgrade.

WE NEED TO BEUNITED

● *What is your assessment of the future of the hotel industry in Serbia? What do we miss, where do we make mistakes, what should be done, and why should we be satisfied for, unlike others?*

- I think that the hotel industry in Serbia has a good future in some segments, and in some it doesn't. Where there is no infrastructure, it's difficult to develop a hotel business. What Belgrade needs to do first is to find a way to equalize prices with countries in the region. Ljubljana, Zagreb, Bucharest, Sofia, Vienna and Prague have much higher prices than Belgrade, and we can and should change that. I think there will be more tourists in Serbia, and that Belgrade will become an incredibly interesting destination. There are many beautiful and important things happening in Belgrade, the museums are being opened, cultural and entertaining life is fantastic, and there is Air Serbia which has opened several direct lines. Today, guests do not have to come the day before and leave the day later. When we finish the congress center, with all international chains and hotel brands, we can say that Belgrade is a metropolis that provides much more than any other city in Southeast Europe. That is why it is now necessary for all hoteliers and people in tourism to be consistent so that Belgrade has the level of prices that are in the region. I think that we miss more cooperation and that is where we make most mistakes. A serious and modern congress center will bring us together and make all hotels and hoteliers work together. I can proudly say that I have a very good relationship with all my colleagues – hotel managers in Belgrade. Although this is a digression, I want to say that Belgrade still lacks more women at hotel management positions, such as, let's say, Slavica Bogosavljević. It is necessary to change the percentage of women's participation in top management who are now 90 percent men and 10 percent women in favor of women, because they have that special sensibility, very important in the hotel industry.

● *What would you say, first of all, to young people on the eve of the New Year?*

- To all young people and to all other people, I would first like to wish them a break from the stress



i da tu najviše grešimo. Ozbiljan i moderan kongresni centar će nas okupiti i učiniti da svi hoteli i hotelijeri rade zajedno. S ponosom mogu da kažem da sa svim svojim kolegama – direktorima hotela u Beogradu, imam veoma dobar odnos. Mada je ovo digresija, ali želim da kažem da Beogradu nedostaje još direktorki hotela, kao što je, recimo, Slavica Bogosavljević. Neophodno je da izmenimo procenat učešća žena u top menadžmentu koji sada 90 posto muškaraca i 10 posto žena, u korist žena. Jer, one imaju onaj posebni senzibilitet, veoma važan u hotelijerstvu.

● *Šta biste poručili, pre svega, mladim ljudima uoči Nove godine?*

- Svim mladim a i svim drugim ljudima bih prvo pozeleo da se za Novu godinu i Božić odmore od stresa i problema koje svi imamo, ali svako misli da je njegov problem najveći. Da pokušaju da praznike provedu sa najbližima, zato što je to jedina prava stvar, jer praznici označavaju nešto što je sveto, vreme kada treba da se širi dobra energija i ljubav, i da se to slobodno vreme iskoristi sa ljudima koji vam znače u životu. A onda kada prođu praznici, da od tog dana sve ono što rade, rade najbolje što mogu, da se trude da nikada ne gube vreme, već da daju 110 posto sebe, jer će to uvek dati rezultate.

● *I na kraju: da li je liderstvo teret ili blagoslov?*

- Mislim da je liderstvo blagoslov a ne teret. Naravno, neophodno je da svako zna svoje mesto, odnosno da li može da bude lider ili ne. Najgore je kada se ljudi koji nemaju predispozicije da budu lideri, trude da to budu. Za te ljude je liderstvo teret. Na svu sreću, za većinu ljudi koji su u Srbiji dobri lideri, liderstvo je blagoslov. Želeo bih da bude što više lidera koji na isti način razmišljaju.

and problems for the New Year have and Christmas holidays, although everyone thinks their problem is the biggest one. I wish them to spend the holidays with their loved ones, because this is the only real thing, because the holidays mark something that is sacred, the time when good energy and love should be spread, and use that free time with people who are meaningful to them. And then when the holidays are finished, from that day all they should do their best, try not to waste their time, but give 110 percent of themselves, because it will always give results.

● *And finally: is leadership a burden or a blessing?*

- I think leadership is a blessing, not a burden. Of course, it is necessary that everyone knows their place, or whether they can be a leader or not. The worst thing is when people who don't have a predisposition to be leaders tend to be one. Leadership is a burden to these people. Luckily, for most people who are good leaders in Serbia, leadership is a blessing. I would like if there were as many leaders as possible who think in the same way as I do.

Author:
Ljiljana Rebronja

TEŽI PUT JE - BOLJI



Novoustanovljeno priznanje "Mali menadžer godine" pod brendom "Ambasadori dobre usluge", dodeljeno je po prvi put na XV Forumu hotelijera na Zlatiboru – **Milena Milenković**, direktorki hotela "Junior", Kopaonik. Pored niza dobrih vesti u turizmu Srbije, najozbiljniji problem, složili su se svi učesnici Foruma, definitivno su kadrovi, a naročito kvalifikovani menadžment. Zato su svi velikim aplauzom pozdravili najmlađeg "ambasadora dobre usluge", koja uliva nadu da hotelska industrija ima sigurnu i lepu budućnost.

HARDER WAY IS – A BETTER WAY

The newly-established award "Young Hotel Manager" under the brand "Ambassadors of Quality Service" was awarded for the first time at the XV Forum of Hoteliers on Zlatibor to – **Milena Milenković**, director at Hotel Junior, Kopaonik. In addition to a series of good news in Serbian tourism, the most serious problem is definitely staff, and especially qualified management, agreed all participants of the Forum. That's why all of them greeted with the applause the youngest "Ambassador of Quality Service", who inspires the hope that the hotel industry has a safe and beautiful future.

Čestitamo i radoznali da saznamo što više – pitamo: Je li bilo teško izboriti se za ovakvu titulu u konkurenciji najboljih u Srbiji, obzirom da je „Junior” popriličan zalogaj i za mnogo iskusnije?

- Moja borba traje od prvog dana u hotelu „Junior”. S jedne strane je to bila borba za uspeh, ali i izazov kako da doprinesem uspehu. Ono što sam naučila i učinila radom u „Junioru” za šest godina, koliko sam deo tima, u nekoj drugoj firmi, koja je od početka bila na stabilnim nogama, bez problema i zaostavštine koju je imao hotel „Junior”, trebalo bi mi 10 godina. Kako god nekome izgledalo sa strane, ponekad je teži put – veliki plus, jer se mnogo više nauči, a mlad čovek se osposobi da misli, donosi odluke, daje rešenja... i tako se razvija. Bila je to, bez obzira na teškoće, odlična prilika. Mislim da bolje prilike za brz uspon i „dril” nije bilo u Srbiji u tom trenutku.

● *Kako sad ocenjujete rad vašeg hotela?*

- To je sada već druga priča, jer sad već možemo da pričamo o radu u normalnoj sredini i okruženju na zdravim nogama. Veoma sam ponosna što sam sa mojim timom uspela da napravim tu promenu, taj rast, da stanemo na stabilne noge i radimo onako kako treba. To predstavlja ogroman skok nabolje.

● *Opredelili ste se odavno za sportski turizam. Okrećete li se polako i drugim ciljnim grupama?*

- Sportisti su odavno naša glavna ciljna grupa, jer nam je cilj da budemo sportski hotel broj jedan u Srbiji. Ja iskreno verujem da smo blizu cilja i da ćemo narednih godina postići sve što želimo. Ono što nam je mnogo važno je da postanemo promotori zdravog života. Upravo smo tu napravili odličan spoj kombinacijom sporta, zdrave hrane, netaknute prirode, čistog vazduha, zdravog okruženja... Veliki akcenat smo stavili i na porodice, kao stub društva, i na decu, tako da su naše ciljne grupe, pre svega sportisti, ali i porodice i deca.

● *Kako je sarađivati sa grčkim vlasnicima? Jesu li otvoreni za novine?*

- Veoma. Pritom, iskreno mislim da bi 99% drugih vlasnika odustalo od ovog hotela u nekom trenutku, jer je ovo poprilična investicija i dugo vremena je trebalo da se stane na zdrave noge. Ali, upornost definitivno pobeđuje.

● *Šta za vas lično znači Forum hotelijera - edukaciju, iskustvo..?*

- Nisam prvi put na Forumu, ali moram da istaknem zahvalnost gospođi Rebronji, što nas 15 godina uporno okuplja i trudi se da radeći na obrazovanju i informisanju hotelijera daje ogroman doprinos razvoju hotelijerstva i našem napretku. Osim što je ovo prilika za druženje i za bližu interakciju sa kolegama, prilika je i za učenje. Mislim da se najbolje učim kroz razmenu informacija i iskustava i zaista sam veoma zadovoljna što sam ponovo učesnik Forumu i dobitnik ovog vrednog i podsticajnog priznanja.

We congratulate her, curious to find out more – we ask: Was it hard to win this title in the competition of the best in Serbia, since Junior is a big task even for the much more experienced?

- My struggle has been lasting from the first day at Hotel Junior. On the one hand, it has been a struggle for success, but also a challenge to contribute to success. The amount of things I have learned and accomplished working at the Junior in six years, would take me at least 10 years in some other company, stable from the beginning, with no problems and heritage the Hotel Junior had. Whatever it may seem, sometimes harder way is – a big plus, because you learn more, and a young person learns to think, make decisions, give solutions... and so they evolve. It was, regardless of difficulty, a great opportunity. I think that there was no better opportunity for a quick growth and „drill” in Serbia at that time.

● *How do you assess the work of your hotel now?*

- This is now another story, because now we can talk about work in the normal and healthy environment. I am very proud that I managed to make that change, this growth, to stand on stable feet and do the right thing together with my team. This represents a huge leap for the better.

● *You have opted for sports tourism long time ago. Do you turn slowly to other target groups?*

- Athletes have long been our main target group, because our goal is to be the number one sports hotel in Serbia. I honestly believe that we are close to the goal and that in the coming years we will achieve everything we want. What matters to us is to become promoters of a healthy life. We have just made an excellent combination here with a combination of sports, healthy food, preserved nature, clean air, healthy environment... We put great emphasis on families as a pillar of society and children, so our target group is primarily athletes, but also families and children.

● *How does it look like to cooperate with the Greek owners? Are they opened for trends?*

- Very much. I honestly think that 99% of the other owners would give up this hotel at some point, because this is a considerable investment and it took a long time to put it back on its feet. But persistence definitely wins.

● *What does Forum of Hoteliers mean to you personally - education, experience..?*

- This is not my first time at the Forum, I must express my gratitude to Ms. Rebronja, who has been gathering us for 15 years and trying to make a huge contribution to the development of hotel industry and our progress by working on the education of hoteliers. Except for this opportunity to socialize and for closer interaction with colleagues, it is also an opportunity for learning. I think that I learn best through the exchange of information and experience and I am really pleased to be the participant in the Forum and the winner of this valuable and incentive recognition.

Text: D.K. –I.

Photo: Siniša Živković

SAINT TEN HOTEL S PONOSOM NAZDRAVLJA USPESIMA U 2018. GODINI

SAINT TEN HOTEL PROUDLY CELEBRATES ITS SUCCESSES IN 2018

Uz povratak Beograda na mapu evropskih must see prestonica, svaka godina donosi nov broj posetilaca, kao i povratak zaljubljenika u našu kulturu, hranu i gostoprimljivost. SAINT TEN rado dočekuje i stare i nove goste, i trudi se da svojim šarmom *Vračarskog dase* prikaže Beograd u pravom svetlu – kao grad bogat istorijom, toplinom i jedinstvenim ukusima.

To je sigurno razlog zbog kojeg se i novinarka britanskog The Telegraph-a svakog leta vraća u Beograd. S ponosom ističemo da je već drugu godinu zaredom SAINT TEN najbolje rangiran prema utiscima ovog prestižnog lista, koji ističe da hotel odiše stilom i karakterom, uz notu intimnosti.

U novembru, Hotelu SAINT TEN dodeljeno je prestižno priznanje *World Luxury Hotel Awards* kao najboljem luksuznom butik hotelu u regionu! Uz ovo priznanje, SAINT TEN nastavlja da odiše elegancijom i komforom u raskošnom ambijentu, oslikavajući luksuz starog Vračara.

A onda, krunsko priznanje u hotelskoj industriji Srbije: u SAINT TEN stiže priznanje *Hotel godine* pod brendom *Ambasadori dobre usluge*, ekskluzivno priznanje luksuznog časopisa za savremeno hotelijerstvo i turizam - *Turistički Svet!* Svojom autentičnošću, neposrednošću i iskrenom željom da udovolji svojim gostima, *Vračarski dase* nastavlja da šarmira i najzahtevnije posetioce.

Punog srca, nakon uspešne 2018. godine, SAINT TEN obećava nastavak pružanja vrhunske usluge u spoju modernog prostora i tradicije.

With the return of Belgrade on the map of European *must see* capitals, every year brings a new number of visitors, as well as the return of lovers of our culture, food and hospitality. SAINT TEN is happy to welcome the old and new guests, and it tries with its charm of the "*Vračar's handsome*" to show Belgrade in the right light of a city rich in history, warmth and unique tastes.

This is certainly the reason why a British journalist of The Telegraph returns to Belgrade every year. We are proud to say that for the second year in a row SAINT TEN was ranked best by the impressions of this prestigious magazine, which points out that the hotel exudes style and character, with a tone of intimacy.

In November, the SAINT TEN Hotel was awarded with the prestigious World Luxury Hotel Award as the best luxury boutique hotel in the region! With this recognition, SAINT TEN continues to enchant elegance and comfort in a luxurious ambience, reflecting the luxury of the old Vračar.

And then, the crown recognition in the hotel industry of Serbia: SAINT TEN wins the *Hotel of the Year award* under the brand of the *Ambassadors of Quality Service*, an exclusive recognition given by the magazine for modern hotel and tourism industry – *Turistički Svet!* With its authenticity, straightforwardness and sincere desire to please its guests, "*Vračar's handsome*" continues to charm even the most demanding visitors.

After the successful 2018, with a full heart, SAINT TEN promises the continuation of delivering top-class service in a blend of modern space and tradition.



“VRAČARSKI DASA”

U NAJBOLJIM GODINAMA

Kada je pre gotovo dve godine Saint Ten Hotel otvorio svoja vrata, bio je to praznik za hotelsku industriju. Na osoben, potpuno autentičan način spojio je eleganciju, istoriju, tradiciju i – moderno, donoseći nešto novo i drugačije na beogradsku hotelsku scenu, na kojoj se pozicionirao kao gradski butik hotel čiji gosti zahtevaju najviši nivo usluge. A kada je svetska hotelska scena u pitanju, od ove godine, Saint Ten Hotel je ponosni član grupacije *Small Luxury Hotels of the World*. Zato je zanimljivo saznati kako rezultate jedne uspešne poslovne godine rezimira **Vladimir Marinković**, generalni menadžer Saint Ten Hotela.

SAINT TEN HOTEL, BELGRADE

“VRAČAR’S
HANDSOME” IN
THE PRIME OF LIFE

When Saint Ten Hotel opened its doors almost two years ago, it was a feast for the hotel industry. In a unique, completely authentic way it combined elegance, history, tradition and - modern, bringing something new and different to the Belgrade hotel scene, where it positioned itself as a city boutique hotel whose guests demand the highest level of service. And when the world hotel scene is in question, starting from this year, Saint Ten Hotel is a proud member of the *Small Luxury Hotels of the World*. It is therefore interesting to find out how the results of a successful business year are summarized by **Vladimir Marinković**, GM at Saint Ten Hotel.

SAINT TEN HOTEL, BEOGRAD



- Vizija vlasnika Saint Ten Hotela je da hotel bude prepoznatljiv, jedinstven i konkurentan hotel visoke kategorije, namenjen gostima koji žele najviši nivo usluge. Mi tu viziju dosledno pratimo i sa zadovoljstvom uživamo u svim rezultatima i uspesima na tom putu. Materijali, enterijer ali i eksterijer, definisani su da zadovolje ukuse i najizbirljivijih gostiju. Saint Ten je u Beogradu i pozicioniran kao gradski butik hotel čiji visoko platežni gosti zahtevaju najviši nivo usluge. Kada je svet-ska scena u pitanju, Saint Ten Hotel je od 1. juna 2018. godine postao ponosni član grupacije Small Luxury Hotels of the World. SLH grupacija ima u svom sastavu više od 500 luksuznih hotela u više od 80 zemalja sveta. Sa svojim sloganom: „*We don't believe bigger is better, we think small hotels offer a unique personal touch that leaves a lasting impression*“, ova grupacija šalje jasnu poruku svim svojim članovima i potencijalnim gostima širom sveta i upravo tu se Saint Ten Hotel perfektno uklupio. Ono što je takođe važno je da kroz SLH grupaciju, čiji marketing deluje na internacionalnom nivou, Saint Ten Hotel ne vrši samo promociju sebe kao brenda ka inostranim korporativnim klijentima i turistima, već promovise i Beograd kao destinaciju.

● Šta vaš hotel zaista čini unikatnim, drugačijim od ostalih? Šta gosti najviše vole u vašem hotelu? Na čemu insistirate kada je u pitanju usluga, kao i koja je generalno vaša poslovna filozofija i menadžerski stil koji primenjujete u hotelu Saint Ten?

- Pozitivna energija koja se oseća od momenta ulaska u hotel je definitivno nešto što je naš veliki adut, odlična personalizovana usluga, kao i vrhunski dizajn enterijera jesu nešto što nas čini drugačijim. Ipak, najviše pohvala od gostiju dobija upravo - tim. To je tim ljudi koji svakodnevno ulaže dosta energije, emocija i stručnosti u obavljanju svakodnevnih zadataka, da bi se svaki gost osećao posebno. O tome najbolje govori naša svakodnevna motivacija: “*Enter as a guest, feel like a saint, leave as a friend*”.

- The vision of the owner of Saint Ten Hotel is for the hotel to be a recognizable, unique and competitive hotel of high category, intended for guests who want the highest level of service. We follow this vision consistently and enjoy with pleasure all the results and successes on this path. The materials, interior and exterior, are defined to satisfy the tastes of the most ambitious guests. Saint Ten is located in Belgrade and positioned as a city boutique hotel whose high-paying guests require the highest level of service. When it comes to the global scene, Saint Ten Hotel has been a proud member of the Small Luxury Hotels of the World since June 1, 2018. The group has more than 500 luxury hotels in more than 80 countries around the world. With its slogan: „*We don't believe bigger is better, we think small hotels offer a unique personal touch that leaves a lasting impression*“, this group sends a clear message to all its members and potential guests around the world and that's exactly where Saint Ten Hotel perfectly fits. What is also important is that through the SLH Group, whose marketing operates internationally, Saint Ten Hotel does not only promote itself as a brand to foreign corporate clients and tourists, but also promotes Belgrade as a destination.

● What makes your hotel really unique, different from the rest? What do your guests prefer at your hotel? What do you insist on when it comes to services, and what is generally your business philosophy and managerial style in the Saint Ten?

- The positive energy that is felt from the moment you enter the hotel is definitely something that is our great asset, a great personalized service, and the superior interior design as well are the things that make us different. However, the team gets the highest remarks from guests. It's a team of people who invest a lot of energy, emotions and expertise every day to perform everyday tasks, so that every guest feels special. This is best explained by our everyday motivation: “*Enter as a guest, feel like a saint, leave as a friend*”.

When it comes to my personal style of work, I'm a fan of the “Leadership by example” approach. A positive attitude clearly defined





Kada je u pitanju moj lični stil rada, pristalica sam pristupa "Leadership by example". Pozitivan stav, jasno određeni i postavljeni ambiciozni ciljevi i svakodnevna motivacija kompletnog tima je nešto što je neophodno za postizanje velikih uspeha i sjajnih rezultata, baš kao i u sportu.

● *Vaši poslovni rezultati su ozbiljni, kao i broj priznanja u ovoj godini, a ocene gostiju izuzetno visoke, zbog čega vas prati epitet exceptional! Šta je to što jedan takav hotel još može da uradi na unapređenju i u kom sektoru za to ima najviše prostora? Kakvi su vaši planovi za narednu godinu? Razmišlja li se o novoj investiciji, novom hotelu?*

- Ova godina je za nas bila izuzetna kada su u pitanju nagrade i priznanja: počev od britanskog The Telegraph-a, World Luxury Hotel nagrade do Platinastog priznanja za unapređenje kvaliteta turističke ponude grada Beograda od Univerziteta Singidunum i proglašenja za Hotel godine pod brendom Ambasadori dobre usluge, priznanja koje dodeljuje redakcija Turističkog Sveta.

Kako je ova godina bila izuzetno uspešna za Saint Ten Hotel, sledeće godine bićemo još kreativniji i snažniji da bismo opravdali poverenje klijenata i nagrade i priznanja koja smo dobili.

Uz očuvanje naše vizije, Saint Ten svakako prati moderne trendove i nastaviće sa uvođenjem inovacija koje će našim gostima omogućiti ugodan i prijatan boravak. Planiramo posete određenim sajmovima koje organizuje grupacija Small Luxury Hotels of the World za specifično targetirane tour operater-e i travel agente čija su specijalnost visokoplatežna klijentela, a to znači da ćemo ozbiljno raditi na promociji Saint Ten Hotela ali i promociji Beograda kao destinacije.

The slogan of the Small Luxury Hotels of the World:

*„We don't believe bigger is better,
we think small hotels offer a unique personal
touch that leaves a lasting impression“.*

and set ambitious goals and everyday motivation of the entire team is something that is necessary for achieving great success and great results, just like in sports.

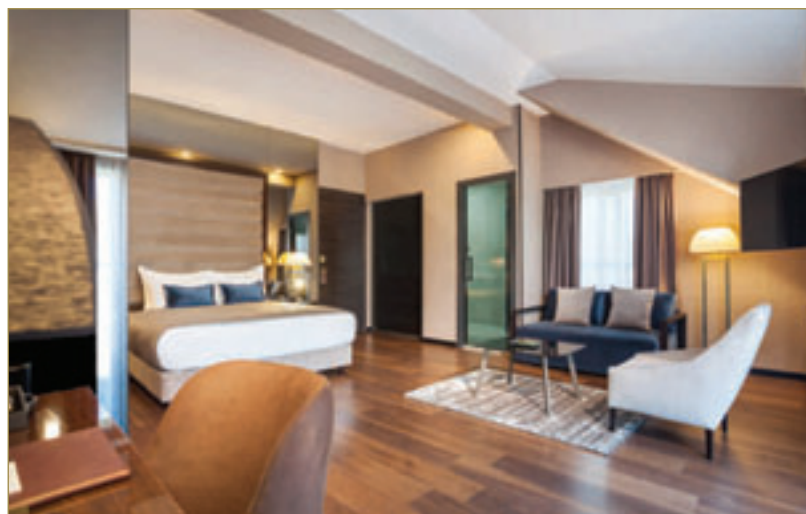
● *Your business results are serious, as well as the number of this year's awards, and guest ratings are also extremely high, which is why you have the "exceptional" epithet! What else can such a hotel do to develop further and in which sector is that mostly possible? What are your plans for the next year? Are you thinking of a new investment, a new hotel?*

- This year was exceptional for us when it comes to awards and recognitions: starting from British The Telegraph, the World Luxury Hotel Award to the Platinum award for improving the quality of the city's tourist offer given by the Singidunum University and the Hotel of the Year Award under the brand of Ambassadors of Quality Service, given by the editorial board of the magazine Turistički Svet.

As this year has been extremely successful for Saint Ten Hotel, next year we will be even more creative and stronger to justify the trust of our clients and the awards and recognitions we have received.

With the preservation of our vision, Saint Ten certainly follows modern trends and will continue with the introduction of innovations that will enable our guests to enjoy comfortable and pleasant stay. We are planning to visit certain fairs organized by the Small Luxury Hotels of the World group for specifically targeted tour operators and travel agents whose specialty is high-quality clientele, and that means we will seriously work on the promotion of Saint Ten Hotel as well as promotion of Belgrade as a destination.

Author: Ljiljana Rebronja



NOVI „IGRAČ“ NA PREMIJUM SCENI

Kada su stigli na tržište Srbije i Crne Gore kao zastupnici kulturnih auto-brendova sveta, poznavaoi su se pitali otkud novi importer britanskih automobila, na tržištu tradicionalno orijentisanom ka nemačkim proizvođačima. Ali nova filozofija, novi plan, ideje i pre svega ljudi, učinili su čudo. Tako je za samo nešto više od dve godine, ovaj generalni zastupnik i importer čuvenih marki automobila uspeo da poveća prodaju čak četiri puta, što dokazuje da na ovim prostorima ljudi vrlo dobro znaju šta su sjajni automobili. Upravo ta činjenica bila je dobar povod za razgovor sa **Ostojom Mijailovićem**, čelnim čovekom Britiš Motorsa, o probijanju na tržište regiona i razbijanju nekih tabua koji vladaju među poznavocima prilika u auto-industriji.

NEW “PLAYER” ON THE PREMIUM SCENE

When they arrived on the market of Serbia and Montenegro as representatives of well-known global car brands, the connoisseurs wondered why new importer of British cars appeared on the market traditionally oriented towards German manufacturers. But the new philosophy, new plan, ideas, and above all people, have done a miracle. Thus, in just over two years, this official representative and importer of famous car brands managed to increase sales by four times, which proves that in this region people know very well what great cars are. This very fact was a good reason to talk to **Ostoja Mijailović**, head of British Motors, about penetrating the regional market and breaking some taboos among connoisseurs of the situation in the auto industry.

● *Veliki je uspeh dovesti jednu kultnu kompaniju auto sveta u Srbiju. Kako vam je to uspeo? Kako ste se uopšte odlučili da dovedete „jaguar“ i „lend rover“ (Land Rover – eng.) na tržište, tradicionalno orijentisano ka nemačkim proizvođačima premium klase ?*

– „Jaguar“ i „lend rover“ (Land Rover) su svetski poznati brendovi sa dugom tradicijom, visokim kvalitetom, sjajnim dizajnom i vizijom budućnosti. Pošto postoji prodajni potencijal, sa dobrim biznis planom i pripremom, nije bilo prepreka u uspostavljanju ugovora za naše tržište. Iako tradicionalno naginjemo nemačkim proizvođačima, brendovi „jaguar“ i „lend rover“ (Land Rover) pokazali su u poslednjoj deceniji progresivan napredak u dizajnu, koji je više nego konkurentan u Evropi ali i u svetu. U velikoj konkurenciji pokazali su ogroman potencijal, posebno u segmentima koji najbrže rastu, a to su segmenti SUV i krossover vozila. Posebno sam ponosan što zastupamo brendove sa takvom snagom i tradicijom, brendove koje biraju klijenti sa istančanim ukusom i stavom – istakao je Mijailović.

● *Nije li tržište Srbije relativno malo za jedan takav mega brend u auto industriji ili na nas gledaju kao na centar čitavog regiona?*

– Tržište za premium i luksuzne marke uvek je manje, kao i prodajne brojke, ali su planovi srazmerni. U našoj zemlji postoji interesovanje za oba brenda, a uz pravi nastup na tržištu, pravu promociju i vrhunsku uslugu u post-prodaji i brigu za klijente - tržišni potencijal se ispunjava. Mi smo deo šireg regiona na teritoriji južnog Balkana i kao kompanija koja je sve postavljene zahteve ispunila, vodeći smo u regionu, kako po prodaji, tako i po postignutim rezultatima u svim segmentima poslovanja. Naša firma je prisutna u Crnoj Gori, gde takođe zastupamo brendove „jaguar“ i „lend rover“ (Land Rover) na vrhunski način.

● *It is a great success to bring a well-known global car company in Serbia. How did you do it? How did you even decide to bring the Jaguar and Land Rover to the market, traditionally oriented toward German premium class manufacturers?*

– Jaguar and Land Rover are world-renowned brands with long tradition, high quality, great design and vision of the future. Since there is a sales potential, with a good business plan and preparation, there were no obstacles in establishing a contract for our market. Although we traditionally tend towards the German manufacturers, the brands Jaguar and Land Rover have demonstrated progressive design progress in the last decade, which is more than competitive in Europe and the rest of the world. In great competition, they have shown tremendous potential, especially in the fastest growing segments, and these are SUVs and crossovers. I am particularly proud to represent brands with such a strength and tradition, brands chosen by clients with fine taste and attitude – said Mijailović.

● *Isn't Serbia's market relatively small for such a mega brand in the auto industry or they perceive us as the centre of the whole region?*

– The market of premium and luxury brands is always smaller, as well as sales figures, but the plans are proportionate. In our country there is an interest in both brands, and with real market presence, real promotion and top service in post-sale and customer care - market potential is being fulfilled. We are part of a wider region in the territory of the Southern Balkans and as a company that fulfilled all the requirements; we are leaders in the region, both in sales and achieved results in all business segments. Our company is also present in Montenegro, where we also represent the brands Jaguar and Land Rover in a superior manner.

● *It is known that Evoque, the car of the year in Europe and the world, when it appeared was a favourite of the female audience. Which models are the most popular in Serbia?*



INTERVJU: OSTOJA MIJAILOVIĆ, ČELNI ČOVEK BRITIŠ MOTORS ZA SRBIJU I CRNU GORU

● *Poznato je da je „evok” (Evoque–eng.) auto godine u Evropi i svetu, svojevremeno kada se pojavio, bio ljubimac ženske publike. Koji su modeli najpopularniji u Srbiji?*

-Samo u ovoj godini model „jaguar ef pejs” (Jaguar F Pace–eng.) osvojio je nagradu kao svetski automobil godine, „rendž rover velar” (Range Rover Velar–eng.) - nagradu za najbolji dizajn u svetu, a „jaguar i pejs” (Jaguar I-Pace–eng.) - nagradu za automobil godine u Nemačkoj, što je ogroman uspeh. Naš najprodavaniji model u Srbiji je model „lend rover diskaveri-sport” (Land Rover Discovery Sport), ali najveće interesovanje vlada za „rendž rover –evok” (Range Rover Evoque), koji je svojim lansiranjem 2010. godine napravio ključni zaokret za „lend rover” (Land Rover). U narednoj godini očekujemo novu generaciju „evoka” (Evoqua), koji će premijeru imati na 54. Međunarodnom salonu automobila u Beogradu. Verujem da dame željno iščekuju dolazak „evoka” (Evoqua), jer čine većinu kupaca tog modela.

● *Čitava auto- industrija ulazi u takozvanu elektro fazu - proizvodnju električnih automobila. Kako na to gleda Britiš Motors? Kako će po vama izgledati budućnost auto-industrije i vaše kompanije?*

-Kompanija „Jaguar– Land Rover” pomno prati razvoj auto-industrije i razvija svoje modele i tehnologiju po najvišim standardima. U narednoj godini očekuje nas lansiranje modela „jaguar i-pejs” (Jaguar i-Pace), prvog „jaguara“ na električni pogon, koji već osvaja nagrade po evropski tržištima i za koji vlada veliko interesovanje i potražnja. Takođe, novi model „rendž rover-evok” (Range Rover Evoque) biće lansiran sa tri vrste pogona, benzinskim, dizel i hibridnim pogonom. Elektrifikacija je definitivno pravac u kome se kreće auto-industrija, a mi ćemo se kao zastupnik „JLR grupe”, a i kao društveno odgovorna kompanija u Srbiji, truditi da svoje aktivnosti usmeravamo ka ekološki podobnim vozilima i aktivnostima – istakao je Ostoja Mijailović, čelni čovek Britiš Motors za Srbiju i Crnu Goru.

*Tekst: D. K. –I.
Foto: Britiš Motors*

- Only this year, the model Jaguar F Pace won the world car of the year award, the Range Rover Velar - the best design in the world award, and the Jaguar I-Pace – the car of the year in Germany, which is a tremendous success. Our best-selling model in Serbia is the Land Rover Discovery Sport, but there is the biggest interest in Range Rover Evoque, which made a key turning point for Land Rover when it was launched in 2010. In the next year, we expect a new generation of Evoque, which will have the premiere at the 54th International Car Show in Belgrade. I believe that the ladies eagerly await the arrival of Evoque, because they make up most of the customers of this model.

● *The entire auto industry enters the so-called electro phase – the production of electric cars. How does British Motors perceive this? What will be, in your opinion, the future the auto industry and your company?*

- Jaguar – Land Rover Company closely follows the development of the auto industry and develops its models and technology to the highest standards. Next year, we are launching the Jaguar i-Pace, the first electric Jaguar, that is already winning awards across European markets and for which there is a lot of interest and demand. Also, the new model Range Rover Evoque will be launched with three types of drives: petrol, diesel and hybrid drives. Electrification is definitely the direction in which the auto industry is moving, and as a representative of the JLR Group, and as a socially responsible company in Serbia, we will strive to focus our activities on environmentally-friendly vehicles and activities – emphasized Ostoja Mijailović, head of British Motors for Serbia and Montenegro.

*Text: D. K. –I.
Photo: British Motors*



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UVEK BOLJI!

Kompanija Miele je porodična kompanija koju su još 1899. godine, osnovali porodice Miele i Zinkann u gradiću Herzebrock u Nemačkoj. Ideja vodilja osnivača, sažeta u sloganu „Immer Besser – Uvek bolji“, utisnuta je u prve proizvode i do danas predstavlja najznačajniji moto kompanije, a ujedno i obećanje. To znači da Miele od nastanka svojim kupcima nudi uređaje koji postavljaju standarde izdržljivosti, učinka, jednostavnosti primene, efikasno št, dizajna i usluge. Da je to i danas tako, svedoči generalni menadžer firme Miele d.o.o. **Zoran Đurić**, ističući da je Miele sinonim za vrhunske rezultate, pouzdanost i trajnost.

ALWAYS BETTER!

Miele is a family company founded in 1899 by Miele and Zinkann families in the small town of Herzebrock in Germany. The guiding idea of the founders, summed up in the slogan „Immer Besser – Always Better“, was embedded in the first products and to this day it has remained the most significant motto of the company, and at the same time a promise. This means that Miele since its creation has been offering its customers devices that set standards of endurance, performance, easy use, efficiency, design and service. The GM at Miele Ltd. **Zoran Đurić** testifies that this is still the case, emphasizing that Miele is synonymous with top results, reliability and durability.

Kada je pre bezmalo 120 godina osnovana kompanija Miele, prvi njen proizvod bio je uređaj za odvajanje i prikupljanje putera, ali je s godinama Miele portfolio rastao i danas je fokus kompanije na proizvodnji kućnih kuhinjskih aparata, aparata za negu veša i održavanje podova, kao i uređaja za primenu u komercijalnim delatnostima i medicinskim ustanovama u okviru linije Miele Professional. Glavna odlika prvih proizvoda kompanije, kojoj su ostali dosledni i koju i danas potvrđuju kroz brojne generacije proizvoda, svakako je izuzetan kvalitet. Zbog toga je strateška vizija kompanije da se pozicionira kao svetski najpouzdaniji i najpoželjniji premium brend.

MAKSIMALNA EFIKASNOST I EKONOMIČNOST

● Šta je danas Miele na tržištu profesionalnih mašina za pranje veša i sudova? Po čemu se vaši proizvodi suštinski razlikuju od drugih?

- Miele je sinonim za vrhunske rezultate, pouzdanost i trajnost – ističe Zoran Đurić. - Jedini smo proizvođač koji svoje proizvode, uključujući i profesionalne mašine za pranje veša i sudova, testira za upotrebnost od 20 godina. Bilo da se radi o mašinama za negu veša ili pranje sudova, uvek smo fokusirani na krajnji rezultat: maksimalnu efikasnost i ekonomičnost. Neprestani razvoj i poboljšanja su osnovni imperativ kompanije, otičen u tehnološkim inovacijama. Tokom decenija razvoja patentirali smo mnoga tehnička rešenja koje su kasnije i drugi proizvođači primenili na svoje proizvode. Uvek se trudimo da našim korisnicima ponudimo superiornije funkcije i da naše proizvode što više prilagodimo njihovim individualnim zahtevima i potrebama.

Kada je u pitanju portfolio u profesionalnom segmentu ističu se Miele mašine za pranje veša, mašine za sušenje veša, valjci za peglanje, kao i mašine za pranje sudova koje omogućavaju izuzetne higijenske rezultate.

● Šta Miele čini savršenim partnerom hotelijera u sektoru Domaćinstva i u F&B-u? Kakvu logistiku Miele pruža svojim klijentima?

- Naš proizvodni portfolio i njegov kvalitet su ono što Miele čini idealnim partnerom hotelijera širom sveta. Značajna je i post prodajna usluga kompanije, koja je više puta izglasana za najbolju u svojoj industrijskoj grani. Naš servis započinje i pre same isporuke, pošto Miele stručni tim obilazi buduće partnere i kreira rešenja za svakog kupca pojedinačno. Rezultat ovakvog pristupa je poseban sistem koji korisnicima garantuje bezbedne i efikasne procese. Kompanija Miele uživa veliko poverenje svojih korisnika, o čemu svedoči i podatak da bi se 97% kupaca i korisnika ponovo odlučilo za Miele – s ponosom kazuje Đurić.

ZA VRHUNSKJE REZULTATE – SISTEMSKO REŠENJE

● Koji su vaši "best seleri" u svetu, a koji u Srbiji? Šta biste preporučili hotelijerima?

- Za ostvarivanje vrhunskih rezultata i postizanje visokih standarda u pogledu usluge neophodno je ulagati u pouzdane i dugoročne uređaje, održavati ih u skladu sa uputstvima



When Miele was founded almost 120 years ago, its first product was a device for separating and collecting butter, but Miele has grown over the years and today the company's focus is on the production of home kitchen appliances, laundry appliances and floor maintenance, as well as devices for use in commercial businesses and medical institutions within the Miele Professional line. The main characteristic of the company's first products, which have remained consistent and which are now confirmed by many generations of products, is certainly an outstanding quality. That's why the company's strategic vision is to position itself as the world's most reliable and preferred premium brand.

MAXIMUM EFFICIENCY AND ECONOMY

● What does Miele represent today on the professional market of washing machines and dishwashers? What makes your products fundamentally different from others?

- Miele is synonymous with top results, reliability and durability – emphasizes Zoran Đurić. - We are the only manufacturer which tests its products, including professional washing machines and dishwashers, for 20 years long use. Whether it's a laundry or washing machine, we are always focused on the ultimate result: maximum efficiency and economy. Continuous development and improvements are the basic imperative of the company, embodied in technological innovations. During decades of development, we have patented many technical solutions that have been applied later by other manufacturers to their products. We always try to offer our customers superior features and to better adapt our products to their individual requirements and needs.

When it comes to the portfolio in the professional segment, Miele washing machines stand out, as well as dryers, ironing rollers, dishwashers that deliver exceptional hygienic results.

● What makes Miele the perfect hotel partner in the housekeeping and F&B departments? What kind of logistics does Miele provide to its customers?

- Our production portfolio and its quality are what Miele makes the ideal hotel partner worldwide. The company's post sales service is significant, which has been voted the best in its industrial branch several times. Our service starts before the delivery, as Miele expert team visits future partners and creates solutions for each customer individually. The result of such approach is a special system that guarantees users safe and efficient processes. Miele enjoys the great confidence of its users, as evidenced by the fact that 97% of customers and users would opt for Miele again – says Đurić with great pride.

FOR SUPERIOR RESULTS – SYSTEM SOLUTION

● Which product are "bestsellers" in the world, and in Serbia? What would you recommend to hoteliers?

- To achieve top-notch results and to achieve high standards in terms of service, it is necessary to invest in reliable and long-term devices, maintain them in accordance with the manufacturer's instructions, and properly train employees to use them. Miele Professional offers a system solution, and devices



proizvođača, te pravilno obučiti zaposlene za njihovu upotrebu. Miele Professional nudi sistemsko rešenje, a uređaji u okviru ove linije koriste se u mnogim svetskim prestižnim hotelima uključujući Adlon Kempinski u Berlinu, londonski Langdam i Sveengleski klub za tenis na travi i krocket Wimbledon (All England Lawn Tennis and Croquet Club). Osim toga, Miele Professional zadobio je i poverenje domaćih hotela uključujući Square Nine, Atera Business Suites, Townhouse, Life Design i mnogih drugih smeštajnih objekata.

Teško bi bilo izdvojiti „bestseller-e“ među našim proizvodima, jer svaka perionica ili kuhinja su projekat za sebe, tako da izbor aparata zavisi od nekoliko različitih faktora – objašnjava Đurić. - Primera radi, prilikom projektovanja perionice trudimo se da se što detaljnije upoznamo sa načinom rada i potrebama korisnika kako bismo im predložili idealnu konfiguraciju aparata koji će biti uposljeni bez praznog hoda i na najefikasniji i najekonomičniji način zadovoljiti potrebe korisnika. Zbog toga, hotelijerima savetujemo pažljivo planiranje i orijentisanost na detalje, a prema našem iskustvu upravo ovo često izostaje. Drugi bitan savet jeste dugoročno posmatranje, jer su često kratkoročno isplativija rešenja zapravo manje povoljna na duge staze.

● *U kom pravcu se razvija Miele? Gde vidite kompaniju u budućnosti?*
- U mnogim zemljama Miele je najpoželjniji brend bele tehnike. U Nemačkoj, na domaćem tržištu, Miele je čak izglasan za „najbolji brend ikada“. Imajući na umu visoka očekivanja naših korisnika u pogledu performansi i zaštite životne sredine Miele će i u budućnosti ostati fokusiran na kvalitet i razvoj inovativnih tehnologija i elegantnog dizajna. Nastavljamo da kreiramo proizvode koji služe ljudima na najbolji mogući način i svakodnevno im podižu kvalitet života – naglasio je Zoran Đurić, generalni menadžer firme Miele d.o.o. Beograd, s uverenjem čoveka koji duboko veruje u ono što s ponosom zastupa.

within this line are used in many world-class prestigious hotels including Adlon Kempinski in Berlin, London's Langdam and All England Lawn Tennis and Croquet Club. In addition, Miele Professional has won the trust of local hotels including Square Nine, Atera Business Suites, Townhouse, Life Design and many other accommodation facilities.

It would be hard to distinguish "bestseller" among our products, because every laundry or kitchen is a project for itself, so the choice of the appliances depends on several different factors – explains Đurić. - For example, when designing the laundry, we try to get to know more about work process and the needs of the users in order to suggest an ideal configuration of the appliances that will be used without idling and in the most efficient and economical way to satisfy the needs of the users. For this reason, we advise hotel planners to carefully plan and to be detail oriented, according to our experience, this is often absent. Another important tip is a long-term observation, because often short-term cost-effective solutions are actually less favourable in the long run.

● *In which direction does Miele develop? Where do you see the company in the future?*

- In many countries, Miele is the most preferred brand of appliances. In Germany, on the domestic market, Miele was even voted the "best brand ever." Bearing in mind the high expectations of our customers in terms of performance and environmental protection, Miele will continue to focus on the quality and development of innovative technologies and elegant design in the future. We continue to create products that serve people in the best possible way and raise their quality of life on a daily basis – emphasized Zoran Đurić, GM at Miele Ltd. Belgrade, a man who deeply believes in what he proudly represents.

Miele

Sve drugo je kompromis.
Anything else is a compromise.

Miele Professional. Immer Besser.



„RUBIN“ - VINA SA LAZAREVE ZEMLJE

Kompanija „Rubin“ iz Kruševca, već više od 60 godina važi za vodećeg proizvođača vina i alkoholnih pića u regionu. U tom periodu prodato je samo vinjaka „Rubin“, njihovog najpoznatijeg brenda, više od 400 miliona litara! Danas ova kompanija predstavlja modernu, tržišno orijentisanu vinariju sa 320 zaposlenih, koja neguje postojeće i razvija nove brendove, uz maksimalno uvažavanje potreba i zahteva potrošača. Činjenica da izvoze u više od 20 zemlja sveta ukazuje da već zauzimaju značajno mesto na vinskoj karti sveta.

Kao *ekskluzivna vinarija*, „Rubin“ je svojom izuzetnom selekcijom vrhunskih vina podržao jubilarni XV Forum hotelijera u „Grand Hotelu Tornik“ na Zlatiboru. Bio je to dobar povod za razgovor sa **dr Danijelom Jovanović**, generalnom direktorkom kompanije „Rubin“, za koju je ovo godina i uspeha i jubileja.



FROM THE LAZAR'S LAND

Rubin Company from Kruševac has been the leading producer of wine and alcoholic beverages in the region for more than 60 years. During that period, more than 400 million litres of the Rubin brandy, its most popular brand, have been sold! Today, this company represents a modern, market-oriented winery with 320 employees, which nurtures the existing brands and develops the new ones, with maximum respect for the needs and demands of consumers. The fact that they export to more than 20 countries of the world indicates that they have already occupied a significant place on the global wine map.

As an exclusive winery, Rubin supported the Jubilee XV Forum of hoteliers at Grand Hotel Tornik on Zlatibor with its exceptional selection of top quality wines. It was a good reason to talk to **Dr Danijela Jovanović**, GM at Rubin Company, for whom this is the year of success and jubilees.

– Dominantan pokretač svakog posla u „Rubinu” je kvalitet, inventivnost, kao i inovativnost zaposlenih, i to je ono što je doprinelo uspješnom pozicioniranju na tržištu. U vinarskom svetu tradicija proizvodnje i potrošnje vina vezuje se za istorijske ličnosti ili dešavanja koja su ostavila trag na ljude i region. „Rubinovi” vinogradi rasuti su širom zemlje kojom je vladao i hodio knez Lazar. To je vino sa Lazareve zemlje. Naša vina predstavljaju posvećenost ideji da svetske sorte grožđa mogu da puste korene u Srbiji i da možemo da pružimo kvalitet koji će svet prepoznati i po kojem će se Srbija identifikovati.

**IZ SOPSTVENIH VINOGRADA I OTKUPA - REKORDNIH
12 MILIONA KILOGRAMA GROŽĐA!**

● *Uvećali ste zasade pod vinovom lozom koja je sada „lična karta” kompanije?*

– Poslednjih godina preokupacija nam je ulaganje u razvoj vinogradarstva. „Rubin” danas ima najveće površine vinograda u rodu – čak 1.200 hektara, od Čuprije do Preševa. To je osnova za sopstvenu sirovinsku bazu, što je naša strategija. Ove godine, ostvaren je rekordan prinos u istoriji kompanije, iz sopstvenih vinograda i otkupa obezbedili smo 12 miliona kilograma grožđa. Tako možemo u potpunosti da kontrolišemo proces proizvodnje i kvalitet naših vina, a to je godišnje više od 10 miliona litara vina i 7 miliona litara žestokih alkoholnih pića.

– The dominant driver of every job in Rubin is the quality, inventiveness, and innovation of employees and this is what contributed to successful positioning in the market. In the wine world, the tradition of production and consumption of wine relates to historical personalities or events that have left a mark on people and region. Rubin’s vineyards were scattered throughout the country ruled by Prince Lazar. This is the wine from the Lazar’s land. Our wine represent a commitment to the idea that the world’s grape varieties can leave roots in Serbia and that we can provide the quality that the world will recognize and according to which Serbia will be identified.

**FROM THEIR OWN VINEYARDS AND PURCHASE - A RECORD
OF 12 MILLION KILOGRAMS OF GRAPE!**

● *You have increased vine plantations which are the company’s “ID”, haven’t you?*

– In the last years we have been preoccupied with investing in the development of vine plantations. Today, Rubin has the largest area of vineyards – even 1.200 hectares, from Čuprija to Preševo. This is the basis for our own raw material base, which is our strategy. This year, a record yield in the company’s history was achieved, from our own vineyards and purchase we provided 12 million kilograms of grape. In this way we can fully control the process of production and the quality of our wines, which are more than 10 million litres of wine per year and 7 million litres of strong alcoholic drinks.





NOVI BREND „VRONSKY“ – VRHUNSKO PENUŠAVO VINO

● *Veliki projekat nove linije penušavih vina već se zahuktao. Kako tržište reaguje?*

– „Rubin“ je još 2010. godine pokrenuo proizvodnju penušavih vina i to po tradicionalnoj – klasičnoj „Champenoise“ metodi (kao u francuskoj pokrajini Šampanj). To podrazumeva da se sekundarna fermentacija sprovodi u bocama, zatim penušava vina odležavaju četiri godine na talogu kvašćevih ćelija, nakon čega sledi proces degoržiranja (uklanjanja taloga iz boca) i doziranja ekspedicionog likera. Jedan od sastojaka likera je arhivski vinjak i to je nešto što daje poseban pečat penušavim vinima i ugrađuje u njih nit bogate „Rubinove“ istorije. Nakon degoržiranja, „Vronsky“ odležava još minimum 3 meseca, pre nego što se nađe na tržištu. Ovaj način proizvodnje je dugotrajan, kompleksan i skup, zahteva ručni rad, ali daje penušava vina vrhunskog kvaliteta, o čemu svedoče pozitivne reakcije sa tržišta. Sam naziv „Vronsky“ nije slučajan i vezan je za pukovnika Rajevskog koji je poslužio kao inspiracija za lik grofa

THE NEW BRAND „VRONSKY“ – EXQUISITE SPARKLING WINE

● *The big project of the new line of sparkling wines has already begun. How does the market react?*

– In 2010, Rubin started the production of sparkling wines, according to the traditional - the classic "Champenoise" method (as in the French province of Champagne). This implies that secondary fermentation is carried out in bottles, and then sparkling wines are aged for four years on the bottom of the yeast cells, followed by the process of degassing (removal of the sludge from the bottle) and dosing of the expedition liquor. One of the ingredients of the liqueur is an archive brandy and it gives a special taste to the sparkling wine and incorporates into it the rich Rubin's history. After degassing, "Vronsky" stays for at least 3 months, before it is placed on the market. This method of production is long-lasting, complex and expensive, requiring manual work, but it produces high-quality wines, as evidenced by positive reactions from the market. The name "Vronsky" is not accidental and is related to Colonel Rajevski, who served as an inspiration for Count Vronsky in the novel "Ana

S VINJAKOM NA MESEC

Istorija vinjaka obeležena je raznim anegdotama, a jedna od njih vezuje se za agenciju NASA. Naime, čuvši da se priprema ekspedicija za sletanje na Mesec, Radoš Grujić, tadašnji direktor razvoja u „Rubinu“, poslao je astronautima nekoliko čiturića vinjaka u agenciju NASA. Kada su posle tri meseca astronauti posetili Beograd da bi Titu uručili uzorak mesečevog tla, naš kolega je dobio specijalnu zahvalnicu. Kasnije se to izučavalo u Americi kao studija slučaja odličnog marketinškog poteza i inventivnosti stručnjaka iz male zemlje.



TO THE MOON WITH THE BRANDY

The history of the brandy is marked by various anecdotes, and one of them is associated with the NASA agency. Namely, hearing that there was a preparation of an expedition for landing on the Moon, Radoš Grujić, who was director of development at Rubin at the time, sent a couple of small bottles of brandy to the NASA astronauts. When three months later the astronauts visited Belgrade to give Tito a sample of the land from the Moon, our colleague received special thanks. Later it was studied in the US as a case study of the excellent marketing move and inventiveness of small-country experts.

Nazdravimo Novoj godini!
Celebrate New Year!



AMANTE

Aurora

Carmen



Vronskog u romanu "Ana Karenjina". Srce pukovnika Rajevskog sahranjeno je u manastiru koji se nalazi u okolini Aleksinca, a nedaleko od njega je naš vinograd u kome se uzgaja šardone (chardonnay) od koga se proizvodi penušavo vino „Vronsky“.



„RUBINOV“ VINJAK – JEDAN OD ČETIRI NAJBOLJA KONJAKA U SVETU!

● Ova godina je u znaku jubileja - 60 godina vinjaka „Rubin“ - „pića svih generacija“. Nije li konačno vreme da ovaj vrhunski proizvod, u rangu svetskih konjaka, zauzme mesto koje mu pripada na tržištu?

– Vinjak je najviše nagrađivani srpski proizvod sa 99 zlatnih medalja u zemlji i inostranstvu, nagrađen je zlatnom medaljom čak i u Bordou. Ne postoji razlika između tehnologije proizvodnje vinjaka i konjaka. Ista je sirovina – vino, od vina se proizvodi vinski destilat koji odležava u hrastovim buradima. Za „Vinjak VS“ destilat odležava najmanje dve godine, najmlađi destilat koji ulazi u kupažu „Vinjaka 5“ je odležavao pet godina, a za „XO“ od 10-25 godina. Komisija za prirodna alkoholna pića, pri Međunarodnoj organizaciji za poljoprivredu i ishranu –FAO, sa sedištem u Rimu, dodelila je vinjaku zlatnu medalju i specijalnu diplomu za kvalitet uz obrazloženje „da doprinosi afirmaciji savremenog vinarstva i razvoju vinogradarske proizvodnje, i moderne poljoprivrede u celini“. Pre nekoliko godina, našu kompaniju posetio je suvlasnik francuske destilerije „De la Tur“ Andre Šrajner, koji je izjavio da „Rubinov Vinjak“ po kvalitetu spada među četiri najbolja konjaka na svetu!

SVETSKI FENOMEN: BURAD IZ SOPSTVENE PROIZVODNJE

● Pošto kontrolišete čitav proces proizvodnje, možete da utičete i na kvalitet krajnjih proizvoda?

– U kompaniji „Rubin“ potpuno je zaokružen proces proizvodnje i to je glavni preduslov za potpunu kontrolu kvaliteta svih proizvoda. Jedinstveni smo u svetu upravo zbog toga što imamo i sopstvenu pintersku radionicu. Naš podrum je jedan od najvećih

Karenina". The heart of Colonel Rajevski was buried in a monastery located in the vicinity of the town of Aleksinac, and not far from there is our vineyard where chardonnay is grown, from which the sparkling wine "Vronsky" is produced.

RUBIN BRANDY – ONE OF THE TOP FOUR COGNACS IN THE WORLD!

● This year marks the anniversary – 60 years of Rubin brandy – “drink of all generations”. Isn't this the right time for this top product, by the ranking of world cognacs, to take the place that belongs to it on the market?

– Brandy is the most awarded Serbian product with 99 gold medals in the country and abroad, and was awarded with the gold medal in Bordeaux. There is no difference between the production technology of brandy and cognac. It is the same raw material – wine, from wine is produced wine distillate that is laid in oak barrels. For the “Vinjak VS” distillate stays for at least two years, the youngest distillate that enters „Vinjak 5” stayed for five years, and for „XO” from 10 to 25 years. The Natural Spirits Commission, within the International Organization for Agriculture and Nutrition - FAO, based in Rome, awarded a gold medal and a special diploma for quality with the explanation that it “contributes to the affirmation of modern wine-making and the development of viticulture and modern agriculture as a whole”. A few years ago, our company was visited by co-owner of the French distillery “De la Tour” André Schreiner, who stated that Rubin brandy is by the quality among the best four cognacs!



WORLD PHENOMENON: BARRELS FROM THEIR OWN PRODUCTION

● As you control the whole production process, you can influence the quality of the final products?

–Rubin Company has fully rounded production process and it is the main prerequisite for full quality control of all products. We are unique in the world precisely because we have our own pinters workshop. Our cellar is one of the largest wooden cellars in Europe with 12.000 barrels of 500 litres in which a wine distillate is laid. It is interesting that all the barrels are made in our workshop.



drvenih podruma u Evropi sa 12.000 buradi od 500 litara u kojima odležava vinski destilat. Kuriozitet je da su sva burad napravljena u našoj pinterskoj radionici.

● *Imate odličnu osnovu za vinski turizam, jedan od najbrže rastućih segmenata svetskog turizma. Kakvi su vaši planovi u toj oblasti?*

– Koautor sam naučnog rada koji se bavi upravo razvojem vinskog turizma u rejonu Tri Morave. Ovaj rejon poseduje bogatstvo prirodnih i antropoloških resursa koje bi trebalo oblikovati u integrisani vinski proizvod i mi smo preduzeli prve korake u tom smeru. Globalizacijski trendovi uslovili su promene turističke tražnje, savremeni turista teži autentičnim doživljajima i hedonizmu. Svesni smo da vinski turista ne dolazi na destinaciju samo u potrazi za vinom, već je neophodno osmisliti ambijent destinacije i vinarije kako bi privukli turiste koji traže relaksaciju i uživanje u prirodnom ambijentu, hrani, vinu, arhitekturi, kao i kulturi.

● *I na kraju, kako vidite kompaniju „Rubin“ u budućnosti?*

– Naša misija je, svakako, kontinuirani rast poslovnih rezultata, otvaranje novih tržišta i širenje asortimana na postojećim, osavremenjavanje opreme i tehnologije, jačanje sirovinske baze kroz ulaganja u podizanje novih zasada, permanentna edukacija svih zaposlenih kroz praćenje svetskih trendova i zapošljavanje mladih ljudi.

● *You have an excellent base for wine tourism, one of the fastest growing segments of world tourism. What are your plans in that area?*

– I am a co-author of the scientific work that deals with the development of wine tourism in the area of “Tri Morave”. This region possesses a wealth of natural and anthropological resources that should be shaped into an integrated wine product and we have taken the first steps in that direction. Globalization trends have caused changes in tourist demand; modern tourists are striving for authentic experiences and hedonism. We are aware that a wine tourist does not come to the destination only in search of wine, but it is necessary to create an ambiance of destination and wineries in order to attract tourists seeking relaxation and enjoying the natural ambience, food, wine, architecture and culture.

● *And finally, how do you see Rubin in the future?*

– Our mission is, of course, continuous growth of business results, opening of new markets and expansion of assortments to existing, modernization of equipment and technology, strengthening of raw material base through investments in new planting, permanent education of all employees through monitoring of global trends and employment of young people.

Text: **D. K. –I.**

PONOSNI VRŠAČKI AMBASADOR



Villa Breg, hotel sa četiri zvezdice, iz kojeg puca najlepší pogled na Vršac i njegovu okolinu, posle nekoliko meseci renoviranja i modernizacije, otvorio je svoja vrata i Vrščanima i njihovim gostima, pružajući nove mogućnosti, potpuno novi izgled i novu perspektivu. Hotel ima 44 sobe i 4 apartmana, a restoran Eol nakon renoviranja može da primi čak 300 gostiju! Hotelski Wellness & SPA centar – koji je uvek bio omiljeno mesto svih koji traže opuštanje ali i podršku svojoj vitalnosti, entuzijazmu i energiji, sada je još atraktivniji. Poslovnim gostima na raspolaganju je i kongresni deo – četiri savremeno opremljene sale za rad, kapaciteta od 30 do 150 gostiju. Sada su i mogućnosti organizovanja poslovnih skupova u renoviranom ambijentu hotela – za lestvicu iznad očekivanog.

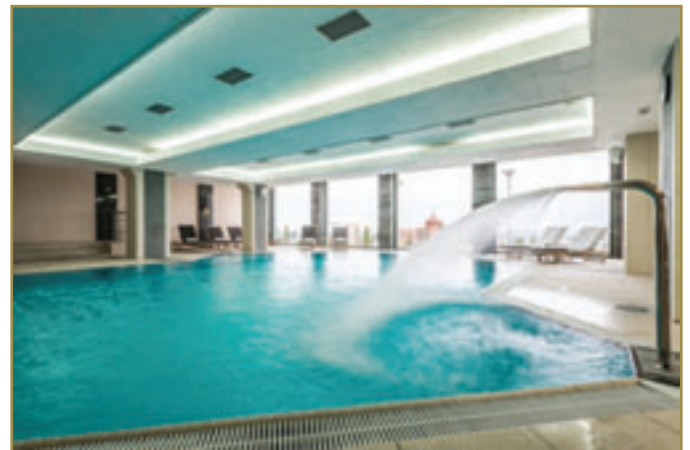
Zato, novi Ambasador dobre usluge – Hotel Villa Breg poziva sve čitaoce *Turističkog Sveta* da posete hotel i u njemu uživaju, jednako kao i u romantičnoj vojvodanskoj varošici, poznatoj i po dobrom vinu, i po čuvenim Vrščanima – Jovanu Steriji Popoviću i Paji Jovanoviću, o kojima se i danas pripoveda.



PROUD AMBASSADOR OF THE TOWN OF VRŠAC

Villa Breg, a four-star hotel, which offers the most beautiful view of the town of Vršac and its surroundings, after several months of renovation and modernization, opened its doors to the Vršac residents and their guests, offering new possibilities, a completely new look and a new perspective. The hotel has 44 rooms and 4 suites, and the Eol restaurant can accommodate up to 300 guests after renovation! The hotel's wellness & SPA centre – which has always been a favorite place for all who seek relaxation and support for their vitality, enthusiasm and energy – is even more attractive now. Business guests also have at their disposal a congress area – four modernly equipped rooms, with the capacity of 30 to 150 guests. Possibilities to organize business gatherings at the renewed ambience of the hotel are just above the expected now.

Therefore, the new Ambassador of Quality Service – *Hotel Villa Breg* invites all readers of the *Turistički Svet* to visit the hotel and enjoy, just as in the romantic town in Vojvodina, known for its good wine, and by its famous residents – Jovan Sterija Popović and Paja Jovanović, of whom we still narrate today.



USPEŠNIM PR-OM DO REGIONALNE PREPOZNATLJIVOSTI

Ovogodišnje priznanje PRESS zvezdica, pod brendom Ambasadori dobre usluge, koje se, po oceni novinarskog pula, dodeljuje hotelu koji je u toku godine negovao najbolje odnose s medijima i najbolje komunicirao s javnošću, pripalo je apart hotelu MujEn Lux na Kopaoniku. Kako je za uspešnu komunikaciju u ovoj kući najodgovorniji PR i marketing menadžer Jasmina Pavlović, evo šta o svom poslu i kompaniji koju predstavlja kaže za Turistički Svet ova dama u cipelicama "oficira za komunikaciju".



SUCCESSFUL PR

FOR REGIONAL RECOGNITION

The PRESS star award, under the brand of "Ambassadors of Quality Service", which, according to the journalists' reviews, is awarded as a hotel that fostered the best media relations and communicated with the public best during the year, and this year it went to apartment-hotel complex MujEn Lux on Kopaonik. For the successful communication in this hotel **Jasmina Pavlović**, PR and marketing manager, is the most responsible, and here is what this lady in the shoes of the "communications officer" says about the business and the company she represents for Turistički Svet.

- Jedan od najvažnijih poslova u sektoru marketinga svakog hotela je kvalitetna komunikacija s javnošću i odlični odnosi s medijima. Kao PR i marketing menadžer brenda MujEn i njegovih objekata na Kopaoniku, od prvog dana insistiram na uspostavljanju dobrih veza i jasno definisanih odnosa s medijima. Zahvaljujući tome, u samom početku, još dok brend MujEn nije bio prepoznatljiv na domaćem tržištu, uspešni smo da jakom medijskom kampanjom i promocijom u svim raspoloživim promotivnim kanalima, učinimo MujEn prepoznatljivim mestom za kvalitetni odmor ne samo među ljubiteljima Kopaonika, već i među turistima širom Srbije i regiona. Bio je ogroman izazov da se taj početni entuzijazam nastavi i narednih godina. Zahvaljujući dobrom temelju, danas je MujEn Lux prepoznatljiv kao mesto koje se izdvaja iz konkurencije, jer uvek nudi nešto novo i posebno – kaže **Jasmina Pavlović**, PR i marketing menadžer brenda MujEn, dama u cipelicama „oficira za komunikaciju“ kakvog bi svako poželeo u svojim redovima.

PODRŠKA TOP MENADŽMENTA

- Kada je reč o formuli uspešne komunikacije – dodaje Jasmina Pavlović – mislim da je u našem slučaju to što u radu sa predstavnicima sedme sile ne pravimo razliku između lokalnih medija i onih s nacionalnom frekvencijom. Takav rad često zahteva dobro balansiranje. Ograničen budžet diktira racionalnu raspodelu kako bi rezultati pratili očekivanja, i u prodaji i broju gostiju, i u građenju imidža kompanije. Često je dovoljan i najmanji disbalans da prouzrokuje nezadovoljstvo - bilo naših timova ili saradnika, pa se trudim da ne zapostavim nijedan hotelski sektor. Negovanje uspešnih poslovnih odnosa sa stručnom javnošću je, takođe, od ogromnog značaja za promociju hotela, što podrazumeva i prisustvo na svim bitnim događajima vezanim za turizam i ugostiteljstvo. Drago mi je da su mediji to prepoznali i da su od svih nominovanih hotela u kategoriji "PRESS zvezdica" svoje poverenje odlučili da poklone timu MujEn Lux hotela, kao najboljem domaćinu i saradniku.

Iako MujEn Lux čini tim mladih entuzijasta, vodim se mislju da se poslovni autoritet ne mora nužno graditi gordošću, nadmenošću i šefovanjem, već prevashodno ljubavlju, poštovanjem članova tima i stvaranjem prijatne radne atmosfere. Pri svakom medijskom pojavljivanju koristim priliku da to i naglasim, kao i da se zahvalim idejnim tvorcima brenda MujEn na poverenju koje su mi ukazali prepustivši mi da zastupam njihove interese od osnivanja hotela do danas. Podrška top menadžmenta hotela je, definitivno, najbitnija karika da bi se svaka kampanja uspešno osmislila i realizovala.

USPEŠAN SPOJ RAZLIČITIH KULTURA

• Šta vaš hotel trenutno izdvaja od drugih? Gostoljublje je, kažu, vaša tradicija, a u kombinaciji sa dobrom, izvornom sandžačkom kuhinjom - to je dobitna kombinacija! Ipak, šta gosti najviše vrednuju i zbog čega vam se najčešće vraćaju?

- Intenzivna prisutnost u medijskim kampanjama je upravo ono što pored vrhunske usluge, izdvaja MujEn Lux u odnosu na druge planinske objekte. Kombinacija sadržaja koja je koncipirana da zadovolji i najzahtevnijeg gosta, nadaleko čuveni specijaliteti MujEn Lux restorana, kao i odličan odnos cene i kvaliteta, samo su deo onoga što naši gosti najviše vrednuju i zbog čega se najčešće vraćaju. S ponosom mogu da kažem da smo jedinstveni po tome što izuzetno uspešno spajamo različite kulture. Zahvaljujući tome, sve veći broj stranih turista bira upravo Kopaonik za svoju omiljenu destinaciju.

- One of the most important jobs in the marketing sector of each hotel is good communication with the public and excellent relations with the media. As a PR and marketing manager of the brand MujEn and its facilities on Kopaonik, from the first day I insist on establishing good connections and clearly defined relations with the media. Thanks to that, at the very beginning, even while the MujEn brand was not recognizable on the domestic market, we managed to make a strong media campaign and promotion in all available promotional channels, making MujEn a recognized place for a quality holiday not only among the fans of Kopaonik, but also among the tourists all around Serbia and the region. It was a huge challenge for this initial enthusiasm to continue in the coming years. Thanks to the good foundation, today MujEn Lux is recognized as a place that stands out from the competition, because it always offers something new and special – says **Jasmina Pavlović**, PR and Marketing Manager of the brand MujEn, a lady in the shoes of the "communications officer" that everyone would want in their team.

THE SUPPORT OF THE TOP MANAGEMENT

- When it comes to the formula of successful communication - adds Jasmina Pavlović – I think that in our case, in our work with the media representatives, we do not make a difference between local media and those with a national frequency. Such work often requires good balancing. A limited budget dictates a rational allocation to keep track of expectations, both in sales and the number of guests, and in building the image of the company. Often, the smallest imbalance is enough to cause dissatisfaction - whether of our teams or associates, so I try not to neglect any hotel sector. Fostering a successful business relationship with the professional public is also of great importance for the promotion of the hotel, which implies presence at all important events related to tourism and catering industry. I am pleased that the media has recognized this and that of all the nominees for the "PRESS star" award they have chosen MujEn Lux Hotel, as the best host and partner.

Although MujEn Lux is made of a team of young enthusiasts, I think that business authority does not necessarily have to be built up with pride, arrogance and bossy behaviour, but by respecting the members of the team and by creating a pleasant working atmosphere. With every media appearance, I use the opportunity to emphasize that, and to thank the MujEn designers for the trust they have given to me, leaving me to represent their interests since the establishment of the hotel to date. The support of the top management of the hotel is, definitely, the most important link in order for each campaign to be successfully designed and realized.

A SUCCESSFUL BLEND OF DIFFERENT CULTURES

• What makes your hotel different from the rest? They say that hospitality is your tradition, and in combination with a good, original Sandzak kitchen - it's a winning combination! However, what is the highest value for guests and why are they most likely to return?

- The intense presence in media campaigns is exactly what makes MujEn Lux stand out in comparison to other mountain facilities, apart from the top service. The combination of content that is designed to satisfy even the most demanding guest, the well-known specialties of MujEn Lux restaurant, as well as excellent price and quality ratio, are just a part of what our guests most value and why they most often return. I can proudly say that we are unique in extremely successful connecting of different cultures. As a result, an increasing number of foreign tourists choose Kopaonik for their favourite destination.

• How and where do you promote the benefits of staying in your facilities?

• *Na koji način i gde sve promovirate benefite boravka u vašim objektima?*

- Zadovoljni gosti su naš imperativ i poznati smo po tome da redovno promoviramo benefite za naše stalne goste i njihove porodice, u vidu besplatnog boravka za decu, odlične internet konekcije, dodatnih popusta za stalne goste i članove našeg loyalty kluba... Porodice, poslovni ljudi, sportisti, rekreativci, a pre svega ljubitelji planine, su upravo oni gosti koji predstavljaju našu najbolju preporuku i koji nam se iznova vraćaju.

NOVA INVESTICIJA: MUJEN HARMONY

• *Kakve su vaše procene vezane za budućnost, s obzirom da je vaša kompanija jedan od najvećih investitora i graditelja na Kopaoniku (trenutno je u toku izgradnja četvrte stambene jedinice MujEn Harmony)?*

- Kao jedan od najvećih investitora i graditelja na Kopaoniku, MujEn je tokom proteklih osam godina opravdao poverenje gostiju pruživši svim ljubiteljima planine kvalitetan odmor u srcu Vikend naselja. Na samo 3 km od centra Kopaonika i 800 m od prve ski staze, MujEn Comfort, MujEn Classic i MujEn Lux svojom bogatom ponudom privlače sve veći broj gostiju iz zemlje i sveta. S zadovoljstvom mogu da najavim da ćemo već početkom naredne zimske sezone primiti prve goste u novoizgrađenom, četvrtom po redu objektu MujEn Harmony i najavimo nastavak izgradnje novih smeštajnih jedinica sa najsavremenijom uslugom i još boljom ponudom.

• *Pred nama su novogodišnji i božićni praznici. Kakvu ste promotivnu kampanju osmislili, pod kojim sloganom, šta je zvezda vaše ponude? Otkrijte: čime ćete obradovati novinare sledeće godine?*

- Možemo se pohvaliti da su Novogodišnji, kao i većina zimskih termina uveliko popunjeni, jer smo poznati kao objekat sa najsadržajnijim programom na Kopaoniku, te nam se naši stalni gosti uvek rado vraćaju. Pod dobro poznatim sloganom "Jednom gost, uvek gost u MujEn Lux apartmanima", i u 2019. godini pripremamo pregršt lepih iznenađenja. One najvernije nagrađujemo i stalno osluškujemo potrebe gostiju kako bismo im prilagodili ponudu i tako im se zahvalili na poverenju koje nam ukazuju. Nastavićemo svakako da i dalje negujemo odličnu saradnju sa novinarima i njihovim medijskim kućama, a kao izraz naše zahvalnosti i poštovanja, mogu već sada da najavim da će već početkom naredne zimske sezone oni biti među prvim gostima novootvorenog objekta MujEn Harmony.

- Satisfied guests are our imperative and we are well-known for regularly promoting the benefits to our regular guests and their families, in the form of free stay for children, excellent internet connections, additional discounts for permanent guests and members of our loyalty club... Families, business people, athletes and above all mountain lovers are the guests who represent our best recommendation and who return over and over again.

THE NEW INVESTMENT: MUJEN HARMONY

• *What are your estimates for the future, given that your company is one of the largest investors and builders on Kopaonik (currently the fourth residential unit MujEn Harmony is under construction)?*

- As one of the biggest investors and builders on Kopaonik, MujEn has justified the trust of guests during the past eight years, providing all mountain lovers with a quality holiday in the heart of the Weekend settlement. At only 3 km from the centre of Kopaonik and 800 m from the first ski slope, MujEn Comfort, MujEn Classic and MujEn Lux are attracting an increasing number of guests from the country and the world with their rich offer. I am pleased to announce that already at the beginning of the next winter season we are going to receive the first guests in the newly built, the fourth MujEn Harmony facility and announce the continuation of the construction of new accommodation units with the most modern service and even better offer.

• *New Year's and Christmas holidays are ahead of us. What kind of promotional campaign have you designed, under what slogan, and what's the star of your offer? Tell us: what will you do to pleasantly surprise journalists next year?*

- We can proudly say that New Year's, as well as most of the winter dates, are filled in, because we are known as an object with the most comprehensive program on Kopaonik, and our regular guests are always happy to come back. Under the well-known slogan "Once a guest, always a guest at MujEn Lux suits" in 2019 we prepare a handful of beautiful surprises. We give rewards to the most loyal guests and we constantly listen to the guests' needs in order to incorporate them in the offer and thus thank them for the trust they have shown us. We are going to continue to foster excellent cooperation with journalists and their media outlets, and as an expression of our gratitude and respect, I can already announce that at the beginning of the next winter season they are going to be among the first guests of the newly opened facility MujEn Harmony.

Author:

Ljiljana Rebronja





Program za održavanje higijene u domaćinstvu

Obezbeđuje izuzetno zadovoljstvo gostiju

Inovativna, usavršena rešenja kompanije Ecolab, zajedno sa vrhunskom obukom i opremom, omogućavaju vam pouzdano čišćenje i osiguravaju da vaši gosti budu više nego zadovoljni.

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KONSULTANTI — VAKCINA PROTIV SKUPIH GREŠAKA

Već čitavu deceniju, **Rade Samčević**, osnivač i direktor sad već i regionalno dobro poznate Agencija HT za konsalting i menadžment u hotelijerstvu, posvećeno i uporno radi na edukaciji hotelijera u pružanju kvalitetne hotelske usluge, nastojeći istovremeno da, vođen znanjem i iskustvom stečenim u velikim hotelskim brendovima, bude od pomoći i investitorima, otkrivajući im „male“ tajne velikih majstora ili kako da uz odgovarajuće uštede u realizaciji svoje vizije dobiju - maksimalan kvalitet.

Za deceniju svog uspešnog konsultanskog rada i za logistiku koju posvećeno pruža obrazovanju kadrova po meri savremene hotelske industrije, na jubilarnom XV Forumu hotelijera, Radetu Samčeviću, nosiocu zlatne značke „Ambasadora dobre usluge“, uručena je, u znak zahvalnosti hotelske industrije – Zlatna Povelja!



CONSULTANTS – A VACCINE AGAINST EXPENSIVE MISTAKES

For a whole decade, **Rade Samčević**, founder and manager of the regionally renowned HT Agency for consulting and management in hospitality, has been working devotedly and persistently on the education of hoteliers in providing quality hotel services, while at the same time, driven by knowledge and experience gained in large hotel brands, has been trying to help investors reveal "small" secrets of great masters or how to get the maximum quality with the appropriate savings in realizing their vision.

For the decade of its successful consulting work and for the logistics dedicated to providing staff training in line with the modern hotel industry, at the jubilee XV Forum of Hoteliers, Rade Samčević, bearer of the „Ambassadors of Quality Service“ golden badge, was presented the Golden Letter of Recognition – as a sign of gratitude of the hotel industry!

Da li konsultanti štede ili troše novac investitora i danas je često „pitanje za milion dolara“. Jedan od retkih uspešnih i u hotelskom biznisu dobro pozicioniranih konsultanata – Rade Samčević, već čitavu deceniju dokazuje da je poslovnu viziju gotovo nemoguće realizovati na pravi način bez stručne pomoći konsultanta. Ne zato što investitor ne zna kako da to uradi, ističe, već zato što, uz stručnu pomoć, može da izbegne sve one greške koje možda nisu odmah vidljive ali na kraju najčešće skupo koštaju i često ih je nemoguće ispraviti.

OD STUDENTA MAŠINSTVA DO HOTELIJERA I KONSULTANTA

– Posao konsultanata je zaista veoma važan, jer pomažu investitorima da sagledaju svoju viziju i da tu viziju realizuju – kaže Samčević. – On podrazumeva tehničku saradnju sa arhitektama, uz gradnju objekta, ili vezano za unapređenje poslovanja već postojećih objekata, a u sklopu toga je i edukacija zaposlenih i menadžmenta. Ja sam pre desetak godina osnovao svoju agenciju za konsalting i menadžment, a poslednje dve godine saradujem sa jednim internacionalnim brendom, na upravljanju njihovim objektima širom sveta. Inače, studirao sam mašinstvo i ni sanjao nisam da ću se baviti konsultantskim poslom. U hotel, koji pripada jednom poznatom hotelskom lancu, ušao sam još 1989. godine i to kao sobar. Omogućeno mi je da učim i napredujem, a posle 15 godina rada u hotelijerstvu, krenuo sam da stvaram sopstvenu priču. Te 2009. godine nije bilo previše konsultantskih kuća, bilo je to nešto novo. Radio sam kao operativni direktor za jednu Grčku kompaniju. Moj zadatak je bio da otvaramo hotele i da postavljamo operativne sisteme rada, pa kad završimo, prelazimo na druge njihove projekte. Međutim, krajem 2008. godine počinje ekonomska kriza, vlasnici kompanije rešavaju da uspore tempo razvoja a ja sam odlučio da počnem samostalno.

• Bio je to tada hrabar potez?

– Kad sam već radio za nekoga, pomislio sam, zašto ne bih radio za sebe, jer se već otvaralo dosta hotela u svetu i regionu. Tada sam sebi zadao zadatak da učim i da stičem znanje u raznim tipovima hotela, pošto sam do tada radio samo u gradskim hotelima. Shvatio sam da moram da radim i sa banjskim i sa planinskim hotelima, odnosno sa onim hotelima koji postoje na ovom tržištu. Uzgred, i sreća mi se osmehnula: ljudi su prepoznali moj kvalitet i potencijal i, evo, uspeo sam da ostvarim svoje ciljeve.

SARADNJA SA „TURISTIČKIM SVETOM“

• Sećate li se svog prvog posla?

– Moj prvi posao je bio rad na konceptu hotela u centru Beograda, za Drakulićev „Ist point“. Napravio sam fizibiliti studiju i biznis plan isplativosti objekta i komentari su bili odlični, što mi je bila dobra preporuka. Nisam se reklamirao, već se trudio da što bolje odradim svaki posao i da me posle preporuče. To je najteži i najsporiji vid promocije ali najsigurniji. Jedan od najznačajnijih vidova moje promocije je bila i saradnja sa „Turističkim svetom“ na njihovom projektu Forumu hotelijera. Ljiljana Rebronja je bila na početku, ali sam video da ima viziju i da se Forum hotelijera razlikuje

The dilemma of whether the consultants save or spend investors' money often is „the million dollar question“. One of the few successful and well-positioned consultants in the hotel business – Rade Samčević, has been proving for almost a decade that a business vision is almost impossible to implement in the right way without the expert assistance of the consultant. Not because the investor does not know how to do that, he points out, but because, with expert help, he can avoid all those mistakes that may not be immediately visible, but in the end they are often costly and impossible to correct.

FROM A MECHANICAL ENGINEERING STUDENT TO A HOTELIER AND CONSULTANT

– The work of a consultant is really very important, because they help investors see their vision and realize it – says Samčević. – It means technical cooperation with architects on the construction of the facility, or it is related to the improvement of the business of already existing facilities, and within that there is education of employees and management. I founded my agency for consulting and management a decade ago, and in the last two years I have been working with an international brand to manage their facilities around the world. I studied mechanical engineering and I never dreamed of becoming business consultant. In the hotel, which belongs to a well-known hotel chain, I entered in 1989 as a housekeeper. I was enabled to learn and progress, and after 15 years of working in hospitality, I started to create my own story. In 2009, there were not too many consulting companies, it was something new. I worked as an operational manager at a Greek company. My job was to open hotels and to set up operating systems, and then to switch to other projects. However, at the end of 2008, the economic crisis began, the owners of the company decided to slow down the pace of development and I decided to start on my own.

• It was then a brave move?

– When I was already working for someone, I thought, why not work for myself, as many hotels in the world and the region were being opened at the time. Then I set myself the task of learning and acquiring knowledge in various types of hotels, since I worked only at city hotels at that time. I realized that I have to work with spa and mountain hotels, that is, with those hotels that exist in this market. By the way, I was lucky: people recognized my quality and potential and, here, I have managed to achieve my goals.

COOPERATION WITH THE „TURISTIČKI SVET“

• Do you remember your first job?

– My first job was working on the concept of a hotel in the centre of Belgrade, for Drakulić's East Point company. I made a feasibility study and a business plan of cost-effectiveness of the building and comments were excellent, which was a good recommendation for me. I hadn't advertised, for I had tried to work as best as possible so they could recommend me afterwards. It's the hardest and slowest form of promotion, but at the same time the safest. One of the most important aspects of my promotion had been the cooperation with the „Turistički svet“ on their project of the Forum of Hoteliers. Ljiljana Rebronja had just started, but I saw that she had a vision and that the Forum of Hoteliers was different from all similar events. From the second, third Forum I wanted to participate as a lecturer or moderator. So I tried to best present myself and the event. The forum was my partner that allowed me to show everything I know and can



od svih sličnih skupova. Već od drugog, trećeg Forumu želeo sam da učestvujem kao predavač ili moderator. Tako sam se trudio da na najbolji način prezentujem sebe i događaj. Forum je bio partner koji mi je omogućio da pokažem sve što znam i mogu u ovom poslu. Više od 90 odsto učesnika Forumu, su moji bivši klijenti. To me ohrabrilu da napišem i svoju prvu knjigu - „Šta to recepcija?“, u izdanju „Gastro printa“ (danas Turističkog Sveta). Na našu žalost a na moju sreću, bio je to prvi stručni priručnik koji se bavi problemima recepcijskog poslovanja. U to vreme sam, sa Višom hotelijerskom školom i pokojnim profesorom Sforcanom, intenzivno radio na uvođenju novih standarda, vezano za rad recepcije i hotelskog domaćinstva.

• *Radili ste uglavnom u Srbiji?*

- U početku da, ali nisam želeo da se zadržim samo u Srbiji, čak ni u regionu. Želeo sam – svet. Još 2010. godine sklopio sam ugovor sa kompanijom iz Emirata, koja se bavi nekretninama i u portfoliju ima veliki broj hotela. Postao sam njihov zvanični agent za konsalting i „regrutaciju“ kadrova iz ovog regiona, tako da su mnogi ljudi odlazili tamo, radili, sticali nova znanja i potom ta znanja po povratku prenosili ovde. Pre dve godine smo kolega i ja iz Srbije, sa kompanijom iz Abu Dabija postali glavni (headofficer) za njihov brend. Sad imamo u portfoliju šest hotela, dok prošle godine nismo imali ni jedan. Siguran sam da će ih biti i više.

Inače, u Srbiji trenutno radim sa privatizovanim hotelom „Sunce“ u Sokobanji. Taj hotel bi trebalo da bude otvoren ove godine. Biće to najluksuzniji hotel u Sokobanji, koja zaslužuje da konačno dobije jedan takav objekat. Saradnja sa drugim hotelima u regionu je vezana za edukaciju zaposlenih i menadžmenta.

• *Zanimljivo bi bilo saznati: da li vlasnici hotela hoće da vas slušaju?*

do in this business. More than 90 percent of Forum participants are my former clients. It encouraged me to write my first book – “What is a hotel front desk?”, published by „Gastro print“ (today Turistički Svet). Unfortunately for others, but fortunately for me, it was the first professional manual dealing with the problems of hotel front desk operations. At that time, I have been working with the Collage of Hotel Management in Belgrade and the late Professor Sforcan on the introduction of new standards in relation to the work of hotel's front desk and housekeeping departments.

• *You worked mostly in Serbia?*

- In the beginning yes, but I didn't want to stay in Serbia, even in the region. I wanted - the world. In 2010, I signed a contract with a company from Emirates, which deals with real estate, and has in the portfolio many hotels. I became their official agent for consulting and "recruiting" staff from this region, so many people had gone there, worked, gained new knowledge and then had transferred this knowledge upon returning here. Two years ago, my colleague from Serbia and myself, became head-officers for the brand of a company from Abu Dhabi. Now we have six hotels in the portfolio, while last year we did not have any. I'm sure there will be more.

Apart from that, I am currently working with recently privately owned hotel "Sunce" in Sokobanja in Serbia. This hotel was supposed



to be opened this year. It will be the most luxurious hotel in Sokobanja, which deserves to finally get such a facility. The cooperation with other hotels in the region is related to the education of employees and management.

• *It would be interesting to know: are hotel owners willing to listen to you?*

- Not everyone will hire you, but there is a rule that people, who are serious in their work, look at it in the same way. People who



– Neće da vas angažuje svako, ali postoji zakonitost da ljudi koji su ozbiljni u svom poslu, tako i shvataju posao. Ljudi koji su obrazovani, svesni su da im treba stručnjak za poslove za koje oni nisu stručni. Nažalost, oni drugi ne traže pomoć, ne samo svoju, već ničiju, jer misle da sve znaju. Oni uspešni, da bi bili još uspešniji, moraju da rade sa nekim ko zna kako se „pravi“ uspeh. Konsultanti nisu ti koji uzimaju novac, već oni koji ga štede, koji će pomoći investitoru da ne napravi greške koje ga mogu skupo koštati. Zato ozbiljni hotelski lanci imaju standarde da za određene pozicije i delove posla moraju da angažuju konsultante. Jer, da bi se napravio jedan dobar hotel, treba uložiti mnogo rada, truda i novca, i ne sme da bude propusta. Mogu da kažem da i u Srbiji, najuspešniji hoteli rade po svetskim standardima. Jedan od njih je i „Grand Hotel Tornik“ u kojem sam, moram da priznam, ja radio obuku kadrova.

NA SVETSKOJ CENI - POPUT NOVAKA ĐOKOVIĆA

• *To znači da nismo lošiji od sveta?*

– Nismo ni malo lošiji. Kad dođete u Italiju, Meksiko ili bilo gde u svetu i kažete da ste iz Srbije, prva pomisao im je: „Kakva Srbija, kakav je njihov turizam?“, ali taj šok traje relativno kratko. Nažalost, mi moramo mnogo više da se dokazujemo. Zašto je Novak Đoković na vrhu? Jer je velikim radom dokazao da Srbi mogu budu među najboljima u svetu. Da bi to uradio, za razliku od drugih teniseri, morao je da bude fenomenalan, da nauči nekoliko jezika, da nema nijednu grešku, da ima odličan PR... Mi u svetu moramo da budemo isto tako vrhunski, na nivou Novaka Đokovića, koji nam je veliki uzor. Ali isto tako, kad ubedite svet da ste bolji od drugih, oni će vas prihvatiti i više niste „neki Srbi sa Balkana“, već elitni stručnjaci sa kojima se i oni ponose.

are educated are aware that they need an expert for jobs for which they are not professional. Unfortunately, the others don't ask for help, not just mine, but nobody's, because they think they know everything. Those who are successful, in order to become more successful, need to work with someone who knows how to "make" a success. Consultants are not those who take money, but those who save it, which will help investors not to make mistakes that could cost a lot. Therefore, serious hotel chains have the standards to engage consultants for certain positions and parts of the business. In order to create a good hotel, there should be invested a lot of work, effort and money, and there should not be any omissions. I can say that in Serbia, the most successful hotels are working according to world standards. One of them is "Grand Hotel Tornik" where, I must admit, I have been training the staff.

WORLD-RENOWNED – LIKE NOVAK ĐOKOVIĆ

• *This means that we are not worse than the rest of the world?*

– Not even a little. When you come to Italy, Mexico or anywhere in the world and say that you are from Serbia, their first thought is: „What Serbia, what is their tourism like?“, but that shock lasts relatively short. Unfortunately, we must prove ourselves much more. Why is Novak Đoković at the top? Because with great work he proved that the Serbs can be among the best in the world. In order to do that, unlike other tennis players, he had to be phenomenal, to learn several languages, to make no mistakes, to have an excellent PR... We have to be phenomenal in the world just like Novak Đoković is, who is our great role model. But at the same time, when you convince the world that you are better than others, they will accept you and you are no longer "some Serbs from the Balkans", but elite experts they are proud of.

Author: D.K. –I.

MODERAN SOFTER, NAJBOLJI PARTNER HOTELIJERA

Na tržištu Srbije ProSoft Sistem aktivan je duže od 20 godina, a od nedavno je vrlo uspešno proširio svoje aktivnosti i na Crnu Goru i BiH. Nude sopstveni, potpuno domaći proizvod, prilagođen propisima zemalja u kojima rade, sa stručnom podrškom tokom čitave nedelje i to od 00 do 24h. Za korisnike svojih usluga predstavljaju snažnu logistiku i pouzdanog partnera koji je spreman da u svakom trenutku klijentu pružiti kvalitetnu uslugu. Generalni direktor **Predrag Perović**, koji je zajedno sa Brankom Radosavljevićem, izvršnim direktorom, osnovao ProSoft, ističe da trenutno pokrivaju gotovo 25 odsto hotelskih objekata u Srbiji, što ProSoft Sistem čini liderom u oblasti softverskih rešenja za hotelsku i restoransku industriju. Pitali smo ga: šta je dobar softver, kakva rešenja ProSoft nudi svojim klijentima, koji su njihovi najvažniji proizvodi, po čemu se razlikuju od drugih, a evo i šta smo saznali.



MODERN SOFTWARE – THE BEST PARTNER OF HOTELIERS

ProSoft Sistem have been present for over 20 years throughout Serbia, a recently it has successfully expended operations to Montenegro and Bosnia and Herzegovina. The company offers software solutions that it wholly develops, in accordance with all the legislative regulations of countries that they work in, with 24/7 customer support. To the customers, the company is a solid and trustworthy partner, able to provide them with quality assistance and service. Predrag Perović, a GM, who founded ProSoft together with Branko Radosavljević, an executive manager, emphasizes that currently they cover almost 25 percent of hotel facilities in Serbia, which makes ProSoft System the leader in software solutions for hotel and restaurant industries. We asked him: what does good software look like, what kind of solutions does ProSoft offer to its customers, what are their most important products, what distinguishes them from others, and here's what we found out.

- Softver mora da bude dovoljno fleksibilan i brzo prilagodljiv kvalitetnim zahtevima klijenta i njegovog gosta. Tu je i jedna od naših prednosti - prepoznavanje potreba klijenta i blagovremena reakcija na svaki zahtev. Moderan softver nudi razna rešenja, koja podrazumevaju:

- **Stabilnost proizvoda**, što je jedan od osnovnih preduslova, bez tolerancije na bitnije zastoje u radu. Naš softver, s ponosom ističem, u ovom momentu radi u više od 100 hotela bez zastoja;
- **Kvalitetnu i pravovremenu korisničku podršku**, koja podiže i funkcionalnost samog softvera. Naši stručnjaci, sa iskustvom u hotelijerstvu, predstavljaju garant kvalitetnog treninga osoblja, kao i kasnije konsultantsko-tehničke podrške.

A naši najznačajniji proizvodi za hotelsku industriju su:

- **Poslovni Navigator** - sveobuhvatni knjigovodstveni softver povezan sa svim ProSoft aplikacijama, dodatno proširen specifičnostima ugostiteljstva
- **Room Expert** - aplikacija namenjena sektoru soba;
- **Bar Expert** - kompletno poslovanje F&B sektora;
- **Spa Expert** - napredni wellness softver i
- **ProSoft GO!** - android aplikacija za mobilne uređaje koja omogućava pregled raspoloživih informacija u realnom vremenu;

Sa ovih pet softvera pokriveni su svi ključni segmenti hotelske industrije.

• *Šta je suština sistema Room Expert? Zbog čega je on na našem tržištu najprihvatljiviji sistem za recepcijsko poslovanje?*

- Vrlo smo ponosni na „Room Expert“, savremenu aplikaciju koja pokriva sve funkcionalnosti jednog hotela, ali i šire. Klijenti s puno prava mnogo očekuju od ove aplikacije. Njegova osnovna prednost je duboka integrisanost sa svim hotelskim sistemima, kao i jednostavnost upotrebe. Dodatno, može se integrisati sa raznim drugim hotelskim i vanhotelskim sistemima, uključujući i *online* rezervacione sisteme.

• *Istraživanja pokazuju da je visoko zadovoljstvo klijenata vašim uslugama u stalnom porastu. Šta je vaš recept za uspeh? Koja je vaša poslovna filozofija?*

- Naši klijenti su u osnovi naši partneri. Oni nam postavljaju nove zahteve, daju pozitivne kritike, a ujedno nas hvale i preporučuju drugima. Neprestano pratimo potrebe hotelskih menadžera,

- Software needs to be flexible and versatile enough to answer any requests that our clients and their customers might have. Therein lies one of our greatest strengths - we are able to fulfil our clients' needs and address them accordingly. Modern software needs to offer many solutions, including:

- **Software stability**, which is a basis, followed with zero tolerance when it comes to crucial issues. I'm proud to say that our software, at the moment, is running in over a 100 hotels, with no glitches;
- **High quality**, timely customer support, hence raising the software quality. Our team of experts, with significant experience in hotel management, stands as a guarantee of a highly trained staff, which is at customer's service as a consulting support.

And our most important products for the hotel industry are:

- **Business Navigator** - wholesome bookkeeping software directly linked to all other ProSoft apps, additionally enriched with any specific service industry needs.



- **Room Expert** - application designed for the room division department;

- **Bar Expert** - a complete and comprehensive F&B services;

- **Spa Expert** - advanced wellness software and

- **ProSoft GO!** - mobile application for android devices, providing real time reporting;

With this five software all key aspects of the hotel industry are covered.

• *What is the essence of the Room Expert system? What makes it the most acceptable system for the room division department, on our market?*

- We are extremely proud of our Room Expert application which is able to manage all that a hotel might need, and even more.

Our clients expect much from

this application, and rightly so. The key is in its deep and trusty coverage of all hotel systems, as well as its user friendliness. Furthermore, it is easily integrated into many other hotel systems, including the *online* reservation ones.

• *Researches also show that high customer satisfaction is constantly increasing. What is your recipe for success? What is your business philosophy?*

- We see our clients as our partners. They provide us with new exciting requests, provide feedback, and go on recommending us to others. We relentlessly try and stay on top of any hotel management needs, simplifying day-to-day accounting chores and strengthen



pojednostavljujemo svakodnevni posao knjigovodstvu i učvršćujemo poslovne procese. Dokaz dobrog odnosa sa klijentima je i uspešno organizovan Partners Day, uz prisustvo velikog broja klijenata, koji su sam događaj, ali i saradnju uopšteno, ocenili najvišom ocenom. Potvrda kvaliteta stigla je nedavno i od strane stručne javnosti, u vidu priznanja „Ambasadori dobre usluge 2018“ – u kategoriji: Partner hotelske industrije.

• *Kakvi su vaši planovi za budućnost? Gde vidite ProSoft za 10, 20 godina?*

- ProSoft je kombinacija IT stručnjaka (programera i sistem administratora) i iskusnih konsultanata. Za takav tim profesionalaca nema prepreka, pa očekujem da i ubuduće zadržimo visoki ugled koji smo stekli i opravdamo priznanje koje smo dobili. To je velika obaveza, ali i ponos svih u ProSoft-u.

Dugoročni cilj je praćenje trendova u hotelijerstvu i IT industriji, zadržavanje tržišne pozicije i otvaranje prema drugim tržištima u regionu. Puno smo već ostvarili na tom planu, jer su klijenti prepoznali kvalitet i iskren partnerski odnos, bez agresivnog marketinga. Ključ je ime koje se vezuje za pouzdanost, stručnost i celovitost softverskih rešenja koja nudimo.

business processes. As a token of our delightful relationship with our clients we successfully organized Partners Day event, having a tremendous amount of clients present, giving us marks of excellence. Further recognition came from the professional community in form of the 2018's Ambassadors of Quality Service Award – in the category of: Hotel Industry Partner.

• *What are your plans for the future? Where do you see ProSoft in 10, 20 years from now?*

- ProSoft is a combination of IT experts (Admin and software development teams) and seasoned consultants. Such a team knows no boundaries, so I expect that in the future we try and keep the high standard and reputation that we made for ourselves and justify the recognition we have received. It is a commitment, but also a great pride to all of us in ProSoft.

In the long-term, we plan to keep the pace with developing Hotel and IT industry, keeping the position we established in the market and trying out for the markets in the region. We have already accomplished so much in that field, given the fact that our clients did recognize the quality and trustful partner relations, without any aggressive marketing strategies. The key is the name that is associated with reliability, expertise and wholesomeness of our software solutions.

Author: Ljiljana Rebronja

COVELS d.o.o.

EKSPERTI ZA VEŠERNICE



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COVELS d.o.o. je ovlašćeni zastupnik i distributer kompanije *Alliance Laundry Systems LLC*, svetskog broja 1 u proizvodnji profesionalne industrijske opreme za pranje, sušenje i peglanje veša - robnih marki *UniMac*[®] i *Speed Queen*[®], sa više od 3.5 miliona instaliranih mašina širom sveta. Sa 15 godina iskustva i referentom listom od preko 150 zadovoljnih klijenata, Covels doo Vam nudi vrhunski kvalitet opreme i usluge.

Kao istinski eksperti u Vašem poslu, očekujete da Vaši poslovni partneri budu ozbiljni u poslovanju poput Vas. Zato smo mi tu.

Pored prodaje i distribucije industrijske opreme za pranje veša, Covels doo poseduje i dve poslovne jedinice – servise za pranje veša, koji su opremljeni našom opremom, a sve u cilju stalnog usavršavanja naših znanja i daljeg podizanja kvaliteta usluga. Na taj način, naša iskustva u pranju, sušenju i peglanju veša se stalno nadopunjuju i u mogućnosti smo da ih podelimo sa našim klijentima.

UniMac

NAJBOLJA OPREMA



Sa preko 100 godina iskustva u proizvodnji industrijske opreme za vešernice, *UniMac*[®] i *Speed Queen*[®] su svetski priznati brendovi. Našu opremu možete pronaći u hotelima (*UniMac*[®] je preferirani dobavljač vodećih svetskih hotelskih lanaca – Hilton, Marriott, Hyatt, Wyndham i mnogih drugih), restoranima,

bolnicama, staračkim domovima, zatvorima, vatrogasnim domovima i mnogim drugim mestima gde se zahteva kvalitetno pranje veša, uz najveće uštede.

NAJVEĆE UŠTEDE

Obezbeđujemo:

- izradu projektnog rešenja vešernice,
- odabir opreme prilagođen potrebama svakog kupca,
- proračune kompletnih godišnjih operativnih troškova vešernice, uporedne analize,
- 3D izgled Vaše buduće vešernice,
- konsalting pri planiranju i montaži, puštanje u rad i obuku osoblja.



Profesionalna oprema za vešernice je naša isključiva delatnost. Moglo bi se reći da su vešernice sastavni deo našeg DNK!

NAJEFIKASNIJI REZULTATI

Naši proizvodi su dizajnirani i napravljeni kako bi se ispunili najzahtevniji uslovi rada bilo koje vešernice. Nenadmašna izdržljivost i pouzdanost opreme Vam obezbeđuje dugotrajan i pouzdan rad, a uz obezbeđen servis i lager rezervnih delova sve rešavamo u najkraćem roku.



OPTidry[®] tehnologija za sprečavanje presušivanja veša; *OPTispray*[™] tehnologija ispiranja veša; 400 G sila centrifuge; *UniLine*[®] kontrola upravljanja - ovo su samo neka od naših poslednjih tehnoloških dostignuća koja doprinose povećanju produktivnosti. S obzirom da već 70 godina uvodimo revolucionarna rešenja u tehnologiji pranja i sušenja veša, a imajući u vidu našu rešenost da nastavimo krupnim koracima napred, ona svakako nisu poslednja.

Stojimo Vam na raspolaganju za sva pitanja i s nestrpljenjem Vas očekujemo!

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HOTELSKA IKONA BARSELONE

Smešten u poš aveniji „Passeig de Gràcia“, u srcu arhitekture Antonija Gaudija, luksuzni hotel „Mandarin Oriental“, sa svojih 98 soba, odiše savršenom elegancijom i šikom, i nudi mnogo razloga zbog kojih ga njegovi redovni gosti iz sveta poznatih svrstavaju u red najboljih svetskih hotela. „Turistički Svet“ imao je tu privilegiju da ih otkrije i iz prve ruke sazna zbog čega je „Mandarin Oriental“ unikatna hotelska ikona Barselone.

Hotel „Mandarin Oriental“ u Barseloni, sa 5 zvezdica, jedan je od onih hotela kojima već sama lokacija obezbeđuje snažnu konkurentsku prednost. To što se nalazi „na pravom“ mestu - na korak od slavne kuće „La Pedrera“ i vis a vis kuće „Batlló“ arhitekta Antonija Gaudija, na najboljem mestu u Barseloni, prema rečima **Monike Homedes**, iz press službe ovog hotela, jedan je od važnih razloga za uspeh. Ako se neko i pita šta je smisao hotelijerske definicije uspeha, koja glasi: lokacija, lokacija i lokacija, u hotelu „Mandarin Oriental“ razrešiće sve dileme. U hotel se ulazi direktno s trotoara, preko dramatične rampe koja seče vazdušasti beli atrijum i vodi do nevelike recepcije i foajea, oplemenjenog udobnim nameštajem i mekim materijalima.

ZEN 21. VEKA

- Hvala Patriciji Urkioli - kaže Monika Homedes. - Dizajn ove talentovane enterijeristkinje, protkan mavarskim nasleđem svetla i senki, liči na zen 21. veka.

Patricija Urkiola poznata je kao izuzetno plodan dizajner. Generalno, njen dizajn hotela ukazuje na kosmopolitski karakter mediteranske Barselone. Linearna

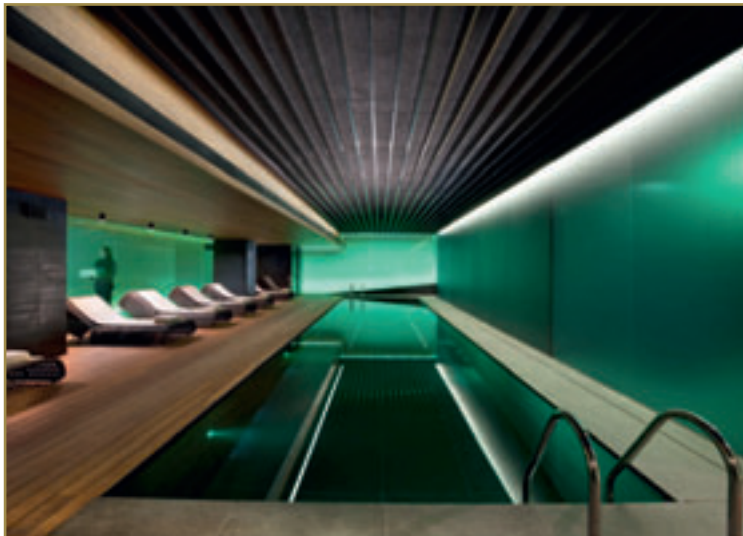
BARCELONA'S HOTEL ICON

Situated in the posh Passeig de Gràcia avenue, in the heart of Antoni Gaudi's architecture, the luxury Mandarin Oriental Hotel with 98 rooms, exudes elegance and chic, and offers many reasons to be among the best hotels in the world according to its loyal celebrity guests. Turistički Svet had the privilege to discover these reasons and to find out why the Mandarin Oriental is a unique hotel icon of Barcelona.

Hotel Mandarin Oriental in Barcelona, a five stars hotel, is one of those hotels whose location secures strong competitive advantage. Being "in the right" place - just a few steps away from the famous La Pedrera house and across the Batlló house of the architect Antoni Gaudi, in the best place in Barcelona, is, according to **Monika Homedes**, employed at the hotel's press office, one of the important reasons for success. If anybody questions the meaning of the hotel's definition of success: location, location and location, he will dismiss all doubts in the Mandarin Oriental.

You enter the hotel directly from the sidewalk, through a dramatic ramp that cuts the airy white atrium and leads to a small front desk and a lobby, enriched with comfortable furniture and soft materials.





jednostavnost zgrade, koja je nekad bila banka, upotpunjena je čistim i uravnoteženim dizajnom. Tavanice je ukrasila, postavila rukom tkane tepihe, uklopila raspored i dizajn nameštaja. Gotovo sve delove nameštaja dizajnirala je ili adaptirala za hotel upotreblivši poznata imena iz sveta dizajna, kao što su: "B&B", "De Padova", "Flos" i "Moroso": od skandinavskih fotelja u restoranu "Moments", sofe u foajeu adaptirane u tradicionalnom stilu česterfield, tartan tepiha - podsećanje na džentlmenске klubove prohujalih vremena, do u potpunosti obnovljenog francuskog gvoždenog stola s početka XX veka, koji je centralna tačka restorana "Blanc" (Beo). Sobe, kojih ima 98, u nijansama su bele i bež boje, sa avangardnim nameštajem i orijentalnim detaljima, kao što su veliki ekrani i plakari inspirisani tradicionalnim kineskim škrinjama. Podovi su od svetlog mahagonija, prekriveni tepisima tople bež boje, dok su prostrana kupatila, ukrašena mozaicima

ZEN OF THE 21ST CENTURY

- We are grateful to Patricia Urquiola – says Monica Homedes. – The design of this talented interior designer, inwrought with the Moorish heritage of light and shadows, looks like a Zen of the 21st century. Patricia Urquiola is known as a very prolific designer. In general, the hotel design shows the cosmopolitan character of Mediterranean Barcelona. Linear simplicity of the building, which was previously used as a bank, is complemented by clear and balanced design. She decorated the ceiling, placed hand-woven carpets, and fitted the layout and design of the furniture. She designed almost every piece of the furniture or she altered it for the hotel using famous names from the design world, like: B&B, De Padova, Flos and Moroso: from the Scandinavian armchairs in the Moments restaurant, the sofa in the lobby restored in the Chesterfield traditional style, tartan carpets – as a reminder of gentlemen's clubs of bygone times, to the completely restored French iron table from the beginning of the 20th century, which is the central point of the Blanc restaurant.



"Mutina" i "Bisazza", napravljena kao magične kutije od raznobojnog stakla.

SKRIVENO BLAGO: VISEĆI "VRT MIMOZE"

Svetlo dolazi kroz široke otvore iznad restorana "Blanc" i foajea koji se nalazi na donjem nivou u samom srcu zgrade. "Banker's Bar" (Bankarski bar), čiji enterijer podseća na bivše sefove banke, i restoran "Moments" s katalonskom hranom, smešteni su u mezaninu sa obe strane restorana "Blanc".

Iznad ove strukture, u unutrašnjem dvorištu, nalazi se "viseći vrt" prepun sočne vegetacije. Poznat je pod imenom "Vrt mimoze" i jedno je od skrivenih blaga Barselone. Pejzažna arhitektica Bet Figueras, u saradnji s Patricijom Urkiolom, ukrasila je ovaj neobičan prostor. Vrt veličine 660 kvadrata, sjajno je integrisan u zgradu. Kolorativne mimoze i druge biljke

All 98 rooms are decorated in the shades of white and beige colours, with the avant-garde furniture and oriental details, like big screens and closets inspired by the traditional Chinese chests. The floors are made of the light mahogany, covered with carpets of warm beige colour, while spacious bathrooms, decorated with the "Mutina" and the "Bisazza" mosaics, resemble magic boxes made of colourful glass.

HIDDEN TREASURE: HANGING "MIMOSA GARDEN"

The light passes through the wide openings above the Blanc restaurant and the lobby located at the lower level in the very heart of the building. Banker's Bar whose interior resembles former bank safes, and the Moments restaurant offering Catalonia cuisine, are located in mezzanine in the both sides of the Blanc restaurant.

Above this structure, in the inner garden, there is a "hanging garden" full of succulent vegetation. It is known as the "Mimosa Garden" and is one of the hidden treasures of Barcelona. Bet Figueras, a landscape



okružuju Urkioline specijalno dizajnirane fotelje od pruća.

Wellness je dizajniran u minimalističkom maniru. Detalji od toplog drveta, crne tavanice, beli podovi i beli kamen dominiraju. Metalne zavese vode gosta u svaki od osam prostranih i udobnih prostora za tretmane. U delu u kojem se nalazi bazen, široka pregrada od zelenog malachita skriva tursko kupatilo.

Hotel „Mandarin Oriental“, koji pripada poznatoj istoimenoj hotelskoj grupi, definitivno je sjajan miks klasičnog stila, savremenog dizajna i luksuza hotela s pet zvezdica, zbog čega je, sasvim logično, jedan od najomiljenijih hotela svetskog džet seta u Barseloni.

Jelena Kaličanin

architect, in cooperation with Patricia Urquiola, decorated this unusual space. The garden of 660 square meters, is well integrated in the building. Colourful mimosas and other plants surround Urquiola's specially designed wicker armchairs.

The wellness centre is designed in minimalist manner. The warm wooden details, black ceilings, white floors and white stone are dominant. The metal curtains lead guests to each of the eight spacious and comfortable treatments areas. In the area in which there is a pool, wide barrier made of green malachite hides the Turkish bath.

Mandarin Oriental Hotel, which belongs to the hotel group of the same name, is definitely a great mixture of classic style, modern design and luxurious five stars hotel, making this hotel one of most favourite Barcelona's hotels of the world's jet-set.

Jelena Kaličanin

www.mandarinoriental.com/barcelona

HOTEL



Unajvažem centru Beograda, u Jug Bogdanovoj ulici, na samo par minuta hoda do glavne pešačke zone, nedavno je otvoren novi, savremeni hotel – **Amsterdam**. Ovo luksuzno hotelsko zdanje sa 4 zvezdice ima u svom sastavu 41 elegantno opremljenu, klimatizovanu sobu, a prava atrakcija je komforni predsednički apartman sa panoramskim pogledom na Beograd na vodi.

Uz dva elegantna restorana, od kojih je jedan na vrhu hotela – *Rooftop*, a drugi – *Market*, specijalizovan za nacionalnu kuhinju Srbije, tu je i lobi bar, luksuzni spa centar, konferencijska sala, Wi-Fi mreža i parking sa 20 parking mesta - sve ono što poslovnom čoveku ili turistu treba u jednom gradu. Zahvaljujući dobroj saradnji sa jednom uglednom stomatološkom ordinacijom, njihovi gosti mogu da koriste i sve vrste dentalnih usluga.

Udobnost i komfor objekta koji miriše na novo, plus izuzetno ljubazno i veoma profesionalno osoblje, čine hotel Amsterdam pravim izborom za sve goste Beograda.



AMSTERDAM



In the very centre of Belgrade, in Jug Bogdanova Street, just a few-minute walk away from the main pedestrian zone, recently opened a new, modern hotel – **Amsterdam**. This luxurious 4-star hotel complex has 41 elegantly equipped, air-conditioned rooms, and the real attraction is a comfortable Presidential Suite with panoramic view of Belgrade Waterfront.

Besides two elegant restaurants, one of them at the top of the hotel - Roof top, and the other – Market, specialized in national Serbian cuisine, there are also a lobby bar, luxury spa, conference room, Wi-Fi network and parking with 20 parking spaces – everything that a business man or a tourist needs in one city. Thanks to the good cooperation with a reputable dental office, their guests can use all kinds of dental services.

The cosiness and comfort of the facility that smells of new, plus exceptionally friendly and very professional staff make Hotel Amsterdam the right choice for all guests of Belgrade.

„RASUTI HOTELI“



Ako analiziramo tipologiju hotela, otkrićemo da su tipovi hotela isti gotovo čitav vek. Pitanje je: da li je u eri postmodernog turizma, klijentima potrebno ponuditi nešto više i drugačije u prostornom i organizacionom smislu? Da li u vreme kada je putovanje postalo deo „lifestyle“-a, postoji potreba korisnika da osete autentičnost mesta u kome borave i njegovu atmosferu? Možda je jedno od rešenja da hotelijeri, osim smeštaja ponude i doživljaj mesta i opipljiviji kontakt, ili integraciju sa lokalnim. Model difuznog - rasutog hotela, može predstavljati jedno od rešenja.

If we analyze the typology of hotels, we will discover that the hotel types have remained the same for almost a century. Is it in the era of postmodern tourism that hotels need to offer clients something more and different in spatial and organizational terms? At the time when the journey became part of the "life-style", does a user need to feel the authenticity of the place in which he resides and its atmosphere? Perhaps one of the solutions is that hoteliers, apart from the accommodation, should offer the experience of the site and tangible contact, or integration with the local, as well. The model of diffused – scattered hotel could be one of the solutions.

„SCATTERED HOTELS“



Rasuti hoteli, u krajnje pojednostavljenom značenju, jesu hoteli koji su organizovani u više objekata u jednom gradu ili selu, na pešačkoj distanci, i imaju zajednički menadžment i zajedničke sadržaje. Struktura difuznog hotela razvija se po horizontali, ne po vertikali, kao što smo navikli u tradicionalnim hotelima. Ovakav model hotela je primenljiv u današnje vreme i zbog mogućnosti koje pružaju savremene digitalne tehnologija, u smislu oglašavanja, ali i povezivanja, razmene informacija i kontrole objekata.

CILJ: REVITALIZACIJA NAPUŠTENIH GRADSKIH ILI SEOSKIH PODRUČJA

Sam termin „rasuti hoteli“, ili originalno „**Albergo Diffuso**“ nastao je 1980-tih godina u Italiji. U engleskom jeziku naziv ovakvog tipa hotela je „**scattered hotel**“, što u bukvalnom prevodu znači – rasuti hotel ili raspršeni hotel.

Osnovni cilj formiranja ovakvog smeštajnog objekta jeste da pomogne revitalizaciju napuštenih gradića, devastiranih gradskih jezgara ili napuštenih seoskih područja, u prostornom, demografskom i ekonomskom smislu. U širem tumačenju, svaki objekat u gradskom jezgru ili seoskom području koji je napušten ili predstavlja prostorno-funkcionalni višak može postati deo „rasutog hotela“ ukoliko zadovolji određene kriterijume.

Italijanska asocijacija disperzivnih hotela daje sledeće preporuke: smeštajne jedinice treba da se nalaze na najviše 300 m udaljenosti od javnih sadržaja hotela (već pomenuta pešačka distanca); menadžment i recepcija su jedinstveni (čak i ako vlasništvo nije), recepcija i osoblje mora biti dostupno najmanje 14 sati dnevno; sobe moraju da budu komforne i prema standardima, ali u kontekstu i duhu lokalnog; hotel mora da podržava zdravo okruženje uz promociju sporta, rekreacije i kulturnih aktivnosti; informativni materijali vezani za turističku ponudu grada i okoline treba da se distribuiraju u smeštajnim jedinicama; deo ponude uključuje i doručak u sklopu hotela, dok ostali obroci mogu da budu

Scattered hotels, in an extremely simplified sense, are hotels that are organized in several buildings in one town or village, on a pedestrian distance, and have joint management and common facilities. The structure of these hotels develops horizontally, not vertically, as we are accustomed to in traditional hotels. This model of the hotel is applicable today for the possibilities offered by modern digital technology, in terms of advertising, but also of connection, information exchange and object control.

THE GOAL: REVITALIZATION OF ABANDONED URBAN OR RURAL AREAS

The term „scattered hotels“, or in original „**Albergo Diffuso**“ originates from 1980s from Italy. In English language these type of hotel is called „**scattered hotel**“.

The basic goal of forming such an accommodation is to help revitalize abandoned towns, devastated city cores or abandoned rural areas, in spatial, demographic and economic terms. In a wider sense, any object in a city core or a rural area that is abandoned or a spatial-functional surplus can become part of a „scattered hotel“ if it meets certain criteria.

The Italian Association of Scattered Hotels gives the following recommendations: accommodation units should be located at a maximum of 300 m away from the hotel's public facilities (already mentioned walking distance); management and reception are the one (even if the ownership is not), the reception and staff must be available at least 14 hours a day; rooms must be comfortable and according to standards, but in the context and spirit of the local; the hotel must support a healthy environment with the promotion of sports, recreation and cultural activities; information materials related to the tourist offer of the city and the surrounding area should be distributed in accommodation units; a part of the offer includes breakfast in the hotel, while other meals can be offered inside or outside the hotel, but at the local level; the hotel must demonstrate an authentic, local atmosphere.

ITALIAN MODEL

„Scattered hotels“ are mostly located in Italy, but we find them in other locations, too.

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HOTELSKI DIZAJN: NOVI TIP SAVREMENIH HOTELA

ponuđeni unutar ili izvan hotela, ali na nivou lokalnog; hotel mora da dočara autentičnu, lokalnu atmosferu.

ITALJANSKI MODEL

Primeri "rasutih hotela" se u najvećem broju nalaze na teritoriji Italije, ali pronalazimo ih i na drugim lokacijama.

Relais del Maro in Borgomaro, Liguria je dobar primer „Albergo Diffuso“. Hotel se nalazi u tri odvojena objekta postavljena u živopisni pejzaž. U vlasništvu je porodice koja se u revitalizaciju i rekonstrukciju istorijskih zgrada (iz 19. veka) upustila uz saradnju i podršku lokalnih vlasti. Ovaj hotel ima 14 smeštajnih jedinica, od kojih je svaka različita, dok se recepcija, restoran, vrt i bazen nalaze u sklopu glavnog objekta. Pružanju autentičnog doživljaja italijanskog sela, doprinosi i hrana. Namirnice su lokalne i sve se priprema po lokalnim receptima. Ovaj objekat odlično prikazuje oživljavanje srednjevekovnog sela, na zadovoljstvo lokalnih stanovnika i njihovih gostiju.

Residence Antica Torre del Nera je "rasuti hotel" napravljen u srednjevekovnom selu Scheggino, u mestu Valnerina, zelenom srcu Umbrie. Ovaj autentičan hotel ima 16 jedinica ili apartmana, sa zasebnim ulazima, kaminima, kuhinjom i trpezarijom. Nameštaj ali i materijalizacija enterijera su autentični, po uzoru na lokalne vrednosti, tako da gost dobija doživljaj odmora u autentičnoj kući, a ne u standardizovanoj hotelskoj sobi. Hotel je "rasut" duž jedne ulice, sa pogledom na selo.

LUKSUZNI RASUTI HOTELI

Avenue Hotel u Amsterdamu, se za razliku od prethodna dva primera nalazi u urbanom tkivu, u gradu, samom centru Amsterdama. Takođe zadovoljava uslov da se nalazi u postojećim zgradama, koje su preuređene i dobile novu namenu - hotel. Neki od ovih objekata datiraju iz 17. veka. U takozvano Zlatno doba, neki delovi su služili kao magacini, a tokom vremena imali su i druge namene. Danas je ovaj hotel rekonstruisan i tehnički opremljen tako da zadovolji savremene standarde hotela sa tri zvezdice, uključujući i umetanje lifta. Ovaj hotel nije u potpunosti revitalizovan po principima rasutih hotela, naročito u pogledu dizajna i materijalizacije enterijera, ali što se tiče lokacije, pouzdano pripada tipu rasutog hotela. Ekstremno luksuzni **Hotel Aman u Veneciji**, lociran uz **Grand Kanal** je ilustracija kako se postojeće strukture mogu prilagoditi potrebama različitih kategorija gostiju. U luksuznoj



Relais del Maro in Borgomaro, Liguria is a good example of "Albergo Diffuso". The hotel is located in three separate buildings set in picturesque landscape. It is owned by a family that has been involved in the revitalization and reconstruction of historic buildings (from the 19th century) with the cooperation and support of local authorities. This hotel has 14 accommodation units, each one different, while the reception, restaurant, garden and swimming pool are within the main facility. The food also contributes to providing the authentic experience of the Italian village. Food is local and everything is prepared by local recipes. This property perfectly shows the revival of the medieval village, to the satisfaction of local residents and their guests.

Residence Antica Torre del Nera is a "scattered hotel" built in the medieval village of Scheggino, in Valnerina, the green heart of Umbria. This authentic hotel has 16 units or suites, with separate entrances, fireplaces, a kitchen and a dining room. The furniture and materialization of the interior are authentic, based on local values, so that the guest gets the experience of resting in an authentic house, not in a standardized hotel room. The hotel is "scattered" along the street, overlooking the village.

LUXURY SCATTERED HOTELS

Avenue Hotel in Amsterdam, unlike the previous two examples, is located in urban area, in the city, in the centre of Amsterdam. It also meets the requirement to be located in existing buildings, which have been rearranged and have a new purpose - hotel. Some of these buildings date from the 17th century. In the so-called Golden Age, some parts served as



warehouses, and over time they had other purposes. Today this hotel has been reconstructed and technically equipped to meet the modern standards of a three-star hotel, including an elevator. This hotel is not completely revitalized according to the principles of scattered hotels, especially in terms of design and materialization of the interior, but as far as the location is concerned, it is reliably belonging to the type of scattered hotels.

The extremely luxurious **Hotel Aman in Venice**, located next to the Grand Canal, is an illustration of how existing structures can be adapted to the needs of different categories of guests. In the luxurious Venetian palace once stayed the elite, and today, in this palace, transformed into an authentic hotel, stays the elite of our times. This hotel does not meet the basic criterion of a scattered hotel which is supposed to consist of several renovated buildings, since it is



located only in one. According to me, all other criteria are met – It is located in a historical building, all spaces, including rooms and apartments are authentic, while the hotel is managed by a Venetian family.

RECYCLING EXISTING BUILDINGS

All this suggests that this, according to the typology of a relatively new and different concept of a hotel, can come to life in every environment and that it aims at different clientele, depending on what resources it has. In some cases, the disadvantages in the spatial quality of the building compensate location, authenticity and design. The application of this solution is simple and sustainable.

Instead of building new facilities, smaller hotels or megastructures, where users, in relative spatial isolation, meet exclusively with each other, one can think about the subject of recycling existing buildings. In all these objects, more or less valuable, certain energy, physical or mental, is incorporated, and as such they carry the identity of the place. It is only necessary to use the existing spatial potentials for tourists who want different accommodation and connect with the spirit of the place „genius loci“. We must not forget the ecological aspect of the concept related to recycling and in addition to design such hotels on the principles of ecological (green) renewal, both building and its impact on the environment.

Author: **Ivana Banović Đorđević**

venecijanskoj palati nekada je boravila elita, a danas, u ovoj palati, transformisanoj u autentičan hotel, odseda elita našeg vremena. Ovaj hotel ne zadovoljava osnovni kriterijum rasutog hotela, a to je da se sastoji iz više adaptiranih zgrada, već je smešten samo u jednoj. Po meni, svi ostali kriterijumi su ispunjeni – smešten je u istorijskom objektu, svi prostori, uključujući i sobe i apartmane su autentični, dok hotelom upravlja venecijanska porodica.

RECIKLAŽA POSTOJEĆIH OBJEKATA

Sve ovo ukazuje da ovakav, po tipologiji relativno nov i drugačiji koncept hotela, može da zaživi u svakoj sredini i da ima za cilj različitu klijentelu, zavisno od toga kojim se resursima raspolaže. U nekim slučajevima, nedostaci u prostornom kvalitetu same zgrade, nadoknađuje lokacija, autentičnost i dizajn. Primena ovog rešenja je jednostavna i održiva.

Umesto izgradnje novih objekata, manjih hotela ili megastruktura, gde se korisnici, u relativnoj prostornoj izolaciji sreću isključivo jedni sa drugima, moguće je razmišljati na temu reciklaže postojećih objekata. U sve te objekte, manje ili više vredne, ugrađena je određena energija, fizička ili mentalna, i kao takvi oni nose identitet mesta. Potrebno je samo iskoristiti postojeće prostorne potencijale za turiste koji žele drugačiji smeštaj i povežu se sa duhom mesta „genius loci“. Ne smemo da zaboravimo ekološki aspekt koncepta, povezanog sa reciklažom, i uz to dizajniramo ovakve hotele na principima ekološke (zelene) obnove, kako zgrade, tako i njenog uticaja na okolinu.



PRE SVEGA – KVALITET!

Kompanija **Nenateks Textil**, koja je izrasla iz matične kuće *Nenateks doo* sa sedištem u Šapcu, bavi se uspešno proizvodnjom i prodajom kućnog i profesionalnog tekstila.

Gotovo 30 godina praćenja trendova u tekstilnoj industriji i iskustva utkanog u tekstilni program vrhunskog kvaliteta, doprinelo je da se **Nenateks Textil** danas pozicionira i kao jedan od najpouzdanijih partnera hotelske industrije. Proizvodi od sertifikovanih materijala, kreirani u skladu sa savremenim trendovima i proizvedeni prema visokim hotelskim standardima, učinili su **Nenateks Textil** prepoznatljivim po hotelskom tekstilnom programu, u kojem su: *protektori, naddušeci, posteljine, jastuci, jorgani, prekrivači, peškiri, zavese, black out...* ili, jednom rečju, svi tekstilni proizvodi za opremanje hotelskih soba.

Nenateks Textil je i jedan od retkih proizvođača koji u svojoj ponudi ima organski pamuk, damast nemačkog porekla za koji poseduju sertifikat.

Važno je istaći da svi proizvodi ove kompanije, koje odlikuju vrhunske performanse i kvalitet kakav se očekuje od nosilaca sertifikata ISO 9001, nastaju u proizvodnim pogonima opremljenim najsavremenijim mašinama.

A kada se spoji znanje i iskustvo, najkvalitetniji materijali i tekstilne mašine poslednje generacije, onda je to zajedno tim koji dobija - **Nenateks Textil**, kompanija koja je već osvojila poverenje mnogih hotelijera!

PREPREKA ZVANA „STAKLENI PLAFON“

Iako brojna istraživanja pokazuju da su žene zbog svoje prirode poželjne na liderskim pozicijama, one se ipak suočavaju sa neosnovanim i nevidljivim preprekama na svom putu do visokih položaja. Ova pojava se označava kao „stakleni plafon“.

U prošlom veku žene su imale znatno bolji društveni položaj, a nakon sticanja prava glasa 1920. godine, bile su motivisane da ostvare karijere u političkom i poslovnom svetu koji je do tada bio rezervisan samo za muškarce. Danas, žene menadžeri koje rukovode velikim svetskim kompanijama, u značajnoj meri menjaju sliku o ulozi žena u biznisu.

Kako bi pokazale svoje sposobnosti na tradicionalno „muškim terenima“, žene su iskoristile neke svoje prirodne talente, pre svega upornost, istrajnost i intuitivnost kod donošenja odluka i na taj način stekle određene poslovne prednosti, dovodeći do uspeha drugačijim stilovima liderstva. Napredak žena na liderskim pozicijama jeste očigledan, ali njihovo sticanje moći i autoriteta je i dalje otežano. Iako postoje formalni i neformalni iskazi koji ženama garantuju ravnopravnost, muškarci ipak imaju prednost u odnosu na njih. Činjenica da postoji mali broj žena na izvršnim pozicijama, objašnjava se tvrdnjama o urođenim psihološkim osobinama po kojima muškarci više nalikuju liderima nego žene. Naime, ljudi sa određenim tipom ličnosti i sposobnostima imaju veće šanse da postanu lideri. To su druželjubive, asertivne osobe otvorene za nove ideje, koje su savesne, iskrene i pouzdane, ali ove osobine se ne pripisuju nužno muškarcima.

MUŠKARCI I ŽENE LIDERI

Liderstvo je složen fenomen koji se teoretski može definisati na bezbroj načina. Liderstvo kao skup osobina polazi od toga da određeni ljudi imaju urođene kvalitete i osobine koji ih čine liderima. Nasuprot tome, u shvatanju liderstva kao procesa, ono se posmatra kao nešto što se može naučiti i razviti, i dostupno je svima. Liderske veštine mogu da se razviju tokom vremena edukacijom i iskustvom.

Judy Rosener je u tekstu koji je 1990. godine objavljen u *Harvard Business Review*-u, napisala da je za žene tipičan interaktivni stil. Interaktivni stil podrazumeva da liderke rade na tome da usade



A BARRIER CALLED “GLASS CEILING”

Although many studies show that women due to their nature are welcome at leadership positions, they still face ungrounded and invisible barriers on their way to high positions. This phenomenon is designated as a "glass ceiling".

The past century gave women more than ever a better social position, and after gaining the right to vote in 1920, women were motivated to achieve careers in a political and business world that was previously reserved for men only. Today, women managers who run large world companies are significantly changing the picture of the role of women in business.

In order to demonstrate their abilities on traditional "men's terrains", women have used some of their strengths, above all persistence, perseverance and intuitive decision-making, and thus have acquired certain business advantages, leading to equal success in opposing or at least different leadership styles. The progress of women in leadership positions is obvious, but their acquisition of power and authority is still hampered. Although there are formal and informal statements that guarantee women equality, men still have an advantage over them. The fact that there are few women in executive positions is explained by claims of innate psychological traits in which men resemble leaders more than women. Namely, people with a certain type of personality and abilities have a greater chance of becoming leaders. These are sociable, assertive people open to new ideas, which are conscientious, sincere and reliable, but these qualities are not necessarily attributed to men.

grupni identitet tako što ohrabruju druge da budu deo svih aspekata posla, da pokušavaju da učine da se ljudi osećaju kao deo organizacije, podstiču uključivanje i učestvovanje. Mnogi eksperti u oblasti liderstva smatraju da se lideri i liderke uopšte ne razlikuju. Od lidera se očekuje da govori asertivno, da se nadmeće da bude u centru pažnje, da utiče na druge i podstiče njihovu aktivnost. U istraživanju u kojem je trebalo da žene opišu sebe, čak 98% liderki je odabralo termine kao što su spremna za saradnju, fleksibilna, podstiče uključenost i učestvovanje.

NEVIDLJIVA BARIJERA

Iako brojna istraživanja pokazuju da su žene zbog svoje prirode poželjne na liderskim pozicijama, one se ipak suočavaju sa neosnovanim i nevidljivim preprekama na svom putu do visokih položaja. Ova pojava se označava kao „stakleni plafon“ (eng. *glass ceiling*). Termin su prvi put upotrebila 1986. godine dva novinara *Wall Street Journal*-a – Carol Hymowitz i Timothy Schellhardt. U tekstu je bilo navedeno da su se čak i žene koje su postojano napredovale s položaja na položaj, na kraju sudarile s nevidljivom preprekom. Domogle su se direktorske kancelarije, ali nisu uspele da se probiju kroz „stakleni plafon“, mogavši samo da vide dalje, ali ne i da idu dalje.

Northouse u knjizi „Liderstvo: Teorija i praksa“ definiše „stakleni plafon“ kao nevidljivu barijeru koja žene sprečava da se popnu na elitne liderske pozicije. Danas se žene u mnogim profesijama neminovno suočavaju sa nevidljivim preprekama koje je nametnulo društvo sa tradicionalnom podelom uloga. Ovaj globalni fenomen podrazumeva da se žene nalaze na liderskim pozicijama na nižim nivoima i sa nižim autoritetom nego muškarci i da ne postoji mogućnost da u toj poslovnoj hijerarhiji napreduju do najviših

MEN AND WOMEN LEADERS

Leadership is a complex phenomenon that can theoretically be defined in countless ways. Leadership as a set of traits starts from the fact that certain people have innate qualities that make them leaders. By contrast, in understanding leadership as a process, leadership is viewed as something that can be learned and developed, and it is accessible to everyone. Leadership skills can develop over time through education and experience.

In a text published in Harvard Business Review in 1990, Judy Rosener wrote that it is typical for women to have a typical interactive style. An interactive style implies that leaders work to foster group identity by encouraging others to be part of all aspects of the job, trying to make people feel part of the organization, encouraging inclusion and participation. Contrary to these claims, many experts in the field of leadership believe that male leaders and female leaders do not differ at all. The male leader is expected to speak assertively, to compete to be at the centre of attention, to influence others and to encourage their activity. The authors conducted a survey in which women should describe themselves. 98% of leaders selected terms such as cooperative, flexible, encouraging involvement and participation.

“GLASS CEILING”

Although many studies show that women due to their nature are welcome at leadership positions, they still face ungrounded and invisible barriers on their way to high positions. This phenomenon is designated as a "glass ceiling". The term was



rukovodećih položaja. Uprkos njihovim sposobnostima i zalaganjima, smatra se da je napredovanje žena u karijeri ograničeno na manje odgovorne, manje istaknute i manje plaćene položaje. Na primer, žene u SAD čine 46,4% radne snage, ali je samo 8% žena zastupljeno na top pozicijama u američkim korporacijama i političkom sistemu. Na listi „Fortune 500“ žene čine samo 5,2% onih koji najviše zarađuju i manje od 2% onih koji su na pozicijama generalnih direktora. U proseku, žene zarađuju trećinu manje (tačnije 72% iznosa plate) od svojih muških kolega za obavljanje istog posla. Slično stanje je i u Evropi gde među 25 najbolje plaćenih izvršnih direktora nema nijedne žene.

KAKO PROBITI „STAKLENI PLAFON“?

Imajući u vidu postojeće stanje, žene mogu primeniti dva principa kako bi savladale neprohodan put ka liderskim pozicijama. Prvo, treba da kombinuju usmerenost na druge i usmerenost na akciju, i takođe, trebalo bi da stvore socijalni kapital. S obzirom na to da se žene najčešće povezuju sa usmerenošću na druge, one dolaze u iskušenje da se pokažu kao kompetentne za akciju. Kada su usmerene na druge, žene se kritikuju da im nedostaje odlučnosti i asertivnosti. Dok izdaju naređenja, žene treba da pružaju verbalnu podršku i da pokazuju toplinu na indirektan način. Agresivno ponašanje predstavlja rizik za liderke, jer ljudi pružaju otpor liderkama kada se ponašaju agresivno ili autokratski. Usmerenost na akciju pomešana sa toplinom, može smanjiti otpor prema ženskom liderstvu. Žene dobijaju najbolje ocene u situacijama kada ispoljavaju stil koji predstavlja kombinaciju muških i ženskih osobina – čvrstinu i saosećajnost, agresivnost i moralnu i emotivnu odgovornost, odlučnost i kreativnost. Jedan od načina za napredovanje koje je u skladu sa usmerenošću na akciju jeste samopromocija. Žene koje neprestano drugima govore koliko su kompetentne, rizikuju da budu kritikovane, jer nisu dovoljno

first used in 1986 by two Wall Street Journal journalists - Carol Hymowitz and Timothy Schellhardt. The text stated that even women who were constantly progressing from position to position eventually collided with an invisible barrier. They managed the director's office, but they did not manage to break through the "glass ceiling", only to see further, not to go further.

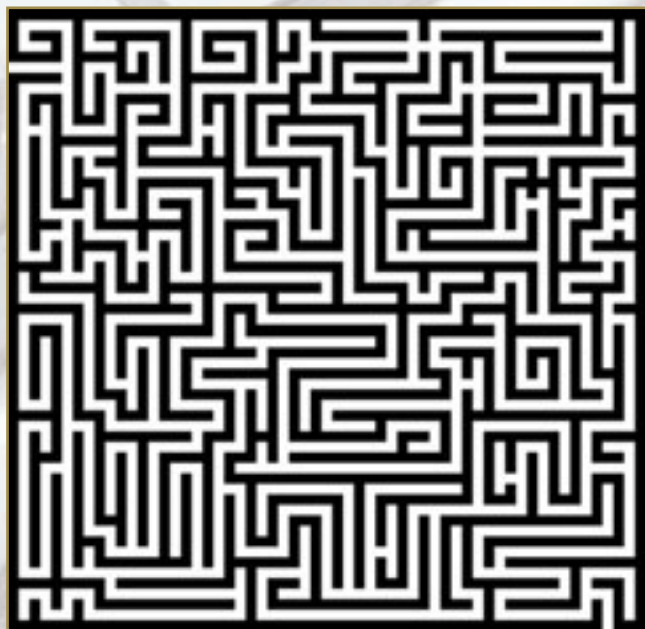
Northouse defines a "glass ceiling" in the book "Leadership: Theory and Practice" as an invisible barrier that prevents women from climbing into elite leadership positions. Today, women in many professions inevitably face the invisible barriers imposed by a society with a traditional division of roles. This global phenomenon implies that women are at leading positions at lower levels and with lower authority than men, and that there is no possibility of advancing to the highest leadership positions in this business hierarchy. Despite their abilities and efforts, career advancement is considered to be limited to less responsible, less prominent and less paid positions. For example, in the United States, women make up 46.4% of the workforce, but only 8% of women are at top positions in US corporations and the political system. On the Fortune 500 list, only 5.2% of those who earn the highest earnings and less than 2% of those who are in the posts of general managers are made up of women. On average, women earn a third less (more precisely 72% of the salary) than their male counterparts to do the same job. A similar situation exists in Europe where among the top 25 paid executive directors there is not a single woman.

HOW WOMEN FIND A WAY THROUGH A "GLASS CEILING"

Bearing in mind the current situation, women can apply two principles in order to overcome an impenetrable path towards leadership positions. Firstly, they need to combine moderation with others and focus on action, and secondly, they should create social capital. Given that women most often associate with focus on others, they are tempted to show themselves as competent to action. When directed at others, women are criticized for lacking determination and assertiveness. While issuing orders, women should provide verbal support and show warmth in an indirect way. Aggressive behaviour poses a risk to leaders, because people give resistance to leaders when they act aggressively or autocratically. Focusing on action mixed with heat can reduce resistance to women's leadership. Women get the best grades in situations where they exhibit a style that represents a combination of masculine and feminine qualities – firmness and compassion, aggression and moral and emotional responsibility, determination and creativity. One of the ways to advance that is in line with the focus on action is self-promotion. Women who constantly tell others how competent they are, are at risk of being criticized because they are not courteous enough. Men are self-tolerant because they do not feel pressured to be fine. Even when they have equal competencies, women are embarrassed to praise. However, modesty can sometimes be considered a lack of self-confidence. Women are prone to underestimate their abilities as men overestimate them more often.

RESISTANCE TO WOMEN'S LEADERSHIP

Today, two questions can be posed: how many women have gained access to leadership, and on the other hand, what is that something that impedes women. Women remain in the public sphere with less power than men. The consequence of this inequality is the fact that women retained more responsibilities in the household, unlike men. Each success is more difficult to achieve, each effort is incomparably





ljubazne. Muškarcima se samopromocija toleriše, jer ne osećaju pritisak da treba da budu fini. Čak i kada poseduju jednake kompetencije, ženama je neprijatno da se hvale. Međutim, skromnost se nekada može smatrati manjkom samopouzdanja. Žene su sklone tome da potcenjuju svoje sposobnosti dok ih muškarci češće precenjuju.

OTPOR PREMA ŽENSKOM LIDERSTVU

Danas bi mogla da se postave dva pitanja: kako je tako mnogo žena steklo pristup liderstvu, a sa druge strane, šta je to što ih i dalje sputava? Žene i dalje u javnoj sferi imaju manju moć nego muškarci. Posledica ove nejednakosti je činjenica da su žene zadržale više odgovornosti u domaćinstvu, za razliku od muškaraca. Svaki njihov uspeh je teže ostvaren, svaki napor neuporedivo veći nego muški, put do vrha daleko složeniji, prepreke teže savladive i veoma često izostaje konačan rezultat, pa žena po statistikama ima mnogo na raznim rukovodećim mestima, u visokim institucijama, ali na samom vrhu veoma malo. Lidersko mesto je za njih često veoma daleko, čak i nedostižno. Za uspeh u karijeri, društvo ističe da je veoma važan efekatan odnos sa mentorima, odnosno, lideri moraju imati komunikaciju sa drugim ljudima, moraju razmenjivati ideje i iskustva, što obično žene ne rade. I to prerasta u problem na njihovom putu ka liderskoj poziciji. Muškarci imaju biološke predispozicije da budu lideri i kao takvi su prepoznati u društvu. Žene zbog tih stereotipa počinju i same da veruju da nisu sposobne da budu lideri, jer se u njima stvara osećaj nesigurnosti. Međutim, žene sve više poprimaju osobine koje su do sada posedovali samo muškarci, jer postaju upornije na putu da zauzmu mesto lidera, u svim sferama poslovanja – od hotelijerstva do politike. One dokazuju da su neophodne promene u društvu, bilo da se tiče spoznaje kvaliteta koje žene poseduju, ili njihovog postavljanja na lidersko mesto. Time se smanjuju stereotipi koji su ženama davali i samo početnu, prirodnu poziciju – majke i supruge. Danas žene pokazuju da mogu biti uspešni lideri i uspešno se boriti sa svim izazovima i teškoćama u društvu.

higher than the male, the road to the top is far more complex, the obstacles are more difficult to overcome and very often there is no final result, so women have a lot in different management positions in high institutions at the top, but at the very top just a bit. Leadership is often very far away, even unachievable. To succeed in a career, society stresses that an effective relationship with mentors is very important, that is, leaders must have communication with other people, they must exchange ideas and experiences that usually women do not work. Consequently, this becomes a problem on their way to the leadership position. Men have biological predispositions to be leaders and as such they are recognized in society. Women, because of these stereotypes, themselves begin to believe that they are not capable of being leaders, because they create a sense of insecurity. Women take on the characteristics that men have so far possessed, as they become more persistent on the road to take the lead, in all spheres of business from hotel management to politics. They prove that there is a need for changes in society, whether it is about the knowledge of the quality that women have, or their placement on a leading position. This reduces the stereotypes that women were given and only the initial, natural position - mothers and wives. Today women show that they can be successful leaders and successfully fight all the challenges and difficulties in society, and we can only prove and confirm this.

Author:

Mina Paunović

JEDINSTVENI SPOJ TRADICIJE I MODERNOG

Iako je tradicija Vinarije PIK Oplenac duža od 60 godina, po čemu zauzima ozbiljno mesto u istoriji vinarstva u Šumadiji, sa rekonstrukcijom starog podruma 2014. godine, kada je obnovljeno i zdanje vinarije u centru Topole - otvoreno je novo poglavlje u toj istoriji. Sa kakvom vizijom i kakvim poslovnim konceptom, otkriva **Aleksandra Popović**, marketing menadžer Vinarije, s ponosom ističući da je ono što ih razlikuje od drugih, ne samo veliki asortiman kvalitetnih proizvoda, već najmodernija oprema i višemilionski kapacitet.

U srcu Šumadije, na istorijskom mestu koje je za srpski narod simbol nacionalnog ponosa i tradicije, 2014. godine, sa promenom vlasništva, Vinarija PIK Oplenac započinje novo poglavlje u svojoj istoriji.

- Vizija koja je pokrenula novu vinsku priču je svakako nastavljajne tradicije, proizvodnja vrhunskih proizvoda i širenje vinskih puteva i Šumadije, i Srbije. Želja vlasnika i svih nas u njegovm timu je da iskoristimo potencijal koji ovaj region nudi i pozicioniramo se na svetskoj vinskoj sceni kvalitetnim, autentičnim proizvodima – ističe **Aleksandra Popović**, marketing menadžer Vinarije PIK Oplenac, dodajući da je njihova primarna poslovna filozofija da svaki ljubitelj vina dobije priliku da uživa u kvalitetnom proizvodu bez obzira na cenu – počev od linije *Tron*, koja je nižeg cenovnog ranga, preko linije *Villa* i *Monarh*, nove linije barikiranih vina *Constanta*, do naše prve selekcije - *Monarh S*.

• *Posle mnogo godina, PIK Oplenac je započeo stvaranje palete vrhunskih vina, čija je kruna Monarh S! Kojim se vinima posebno ponosite?*

- Posebnost vina *Monarh S* ogleda se u brižljivo odabranoj kupaži *Merloa* i *Kabernea*, koji su odležali u bariku i hrastovim bačvama i zaista predstavlja krunu našeg asortimana. Njime se svakako najviše ponosimo, ali smo jako zadovoljni i reakcijom tržišta na novo vino *Constanta Muse Rose*. U pitanju je barikirani roze, koji je jedinstven u ovom delu Evrope, pa smo s nestrpljenjem iščekivali reakcije i komentare ljubitelja vina. Sam proces proizvodnje je veoma komplikovan jer treba naći idealan balans između svežine i arome koja je karakteristična za roze, a oplemeniti



A UNIQUE COMBINATION OF TRADITIONAL AND CONTEMPORARY

Although the tradition of Winery PIK Oplenac is more than 60 years long, putting it on the important place in the history of winemaking in Šumadija, after the reconstruction of the old cellar in 2014, when the winery building in the centre of Topola was also restored – a new chapter in this history was opened. What is the vision and business concept, reveals **Aleksandra Popović**, Marketing Manager at the Winery, proudly emphasizing that what distinguishes them from others is not only a large range of quality products, but also the most modern equipment and multi-million dollar capacity.

ga barikom dovoljno da ne izgubi te karakteristike. Mislim da smo uspjeli u svojoj nameri i srdačno preporučujem svima da probaju ovo novo vino.

LUKSUZNI VINSKI TURIZAM

• *U Vinariji se od početka radi vredno i predano, pa je nakon značajnih investicija zasijala punim sjajem. Šta je posle četiri godine rezultat ozbiljnih ulaganja u vinariju?*

- Ponosni smo na ono što smo postigli za prethodne četiri godine, ali završetak investicija ne očekujemo u skorije vreme. Ono čime trenutno možemo da se pohvalimo je svakako veliki asortiman proizvoda, koji su već našli put do ljubitelja i poznavalaca vina, kao i najmodernijom opremom i višemilionskim kapacitetom. Ono što nas izdvaja od drugih je svakako nesvakidašnji spoj tradicije i modernog, koji se ogleda u jedinstvenom ambijentu naše vinarije.

Raspolažemo sa četiri degustacione sale, od kojih najveća može da primi oko 100 osoba. Prilikom posete nećete ostati ravnodušni pred umetničkim slikama, bronzanim skulpturama i brojnim antikvitetima koji krase unutrašnjost vinarije.

• *Osim ljubavi prema vinu, u vinariji posebnu pažnju poklanjate i turizmu. Upravo te dve ljubavi spojene u sintagmu „luksuzni vinski turizam“, ohrabrile su vas da uđete u novu veliku investiciju - izgradnju apartmanskog naselja sa 4 zvezdice i ekskluzivnog hotela s pet zvezdica, koja je u toku! Otkrijte nam šta će to gosti od stila, koji poseduju dovoljno lične i vinske kulture kod vas pronaći?*

- Gospodin Semikin, vlasnik vinarije, kreirao je ideju čijom će realizacijom biti oplemenjen vinski turizam Srbije. Radi se, naime, o ekskluzivnim smeštajnim kapacitetima – apartmanskom naselju i hotelu. Apartmansko naselje koje čine vile brvnare, nadomak vinarije, blizu Oplenca, biće komforno opremljene a imaće 4 zvezdice. Prve goste očekujemo sredinom sledeće godine. Ovi objekti omogućiće posetiocima vinarije da, ako žele, produže svoj boravak u ovoj vinskog i duhovnoj prestonici.

Hotelski kompleks sa 5 zvezdica, čija je izgradnja u toku, funkcionisaće u sklopu vinarije. Imaće više od 40 raskošno opremljenih soba, 10 apartmana, konferencijsku salu,

in the heart of Šumadija, in a historic place which is a symbol of national pride and tradition for the Serbian people, in 2014 with the change of ownership, Winery PIK Oplenac starts a new chapter in its history.

- The vision that launched the new wine story is certainly the continuation of tradition, the production of top quality products and the expansion of wine roads, Šumadija and Serbia. The desire of the owners and all of us in their team is to take advantage of the potential that this region offers and place quality authentic products on the world wine scene – says **Aleksandra Popović**, Marketing Manager at Winery PIK Oplenac, adding that their primary business philosophy is that every wine lover should get the opportunity to enjoy a quality product regardless of the price – starting from the Tron line, which is lower price range, across the Villa and Monarh lines, the new lines of barrique wine Constanta, to our first selection - Monarh S.

• *After many years, PIK Oplenac has begun to create a range of fine wines, whose crown is Monarh S! What wines are you particularly proud of?*

- The Monarh S uniqueness is reflected in the carefully selected blend of Merlo and Cabernet, which had stayed in the barrique and oak barrels and really represents the crown of our assortment. Of course, we are the most proud of it, but we are also very pleased with the reaction of the market to the new wine Constanta Muse Rose. This is barrique Rose, which is unique in this part of Europe, so we had eagerly awaited reactions and comments of wine lovers. The very process of production is very complicated because it is necessary to find an ideal balance between freshness and aroma that is characteristic of Rose, and refine it with a barrique enough so it doesn't lose these characteristics. I think we succeeded in our intentions and I strongly recommend everyone to try this new wine.

LUXURY WINE TOURISM

• *In the Winery you have been working hard and devoutly from the beginning, so after significant investments it shines in its full glory. What is the result of serious investments in the winery after four years?*

- We are proud of what we have achieved over the past four years, but we do not expect the completion of investments in the near future. What we can be proud of at the moment is certainly a large assortment of products, which have already found a way to fans and wine connoisseurs, as well as the most modern equipment and multi-million dollar capacity. What separates us from others is certainly an unusual combination of tradition and modernity, reflected in the unique ambience of our winery.

We have four degustation shops, of which the largest one can accommodate about 100 people. When visiting, you will not be left indifferent to art paintings, bronze sculptures and numerous antiques that adorn the interior of the winery.

• *In addition to the love of wine, in the winery the special attention is paid to tourism. These two loves, combined in the "luxury wine tourism" encouraged you to enter into a new major investment – construction of a 4-star apartment complex and an exclusive five-star hotel, which is in progress! Tell us what a guest of style and with enough personal and wine culture can find there?*



restoran, lobby bar, bazen i jedinstveni WINE SPA. Opšte je poznato da se u grožđu nalazi dosta antioksidanata, te će se u našoj ponudi naći i razne vinske terapije koje doprinose celokupnoj revitalizaciji kože. Želimo da pružimo jedinstven doživljaj i nezaboravno iskustvo, što i planiramo da ostvarimo za tri godine, kada očekujemo završetak radova i prve goste.

VISOKO POSTAVLJENI STANDARDI KVALITETA

• *U vinariji radi tim mladih, uspešnih i predanih ljudi. Istrajni ste u nameri da snove vlasnika zajedno pretvorite u stvarnost. Kakvi su vaši planovi za budućnost?*

- Planova je mnogo i realizovaćemo ih u više etapa. Energija, inspiracija i ljubav naši su stalni pratoci na putu ka stvaranju jedinstvenih ukusa vina. Eksperimentišemo sa različitim sortama grožđa, a sve u cilju stvaranja što kvalitetnijeg proizvoda koji ispunjava visoko postavljene standarde. Radimo na proširenju kapaciteta same vinarije,



ali usmerili smo pažnju i na nove zasade, poput onih na Kalipolju, nadomak Topole, koje smo obnovili početkom godine. Sa razvijanjem turističke i ugostiteljske ponude nastavićemo i u narednom periodu, sve u cilju širenja vinskih puteva naše zemlje.

• *Vreme je novogodišnjih i božićnih praznika. Šta biste poželeli svojim klijentima, poslovnim partnerima, budućim gostima...?*

- Pre svega im se zahvaljujemo na saradnji i ukazanom poverenju. Godina koja je na izmaku obeležena je brojnim uspesima i lepim trenucima koje smo zajedno delili, ali želimo da ih u narednoj godini bude još više! Neka Vam svaki trenutak u novoj godini bude poseban, a onim najposebnijim - nazdravite čašom vina PIK Oplenac!



- Mr. Semikin, the owner of the winery, created an idea whose implementation will enrich the wine tourism of Serbia: exclusive accommodation capacities – an apartment complex and a hotel. The apartment complex consisting of chalet villas, next to the winery, near Oplenac, will be comfortably furnished and will have 4 stars. We expect the first guests to come mid-next year. These facilities will allow the winery visitors to, if they wish, extend their stay in this wine and spiritual capital.

The 5-star hotel complex, whose construction is in progress, will function within the winery. It will have more than 40 luxuriously equipped rooms, 10 suites, a conference hall, restaurant, lobby bar, swimming pool and a unique WINE SPA. It is widely known that there are many antioxidants in the grape and in our offer one will find various wine therapies that contribute to the overall revitalization of the skin. We want to provide a unique and unforgettable experience, which we plan to achieve in three years, when we expect the completion of the works and the first guests.

QUALITY STANDARDS SET HIGH

• *The team of young successful and dedicated people work at the winery. You are persistent to turn the dreams of the owners into reality. What are your plans for the future?*

- Our plans are numerous and we will realize them in several stages. Energy, inspiration and love are our constant companions on the way of creating unique wine tastes. We experiment with different grape varieties, all in order to create a product as good as possible that meets high standards. We are working on expanding the capacity of the winery itself, but we are also focused on new plantations, such as those on Kalipolje, near Topola, which we restored at the beginning of the year. We are going to continue with the development of tourist and catering offer in the following period, all in order to expand the wine roads of our country.

• *This is the time of New Year's and Christmas holidays. What would you like to wish to your clients, business partners, future guests...?*

- First and foremost, we thank them for their cooperation and trust. This passing year was marked by numerous successes and beautiful moments that we shared together, and we would like more such moments in the upcoming year! Let each moment in the next year be special, and in the most special ones – toast with a glass of PIK Oplenac wine!

Author: **Ljiljana Rebronja**



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ALHEMIČAR NA ZVEZDANOM PUTU

U srcu beogradske Slavije smestio se „vračarski dasa“ – Saint Ten, butik hotel s pet zvezdica. Uz sjajne ocene gostiju za arhitekturu, dizajn, uslužnost, čistoću, gostoljubivost, wellness... ovaj hotel dobio je i visoku ocenu za kuhinju u kojoj, poput alhemičara u svojoj laboratoriji, stvara šef **Marijo Dardić**.



AN ALCHEMIST ON A STARRY PATH

At the heart of Belgrade's Slavija settled "Vračar's bloke" – Saint Ten, a boutique five-star hotel. With great guests' reviews for architecture, design, service, cleanliness, hospitality, and wellness... this hotel has also received a high grade for the kitchen where, like an alchemist in his laboratory, the head chef **Marijo Dardić** creates.

O d otvaranja hotela Saint Ten, februara 2017. godine, kuhinju vodi 32-godišnji šef **Marijo Dardić**, kuvar koji je već uspeo da stvori svoj prepoznatljivi stil, zahvaljujući kojem kuhinja hotela Saint Ten dobija sve ozbiljnije pohvale i to ne samo od veoma zahtevnih gostiju, već i od predstavnika struke. Na svoj zvezdani put krenuo je iz beogradske Ugostiteljsko-turističke škole, radio u restoranu *Tikas*, gde je po sopstvenom priznanju pronašao sebe i doneo odluku šta će dalje da radi.

- Kada sam odlučio da suština mog gastronomskog koncepta bude spoj naše tradicionalne i moderne kuhinje (manje porcije, prezentacija jela na tanjiru, više detalja, raznolikost boja, cveće...) – bila je to definitivno prekretnica u mom profesionalnom životu – kaže Dardić.

Svoj put nastavlja u hotelu *Prezident* u SC Kovilovo, zatim u hotelu *Aquastar* u Kladovu, da bi se, bogatiji i znanjem i iskustvom, vratio u *Tikas*, gde je proveo dve godine. Zatim prelazi u restoran *Rustik* na beogradskom Senjaku, a onda potpuno spreman dolazi u „najlepši hotel u Beogradu – *Saint Ten*“.

FRANCUSKA GASTRONOMIJA

Zahvaljujući vlasniku ovog hotela Miroslavu Miciću, Marijo je izvesno vreme proveo na stažu u čuvenom švajcarskom restoranu s 3 Mišelin zvezdice u sastavu *Hotel de la Ville* u Krisijeu, u blizini Lozane. „Tu sam našao inspiraciju, nove ideje; otkrio sam šta zaista znači kvalitet hrane; naučio kako da biram proizvode koji se isporučuju u restoran i još mnogo toga. Tada sam shvatio da elegantnom hotelu „Saint Ten“ u potpunosti odgovara francuska kuhinja (koja je 2010. priznata kao nematerijalna kulturna baština čovečanstva).

- Sa tim saznanjem krenuli smo da radimo od otvaranja hotela. Kao i svaki lider u kuhinji, trudim se da lično odem do dobavljača ili pijace (često je to Kalenićeva pijaca jer je blizu nas). Imamo prijatelje kuće koji nas snabdevaju isključivo mesom, drugi nam, na primer, dva puta nedeljno isporučuju cveće i mikro bilje (grašak, rotkvice, korijander... koji su tek počeli da zriju)...

Zaštitni znak hotelske kuhinje i hotela je francuski sufle - čokoladni sufle, inače poznat kao izuzetno težak za održavanje. Radi se ručno, kao što su nekad radile naše bake. A koliko je ukusan, najbolje svedoči priznanje jednog gosta koji je šefu otvoreno priznao da je proputovao ceo svet, probao sve što je mogao, ali je morao da se vrati u *Saint Ten* da ponovo okusi čokoladni sufle!

„ZAPLEŠIMO PLES“

- U našoj kuhinji radi se timski: hotel je mali ali su ljudi veliki – naglašava šef. - Zajednički pravimo selekciju menija i već imamo dobre rezultate i mnogo pohvala. Uvek se trudim da izađem pred gosta i da, postavljajući mu pitanja, odredim koja je hrana najbolja za njega. Ja to zovem „Zaplešimo ples!“. S vremena na vreme radimo i *testing* meni – služimo od svega po malo da bi gost mogao da se upozna sa onim što radimo i da bi izneo svoja zapažanja o

S ince the opening of Saint Ten Hotel in February 2017, 32-year-old Marijo Dardić has been the head chef, who has already managed to create his distinctive style, thanks to which the kitchen at Saint Ten Hotel has been receiving more serious praise not only from very demanding guests, but also from the representatives of the profession. He started his starry journey from the Belgrade's Secondary Hospitality and Tourism School, he worked at *Tikas* restaurant, where, by his own confession, he found himself and decided what he would further do.

- When I decided that the essence of my concept is a blend of our traditional and modern cuisine (smaller portions, presentation of dishes on a plate, more details, colour diversity, flowers...) – this was definitely a turning point in my professional life – says Dardić.

He continued his journey at the Hotel Prezident in SC Kovilovo, then at the Aquastar Hotel in Kladovo, in order to get back to the *Tikas*,



NOVOGODIŠNJI MENI

Za Novogodišnju noć 2019. šef Mario Dardić priprema meni s magičnim ukusom fine kuhinje, koji će svojom raznovrsnošću i raskoši dodatno doprineti dobrom raspoloženju gostiju hotela „Saint Ten“.



uzorcima hrane. Takva zapažanja su za nas izuzetno dragocena, jer mogu da budu dobre smernice za kreiranje novih menija, na primer za prolećni meni koji već sada pripremamo – kaže Dardić.

Njegova najveća nagrada je, priznaje, upravo mesto šefa kuhinje u hotelu *Saint Ten*. U očekivanju da još jednom poseti švajcarski restoran s tri Mišelinove zvezdice, Marijo Dardić, koji sebe vidi kao lidera - vođu svog tima, kaže: - Moj plan za budućnost je da svoj tim vodim tako da hotel *Saint Ten* i Beograd najzad dobiju svoju prvu Mišelin zvezdicu!

Jelena Kaličanin

Foto: Siniša Živković

richer with knowledge and experience, where he spent two years. Then he goes to the restaurant Rustik in Belgrade's Senjak, and then he came completely ready to "the most beautiful hotel in Belgrade – *Saint Ten*".

FRENCH GASTRONOMY

Thanks to the hotel's owner Miroslav Micić, Marijo has spent some time on the internship at the renowned Swiss restaurant with 3 Michelin stars in *Hotel de la Ville in Crissier*, near Lausanne. "There I found inspiration, new ideas; I discovered what the quality of food really means; I learned how to choose products that are delivered to the restaurant and more. Then I realized that the elegant *Saint Ten Hotel* fully fitted French cuisine (recognized in 2010 as an intangible cultural heritage of mankind).

- With this knowledge we started to work from the opening of the hotel. Like every leader in the kitchen, I try to personally go to a supplier or to the market (often Kalenić's market because it is close to us). We have friends of the house that supply only meat, others, for example, deliver flowers and micro plants twice a week (peas, radishes, coriander ... which they have just begun to grow)...

The trademark of the hotel cuisine and the hotel is French soufflé - chocolate soufflé, otherwise known as extremely difficult to prepare. It's done manually, as our grandmothers used to do. And how delicious it is, the best testimony is the recognition of a guest who openly admitted to the chef that he had travelled the whole world, had tried everything he could, but he had to return to *Saint Ten* to taste the chocolate soufflé again!

"LET'S DANCE"

- In our kitchen we work as a team: the hotel is small, but people are big – emphasizes the chef - We make a selection of menus together and we already have good results and many praises. I always try to get out to the guest and, by asking him questions I decide which food is best for him. I call it „Let's dance“. From time to time, we do the testing menu - we serve a little bit of everything to allow a guest to get to know what we do and to present his observations about food samples. Such observations are extremely valuable for us, as they can be good guidelines for creating new menus, for example, for the spring menu that we are already preparing – says Dardić.

His biggest award, he acknowledges, is exactly the place of the head chef at *Saint Ten Hotel*. Expecting to visit Swiss restaurant with three Michelin stars once again, Marijo Dardić, who sees himself as the leader of his team, says:

- My plan for the future is to lead my team so that *Saint Ten Hotel* and Belgrade finally get their first Michelin star!

Jelena Kaličanin

Photo: Siniša Živković

THE NEW YEAR'S MENU

For the New Year's Eve, the chef Mario Dardić prepares a menu with a magical taste of fine cuisine, which will additionally contribute with its diversity and luxury to the good mood of the guests of the Hotel „Saint Ten“.



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STRAST je esencijalni sastojak!

Poznati kuvar iz Milana, koji je celu deceniju ponosni nosilac Mišelin zvezdice, govori o najpopularnijim kuhinjama sveta, gastronomskim trendovima i tajnama, tvrdeći da uspešan šef kuhinje u svom radu ne treba strogo da se pridržava pravila. Najvažnije je da se koncentriše na kvalitet svoje ponude i da poseduje – strast.

*PASSION IS THE
ESSENTIAL
INGREDIENT!*

A famous chef from Milan, who has been a proud bearer of the Michelin star for over a decade, speaks about the most popular world cuisines, gastronomy trends and secrets, claiming that a successful chef should not strictly follow the rules in his work. The most important thing is to concentrate on the quality of the offer and to possess – passion.



Više od 1.300 događaja održano je povodom obeležavanja III Nedelje italijanske kuhinje u 110 zemalja širom sveta. Ukusi Italije i Mediterana u drugoj polovini novembra nisu zaobišli ni Srbiju, gde su tokom sedam dana održane brojne degustacije, seminari, edukacije, takmičenja i prezentacije, a ljubitelji italijanske gastronomije uživali su i u specijalno osmišljenom italijanskom meniju u 26 restorana Beograda, Novog Sada, Niša i Subotice.

Specijalni gost III Nedelje italijanske kuhinje u Srbiji bio je **Eros Piko (Eros Picco)** – italijanski kuvar ovenčan Mišelin zvezdicom, koji je svoju karijeru gradio u Francuskoj, na Dalekom istoku, Americi i Milanu, gde je deset godina bio glavni šef kuhinje restorana „Innocenti Evasioni“. Trenutno radi kao konsultant i promoter italijanske kuhinje u svetu, a u razgovoru za „Turistički Svet“ otkriva da razmišlja o povratku iskonskoj profesiji i ponovnom otvaranju restorana.

STRAST U SVAKOM JELU

• *Kada ste počeli da se interesujete za kulinarstvo i kako je tekao vaš razvojni put do šefa kuhinje sa Mišelin zvezdicom?*

- Još od malih nogu posmatrao sam članove moje porodice dok su pripremali obroke sa svežim namirnicama kupljenim na pijaci u malom gradu u kom smo živeli. Šef sa zvezdicom postao sam tako što sam dve godine u Francuskoj radio u nekim od najpoznatijih restorana sa 3 Mišelin zvezdice, a 2008. godine dobio sam svoju prvu Mišelin zvezdicu, koju sam uspeo da sačuvam sve do 2018. godine, kada sam odlučio da napustim restoran „Innocenti Evasioni“ i posvetim se razvoju iFOODQ projekta. Nikad se prilikom rada nisam strogo pridržavao Mišelin standarda, uvek sam radio sa strašću za kuvanjem i kvalitetom proizvoda. Kada služite kvalitet pripremljen sa strašću, Mišelin zvezdica će uvek biti uz vas.

• *Italijanska kuhinja je, bez premca, jedna od najpopularnijih i najomiljenijih u svetu. Šta je tome doprinelo i koja italijanska jela najviše volite da spremate, a koja da degustirate?*

- Italijanska kuhinja je postala poznata zbog svoje hiljadugodišnje istorije, baš kao i kineska. Različitost njenih regiona doprinela je tome da postane popularna širom sveta po svojoj laganosti i raznovrsnosti ukusa i aroma. Volim da



More than 1,300 events were held on the occasion of the III Week of Italian Cuisine in 110 countries around the world. The tastes of Italy and the Mediterranean in the second half of November didn't bypass Serbia, where numerous tastings, seminars, trainings, competitions and presentations were held during the seven days, while the fans of Italian gastronomy enjoyed the specially designed Italian menu in 26 restaurants in Belgrade, Novi Sad, Niš and Subotica.

The special guest of the III Week of Italian Cuisine in Serbia was **Eros Picco** – Italian chef awarded with the Michelin star, who has built his career in France, the Far East, America and Milan, where he has worked as the chief chef of the restaurant „Innocenti Evasioni“ for ten years. Today, he works as a consultant and promoter of Italian cuisine in the world, and he reveals for „Turistički Svet“ that he is thinking of returning to his primary profession and reopening the restaurant.

PASSION IN EVERY DISH

• *When did your interest in gastronomy arise and how did your growth to the Michelin star chef run?*

- Since I was little I have always had the opportunity to stay close to my family who prepared daily lunch and dinner with the fresh food bought from the market of that small town where I lived. I became the star chef after I had worked in France in some of the most famous restaurants with 3 Michelin stars for two years, and in 2008 I got my first Michelin star, which I have managed to preserve until 2018, when I decided to leave the „Innocenti Evasioni“ restaurant and to dedicate my work to development of the iFOODQ project. I've never strictly followed the Michelin standards; I've always worked with passion for cooking and product quality. When you serve the quality prepared with passion, the Michelin star will always be close to you.

• *Italian cuisine is, unrivalled, one of the most popular and the most favourite in the world. What has contributed to that and which Italian dishes do you like to cook most, and which ones to taste?*

- Italian cuisine has become famous because it has a thousand-year old history, just like Chinese. The variety of its different regions has contributed to making it famous all over the world for its lightness and diversity of tastes and aromas. I like cooking seafood for their intense taste and lightness, but, as I am from Milan, I like the risotto very much as well.



pripremam morske plodove zbog njihovog intenzivnog ukusa i lakoće, ali s obzirom na to da sam iz Milana, mnogo volim i rižoto.

- *Koji sastojak je neizostavan u vašim jelima?*
- Strast je esencijalni sastojak mojih recepata.

BEZ UZORA

• *Osим italijanske, specijalista ste i za francusku kuhinju. Čuveni su francuski gastronomi – Ogist Eskofije, Pol Bokiz, Alen Dukas... koji su revolucionarno uticali na svetsku gastronomiju. Ko su bili vaši kulinarski uzori?*

- Lično, nikada nisam imao uzore: uvek sam se trudio da usvojim najbolje od svih starih majstora sa kojima sam se susretao.

• *Iskustvo ste sticali i u Japanu i Kini. Kakvi su vaši utisci o gastronomiji Dalekog istoka? Po čemu su kuhinje ove dve zemlje specifične?*

- Kineska kuhinja ima stil koji se razvijao i formirao hiljadama godina, dok je japanska kuhinja, po mom mišljenju, maksimalan izraz gastronomskog savršenstva.

• *Da li ste imali priliku da probate srpske specijalitete? Kakvo je vaše mišljenje o srpskoj kuhinji?*

- *What is the essential ingredient in your dishes?*
- Passion is the essential ingredient in my recipes.

WITHOUT A ROLE MODEL

• *In addition to Italian, you are also a specialist for the French cuisine. There are well-known French chefs – Auguste Escoffier, Paul Bocuse, Alain Ducasse... who had revolutionized the world gastronomy. Who were your gastronomy role models?*

- Personally, I've never had role models: I've always tried to learn the best from all masters I have previously worked.

• *You have gained experience in both Japan and China. What are your impressions of the Far East gastronomy? What makes the cuisine of these two countries unique?*

- Chinese cuisine has a style that has been developing and characterizing for over thousands of years, while I consider the Japanese cuisine to be the maximum expression of gastronomic perfection.

• *Have you had the opportunity to taste Serbian specialties? What is your opinion of the Serbian cuisine?*

-Yes, I have. I've tasted and found similarities between some Serbian dishes and the northern Italian cuisine, like salami and smoked meats.

- Da, probao sam, i u nekim srpskim jelima pronašao sam sličnost sa kuhinjom severne Italije, poput salama i dimljenog mesa.

JEDNOM KUVAR – UVEK KUVAR!

• *Pratite li trendove u gastronomiji i kakva je budućnost italijanske, ali i svetske gastronomije? Kakvo je vaše mišljenje o molekularnoj gastronomiji?*

- Budućnost italijanske kuhinje je ono što mladi šefovi sada prikazuju, a budućnost sveta, po mom mišljenju, biće povezana sa potrošnjom vegetarijanskih proizvoda.

Molekularna kuhinja je esencijalni deo savremene kuhinje: moramo znati kako inteligentno da je koristimo, a ne površno. Smatram da je molekularna gastronomija deo istorijskog perioda – svest o novim metodama rada unapredila je standarde proizvodnih tehnika; ostaje da svaki kuvar ponaosob koristi te tehnike na precizan način za kreiranje novih recepata.

• *Angažovani ste i kao konsultant i promoter Italijanske kuhinje i proizvoda. Kako vidite sebe u budućnosti?*

- Vidim da će mi budućnost ponuditi brojne mogućnosti za rad, naročito izvan Italije. Ali, zahvaljujući svim tim mogućnostima, ne krijem da ozbiljno razmišljam o ponovnom otvaranju restorana. No, to je već neka druga priča.

Biljana Bosnić Ognjenović



ONCE A CHEF – ALWAYS A CHEF!

• *Do you follow gastronomy trends and what is the future of Italian and world gastronomy as well? What is your opinion of molecular gastronomy?*

- The future of Italian cuisine is what the young chefs are now expressing, and, in my opinion, the future of the world's, will be linked to the consumption of vegetarian products.

Molecular cuisine is an essential part of today's cuisine: we need to know how to use it intelligently and not superficially. In my opinion, molecular gastronomy is part of a historical period – the awareness of new methods of work has improved the standard of production techniques; it remains for each individual chef to use these techniques in an accurate way in the creation of new recipes.

• *You also work as a consultant and promoter of the Italian cuisine and products. How do you see yourself in the future?*

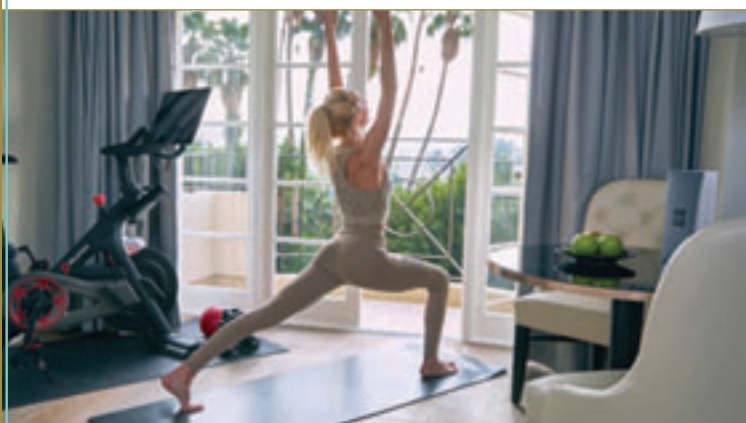
- I see my future full of job opportunities especially outside Italy. But thanks to all these opportunities I do not hide that I'm seriously thinking about reopening a restaurant. But that is another story.

Biljana Bosnić Ognjenović



PIONIRI NOVOG TREENDA

Bilo da nude prečišćen vazduh, alate za poboljšanje sna, in-room fitness ili prostor za meditaciju, wellness sobe nastaju sa ciljem da pomognu gostima da žive u skladu sa svojim wellness stilom života i tokom putovanja. Implementacija ovih sadržaja se razvija svakim danom i ne predstavlja samo trenutni pomodni trend već stvarnu potrebu sve većeg broja ljudi. Neizbežno je da će u budućnosti wellness sobe postati standardni deo dizajna svakog hotelskog brenda. Najveći hotelski lanci su već uveliko pronašli način da implementiraju ovaj trend, ali i da od njega dodatno zarade.



FOUR SEASONS

Four Seasons je najnoviji operater koji se priključio ovom trendu, pokrenuvši pet wellness soba i tri apartmana u hotelu na Beverly Hillsu. Smeštene na istom spratu kao i spa centar, kreirane su da optimizuju fizički i emocionalni *wellbeing*, sa sadržajima poput biološkog osvetljenja i sistema za prečišćavanje vazduha i vode. Iako se ove wellness *upgrade*-ovane sobe naplaćuju oko 43 evra više nego ostale, dva meseca nakon uvođenja zabeleženo je povećanje korišćenja soba za 50 odsto. Gosti u ovim sobama imaju pristup programima za unapređenje kvaliteta sna i ishrane, filmove vođene meditacije sa Dipak Čoprom, opremu za vežbanje i joga prostirke, kao i zdrave grickalice.

MARRIOTT

„Stay Well“ sobe uvedene su 2016. godine u šest „Marriott“ hotela širom SAD-a, sa sistemom za prečišćavanje vazduha, esencijalnim uljima aromaterpije, biloškim osvetljenjem za podizanje raspoloženja, sredstvima za čišćenje koja nisu toksična, simulacijom izlaska sunca, vodom u tuševima koja je oplemenjena vitaminom C i zdravim dušecima. Osim toga, na „Stay Well“ mobilnoj aplikaciji dostupni su programi za umanjene simptoma *jet lag*-a, kao i kvalitetnije spavanje, ishranu i upravljanje stresom. Sobe su popularne među poslovnim i *leisure* gostima, kao i porodicama, a dodatak koji treba da se plati za odsedanje u ovim sobama ide od 17 do 51 evra u zavisnosti od lokacije hotela.

PIONEERS OF THE NEW TREND

Offering fresh air, tools for a better night's sleep, in-room fitness or a space to meditate, wellness rooms emerge with the aim to help guests live according to their wellness lifestyles while travelling. The implementation of these features continues to evolve, and this is not another temporary trend but a real necessity of a growing number of people. It's inevitable that wellness rooms will become a standard part of any hotel brand's design. The biggest hotel chains are finding the way to implement wellness in rooms and to earn additional profit from it.

FOUR SEASONS

Four Seasons is the latest operator to implement this trend, launching five wellness rooms and three suites at Beverly Hills property. They are located on the same floor as the spa and have been created to optimize physical and emotional wellbeing, with features such as circadian lighting and air and water purification systems. Although these wellness upgraded rooms cost around 43 Euros more than the others, there's a 50 per cent increase. Guests in these rooms have access to sleep and nutrition programs, guided meditation videos by Deepak Chopra, exercise equipment and yoga mats, as well as healthy in-room snack options.

MARRIOTT

Stay Well rooms were added in 2016 to six Marriott properties across the USA featuring advanced air purification, essential oil aromatherapy, circadian mood lighting, non-toxic cleaning products, dawn simulation, vitamin C-infused showers and a



WELLNESS IN HOTEL ROOMS



INTERCONTINENTAL

„InterContinental“ -ov brend „Even Hotels“ pokrenut je 2014. godine kao *lifestyle* hotel sa ključnim fokusom na wellness, iako ovi hoteli ne sadrže spa centre. Dizajn je koncipiran na četiri komponente: zdrava hrana, lak odmor, biti aktivan i postići više. Hotelske sobe nude fitness elemente sa prostorom posvećenim samo za vežbanje, fitness opremom i 18 različitih videa sa vežbanjima. Mape za trčanje su dostupne na recepciji, a sobe su opremljene *high-tech* osvetljenjem, posteljinom od eukaliptusa i osvetljenjem podesevim prema raspoloženju, kao i elementima za aromaterapiju koja pomaže kod boljeg sna, a „Grab-n-go“ brend zdrave hrane dostupan je u hotelskom kafetu. Danas postoji osam „Even Hotela“, od kojih se tri nalaze u Njujorku, a u planu je otvaranje još 12 hotela u SAD-u i drugim državama, kao što su Australija i Novi Zeland, i čak tri u Kini, gde se prvi hotel otvara već 2019. godine.

SWISSÔTEL

„Vitality Room“ koncept soba „Swissôtel“ lanca pruža wellness sadržaje poput zavesa za potpuno zamračenje sobe, specijalnih prostora za vežbanje i relaksaciju, sistema za prečišćavanje vazduha, opcija za promenu osvetljenja i mirisa u tuševima, „Vitality snack bar“ sa voćem i drugom zdravom hranom, kao i biološkim osvetljenjem. „Wellbeing zid“ gostima pruža mogućnost da biraju između tri fitness modula u kompaktnom prostoru, sa opremom i *cyber* trenerom. Sobe su prvi put uvedene 2016. godine u „Swissôtel Zurich“ hotelu, a uskoro će se naći i u hotelima u severnoj Americi, Aziji, Bliskom istoku... Cena ovih soba je 30 odsto viša od standardne cene smeštaja.

HILTON

Hotelski gigant „Hilton“ uveo je prošle godine *in-room* wellness koncept „Five Feet to Fitness“, koji čini 11 različitih fitness sprava i dodatnih opcija u hotelskim sobama, kao i više od 200 fitness videa. Novi tip soba od 9 kvadratnih metara sadrži fitness prostor sa spravama i opremom za trening. Srce koncepta čini „Fitness Kiosk“ gde su u ponudi tutorijali za korišćenje opreme i vođeni treninzi, kao i stolice za meditaciju, zavesa sa zamračivanjem soba i „Biofreeze“ proizvodi za opuštanje mišića. Oni nisu samo uveli fitness opremu u sobe, već su potpuno razgradili hotelsku sobu i pažljivo dizajnirali prostor sa nepretrpanim delom za trening, podom prikladnim za bavljenje sportom i odvojenim delom za relaksaciju i odmor. „Hilton“ trenutno ima 11 hotela sa 31 sobom ovog tipa, a planira se uvođenje „Five Feet to Fitness“ koncepta u dodatna 23 hotela. Sobe su 20 odsto skuplje i imaju stopu zauzetosti 75 odsto.

Marija Obradović

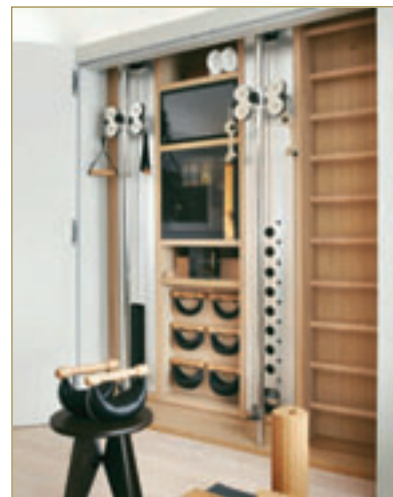
healthy mattress. In addition, through the Stay Well Mobile App guests access to a jet lag tool and sleep, nutrition and stress management programs. The rooms are popular with both business and leisure travellers and families, who need to pay from 17 to 51 Euros extra for staying in these rooms.

INTERCONTINENTAL

InterContinental's Even Hotels brand launched in 2014 as a lifestyle hotel with wellness at its core, though the hotels do not include spas. The design is focused on four components: eating well, resting easy, keeping active and accomplishing more. The hotels feature in-room fitness elements with a dedicated workout space, fitness equipment and 18 different workout videos. Running maps are available at the front desk, and bedrooms have been fitted with high-tech lighting, eucalyptus linens and colour-changing mood lights, as well as aromatherapy amenities, intended to encourage a good night's sleep. Grab-n-go, health food is available from the brand's cafe. There are now eight Even Hotels opened, including three in New York City and there are 12 additional properties in the pipeline in the USA and also Australia and New Zealand, and three properties in China – the first of which is set to open in 2019.

SWISSÔTEL

Vitality Room concept offers wellness features such as black-out blinds, dedicated space for exercise and relaxation, air purification system, lighting and scent options in the shower, a Vitality snack bar with fruits and circadian lighting features. A „wellbeing wall“ gives guests a choice of three training modules in a compact space, with simple, self-explanatory equipment and a *cyber*-trainer. The rooms made their debut at Swissôtel Zurich in 2016, and Vitality Rooms will soon be developed in North America, Asia and the Middle East. These rooms cost 30 per cent more than average daily rate.



HILTON

Hospitality giant Hilton unveiled an in-room wellness concept last year called Five Feet to Fitness, which offers 11 different fitness equipment and accessory options in hotel rooms and includes more than 200 fitness videos. The new room type has 9 sq m fitness space with the equipment. At the heart of the concept is the Fitness Kiosk offering equipment tutorials and guided workout routines, as well as a meditation chair, blackout shades and Biofreeze products for muscle tension. They haven't just placed workout equipment in rooms; they've completely deconstructed the hotel room and carefully designed a space with an uncluttered training area, with sports-performance flooring and a separate area for rest and relaxation. Hilton currently has 11 hotels and 31 rooms under the Five Feet to Fitness programme, with an additional 23 properties in the pipeline. The rooms are trading at a 20 per cent premium and achieving a 75 per cent occupancy rate.

Marija Obradović

WELLNESS - INDUSTRIJA VREDNA 4.2 BILIONA DOLARA



WELLNESS INDUSTRY WORTH \$4.2 TRILLION

Institucija koja proučava i prati stanje wellness industrije „Global Wellness Institute“ objavio je nedavno rezultate najnovijih istraživanja, koji pokazuju da wellness tržište sada vredi zapanjujućih 4.2 bilijarde dolara, što predstavlja rast od 12.8 odsto u poređenju sa 2015. godinom.

U poslednjih nekoliko godina, wellness je postao dominantna vrednost u života ljudi, koja iz korena menja ponašanje potrošača i sama tržišta.

Wellness, šire definisan kao aktivna težnja ka aktivnostima koje unapređuju fizički i mentalni well-being, postao je donekle nejasan termin koji uključuje širok spektar industrija. Kako bi bolje ustanovio parametre za istraživanje svetski wellness institut se fokusira na 10 specifičnih kategorija wellness-a, čije pojedinačne vrednosti čine ukupnu vrednost wellness industrije: **lična nega i lepota** (1.082 biliona dolara), **zdrava hrana, ishrana i gubitak težine** (702.1 milijardi dolara), **wellness turizam** (639.4 milijardi dolara), **fitness/vežbe za um i telo** (595.4 milijardi dolara), **preventivna i personalizovana medicina i javno zdravlje** (574.8 milijardi dolara), **tradicionalna i komplementarna medicina** (359.7 milijardi dolara), **wellness nekretnine** (134.3 milijardi dolara), **spa ekonomija** (118.8 milijardi dolara), **termalni/mineralni izvori** (56.2 milijardi dolara) i **wellness na radnom mestu** (47.5 milijardi dolara).

Spa, turizam i tržište nekretnina pokazali su se kao najbrže rastući sektori u poslednje dve godine. Spa ekonomija je takođe imala dramatičan porast kako sve više potrošača biva privučeno spa oazama radi opuštanja i odvajanja od svakodnevnog užurbanog stila života. Od 2007. godine broj spa centara se udvostručio, a tržište termo-mineralnih izvora je takođe imalo snažan rast kako se uglavnom žene okreću toploj vodi za oslobađanje od stresa.

Ovi sektori osim što funkcionišu kao samostalne delatnosti takođe teže i da se

Institute that researches and follows wellness industry, The Global Wellness Institute revealed the results of the latest research that show wellness market is now valued at \$4.2 trillion, having grown 12.8% in the last two years.

In the last few years, wellness has become a dominant lifestyle value that is profoundly changing consumer behaviour and changing the markets.

Wellness, defined broadly as the active pursuit of activities that promote physical and mental well-being, has become a nebulous term that incorporates a wide range of industries. In an effort to better establish its parameters, GWI focused on 10 specific categories that enable consumers to incorporate it in their lives: **personal care and beauty**: \$1.082 trillion, **healthy eating, nutrition and weight loss**: \$702.1 billion, **wellness tourism**: \$639.4 billion, **fitness / mind-body**: \$595.4 billion, **preventive and personalized medicine and public health**: \$574.8



ŠTA JE TO „ATHLEISURE MAKEUP“?

Kada je reč o šminki *athleisure beauty* proizvodi mogu se podeliti u dve grupe. U prvu grupu spadaju proizvodi za koje se smatra da su otporni na znojenje te omogućavaju damama da odrade trening u teretani bez bojazni da će im se šminka pokvariti, od jutarnjeg praktikovanja joge do večernjeg džoginga. U drugu grupu spade "prirodna" šminka čiji proizvođači tvrde da je manje štetni za kožu tokom vežbanja. Ipak, poznato je da je nošenje šminke tokom vežbanja štetno za kožu jer se tada putem znojenja telo hladi i izbacije toksine, a šminka sprečava taj proces detoksikacije. Zato je važno skinuti šminku pre vežbanja i očistiti kožu nakon treninga.

međusobno prepriliću i spajaju, što znači da fitness više ne podrazumeva samo članstvo u teretani već se potencijalno integriše i u putovanja ili novu tehnologiju, te i beauty rutine (pojavljuje se novi pojam „athleisure makeup“)*.

Putnici su 2017. godine išli na 830 miliona wellness putovanja, što je 139 miliona više nego 2015. godine. Kao jedan od najbrže rastućih trendova, wellness turizam trenutno predstavlja 17 odsto ukupno preduzetih putovanja.

Wellness na radnom mestu ostaje mali u poređenju sa finansijskim teretima i gubicima izazvanim lošim zdravljem radnika preoperećenih stresom. Institut pronalazi da samo

9.8 odsto svetske radne snage ima pristup wellness programima na poslu. Takvi programi su



neophodni u borbi protiv hroničnih bolesti, gde wellness može da ima snažnu preventivnu funkciju.

- Uzimajući u obzir duži životni vek, sve više hroničnih bolesti, stresa i nezadovoljstva, wellness sektor će u budućnosti još više rasti, stim što se predviđa da će tri sektora koji su ključni za život ljudi beležiti još veći rast, a to su wellness nekretnine, wellness na radnom mestu i wellness turizam. Ostali sektori će takođe rasti jer će biti podrška integraciji wellness-a u sve aspekte svakodnevnog života. Wellness tržišta će postati manje rasuta i više međusobno povezana, zajednički pružajući rešenja i iskustva na mestima gde ljudi žive, rade i putuju.

WHAT DOES "ATHLEISURE" MAKE-UP MEAN?

In terms of make-up, athleisure beauty products can be divided in two categories. First, there are products that claim to be sweat-proof so that you can undergo an entire exercise class and leave with your make-up intact, from a morning yoga class until an evening jog. Second, there are "natural" make-up products that claim to be less damaging to skin whilst you exercise. But, wearing make-up at the gym is bad for you whatever type it is. When you exercise, your sweat glands go into overdrive to cool the skin down. This helps to detox the skin and make-up can prevent this detoxing process. This is why it's important to remove make-up before the exercise and to clean the skin after the workout.

billion, **traditional and complementary medicine:** \$359.7 billion, **wellness real estate:** \$134.3 billion, **spa economy:** \$118.8 billion, **thermal / mineral springs:** \$56.2 billion and **workplace wellness:** \$47.5 billion.

Spas, tourism, and real estate were shown to be the fastest-growing sectors in the last two years. The spa economy also saw a dramatic increase as more consumers find themselves drawn to self-care oases in the wake of hectic, over-connected lifestyles. Since 2007, the number of spas doubled, and the thermal/mineral springs market also grows stronger as women turn to warm water for stress relief.

These sectors increasingly tend to blend together. That means fitness is no longer solely relegated to your gym membership—it's now potentially integrated into your vacations or wearable technology, even your beauty routine (there is a term "athleisure makeup")*.

In 2017, travellers took 830 million wellness trips—139 million more than in 2015. As one of the fastest-growing travel trends, wellness travel currently represents 17% of total tourism expenditures.

Workplace wellness (\$47.5 billion), meanwhile, remains small in comparison to the financial burdens and losses created by unhealthy, overstressed employees. GWI reports that

only 9.8% of the world's 3 billion-plus workforce has access to a workplace wellness program. Such programs remain essential to combat chronic diseases, which are often preventable.

In the face of longer lifespan, and rising chronic disease, stress and unhappiness, they only see growth for wellness ahead. The three sectors that represent the core spheres of life will see the strongest future growth—wellness real estate, workplace wellness and wellness tourism—while other sectors will also grow as they support the integration of wellness into all aspects of daily life. And wellness markets will become more interconnected, converging to offer solutions and experiences in the places where people live, work and travel.



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KRUŠEVO – BAJKOVIT GRADIĆ SA IDILIČNIM ZIMSKIM PEJZAŽOM

Kruševo je jedini planinski grad u Makedoniji i najviši grad na Balkanu. Nalazi se u kolevci planine Baba u zapadnoj Makedoniji, na 1.350 metara nad morske visine. Svojim prekrasnim skijaškim stazama i stazama za zimsko trčanje koje nisu daleko od grada, privlači prave ljubitelje zimskih sportova. Nebo iznad Kruševa je raj za paraglajdiste. U najavi je Svetski kup u paraglajdingu, koji će se održati sledeće godine na jednoj od najboljih evropskih i svet-skih paraglajding lokacija – u Kruševu.

ČARŠUA

Slavni francuski arhitekta Korbizje, posetio je Kruševo 1927. godine i oduševio se arhitekturom ovog grada, posebno njegovim kućama koje su ga inspirisale u daljem radu. Kruševske kuće su prava arhitektonska remek-dela. Pri ulazu u grad sa bilo koje strane, ima nešto kao u bajkama: u izgledu grada, u njegovoj arhitekturi, u izlasku sunca, u zalascima sunca iza planina, u jednoj igri perspektive, koja se još bajkovitije odlikava u kristalu planinskog neba. Bazar čini serija malih zanatskih radnji i prodavnica, koje su odvajkada jedna pored druge. To je najživopisniji deo grada, na koji se nadovezuju mahale, gde se odvija ceo život.

MAKEDONIJUM

Kompleks spomenika Ilinden, poznat još i kao Makedonijum, jedan je od najmarkantnijih spomenika u Kruševu i Makedoniji. Sastoji se od četiri platforme koje simbolišu nepokor, borbu i večnu težnju makedonskog naroda za slobodom i nezavisnom državom. Kompleks

KRUŠEVO FAIRYTALE TOWN WITH IDYLIC WINTER LANDSCAPE

Kruševo is the only mountain town in Macedonia and the highest in the Balkans. It is settled in the cradle of the Baba Mountain in the western part of the Republic of Macedonia, at 1.350 meters above sea level. It attracts winter sports enthusiasts with beautiful ski slopes and winter trails that are not far from the town. The sky above Kruševo is a heaven for paragliders. The World Cup in paragliding is announced, and it will be held next year on one of the best European and world paragliding locations - in the town of Kruševo.

OLD BAZAAR

In 1927 the town of Kruševo was visited by the famous French architect Corbusier who was delighted with the architecture of this town, and was inspired by the Kruševo houses in his further work. Kruševo's houses are real architectural masterpieces. At the entrance to the town on either side, there is something like in fairy tales: in the appearance





se prostire na 12 hektara, dok se Makedonijum, koji se nalazi na najvišoj tački, završava kupolom na 1.320 metara nadmorske visine, odakle se pruža izvanredan pogled na sve četiri strane - prema Kruševu, Slivu, Mečkinom Kamenu i Pelagoniji.

SPOMEN-KUĆA TOŠE PROESKOG

Toše Proeski (25. januar 1981 – 16. oktobar 2007) za kratko vreme postao je najpopularniji pevač u Makedoniji i jedna od najvećih zvezda balkanske muzičke scene. Godine 2004. bio je proglašen ambasadorom dobre volje UNICEFA. Posthumno, bio je proglašen za počasnog građanina Makedonije. Kruševo, njegovo rodno mesto, odužilo mu se otvaranjem spomen-kuće, 25. aprila 2011. godine.

Sve su to atraktivnosti koje dopunjuju i obogaćuju kulturne sadržaje Kruševa, zbog kojih ovaj grad s ponosom nosi ime - Grad muzej!

of the town, in its architecture, in the sunrise, in the sunsets over the mountains, in a game of perspective, which is even more glistening in the crystal mountain sky. The bazaar is made up of a series of small craftsmen and other shops, arranged next to each other. This is the most picturesque part of the town, on which mahals, where life takes place, are connected.

MAKEDONIUM

The complex of the Ilinden monument, also known as Makedonium, is one of the most striking monuments in Kruševo and Macedonia. It consists of four platforms that symbolize the disaffection, the struggle and the eternal aspiration of the Macedonian people for freedom and an independent state. The complex extends to 12 hectares, while Makedonium, which is at the highest point, ends with a dome at 1,320 meters above sea level, giving a splendid view of all four sides – towards Kruševo, Sliv, Mechkin Kamen and Pelagonija.

MEMORIAL HOUSE OF TOŠE PROESKI

Toše Proeski (25 January 1981 - 16 October 2007) became the most popular singer in Macedonia and one of the biggest stars of the Balkan music scene in a short time. In 2004, he was declared the UNICEF Goodwill Ambassador. Posthumously, he was proclaimed honorary citizen of Macedonia. Kruševo, his birthplace, paid him back by opening the memorial house on April 25, 2011.

All these activities complement and enrich the cultural contents of the town of Kruševo, and this town, by its very nature and specificity, is called the Museum Town!



MAKEDONIJA – JOŠ UVEK NEOTKRIVENA TURISTIČKA DESTINACIJA

Makedonija nema more, i u tom smislu nismo konkurentni, ali imamo nacionalne parkove, 43 jezera, 1.200 sela, oko 1600 crkvi i manastira, 600 džamija, 5 autentičkih vinskih gradova, lepu istoriju i nešto što niko u svetu nema, a to je Skoplje, grad solidarnosti i monumentalne kulture – ističe **Ljupčo Janevski**, direktor makedonske Agencije za promociju i podršku turizma, za Turistički Svet, s ponosom predstavljajući rezultate u 2018. i planove za 2019.

• *Republika Makedonija je poslednjih godina sve interesantnija turistička destinacija. Rast turističkog prometa se nastavlja i ove godine ostvarili ste značajne rezultate?*

- Svetska turistička organizacija proglasila je Makedoniju za najbrže rastuću destinaciju u Evropi u 2017. godini. Taj trend nastavljamo i u 2018. godini. U prvih 6 meseci imali smo rast od 10-12%, dok smo u julu mesecu imali porast od 250% kada su u pitanju turisti iz Poljske, sa više od 35.500 noćenja. Naše najposećenije destinacije su Skoplje i Ohrid. Gradski turizam trenutno je trend na Balkanu, pa je i kod nas, po prvi put ove godine, u prvih 6 meseci Skoplje posećenije, nego Ohrid. Tome je zaslužna dobra saobraćajna infrastruktura i direktne avio linije. Međutim, mislim da ni Srbija, ni Makedonija još uvek nisu iskoristile sav potencijal putnog pravca E-75. Tokom godine kroz Makedoniju prođe oko 900.000 do 1,100.000 srpskih turista koji su u tranzitu. Naš cilj je da produžimo njihov boravak bar na jedan dan, kako bi mogli da uživaju u čuvenom makedonskom vinu i našim kulinarskim specijalitetima. Ove godine Dorjansko jezero bilo je puno srpskih, nemačkih i turskih turista, što je i bio cilj ovogodišnje kampanje.



MACEDONIA – STILL UNDISCOVERED TOURISM DESTINATION

Macedonia has no sea, and in this sense we are not competitive, but we have national parks, 43 lakes, 1,200 villages, about 1600 churches and monasteries, 600 mosques, 5 authentic wine towns, beautiful history and something that nobody in the world has – Skopje, the city of solidarity and monumental culture – says **Ljupčo Janevski**, director the Agency for Promotion and Support of Tourism of the Republic of Macedonia, for Turistički Svet, proudly presenting results achieved in 2018 and plans for 2019.

MODERAN PRISTUP PROMOCIJI

• *Uveli ste značajne novine u radu Agencije. Na čemu je bio vaš fokus?*
- Želeo sam da promenim i unapredim kompletno lice Agencije za promociju i podršku turizma Makedonije. Uspeli smo da osavremenimo koncept po kom je Agencija radila proteklih 8 godina. Maksimalno smo transparentni - rebrandirali smo stranu macedonia.gov.mk, mesečno imamo 5 do 10 saopštenja, kao i newsletter-a. Od ove godine već koristimo moderan pristup reklamiranja i promoviranja Makedonije kao turističke destinacije sa sloganom: „Macedonia your next destination“. To nam omogućuje da prilikom predstavljanja 80% budu online mediji (blogovi, baneri, društvene mreže) i 20% klasični mediji. Kada je u pitanju Adriatic regija, onda je odnos 50%-50%. Mladi ljudi iz Evrope koji putuju po svetu fanovi su moderne tehnike, pre svega kamera i žele da budu „live“. Jedan backpacker iz destinacije šeruje između 700 i 1.000 fotografija. Društvena mreža Instagram u momentu motiviše oko 43 % mladih da idu na određenu destinaciju. Korišćenje društvenih mreža je u porastu i moramo ih iskoristiti kao alate za promociju. Za ovakav moderan pristup direktno su zaslužni svi zaposleni u našoj Agenciji. Dokazali su da su dovoljno stručni, pametni i vični za ovaj posao, a spremamo i nova iznenađenja za naše turiste.

NA ZAJEDNIČKOM ZADATKU

• *Kada se promoviše turistička destinacija, zateguta politička situacija vezana za promenu imena nije olakšavajuća okolnost. Uprkos svemu tome, vi ste uspeli da postignete značajne rezultate. Kako se nosite sa ovim problemom?*
- Taj problem imamo već 27 godina, ali je sada možda najizraženiji. Uprkos nemilim događajima, koji su se dešavali u našoj zemlji, mi nismo stali u turizmu. Iskreno verujem da će se ova politička kriza brzo razrešiti. Veliki broj aranžamana za 2019. godinu već je ugovoren i kriza se neće mnogo odraziti na turističku sezonu. Samo u Ohridu je oko 15 hotela zakupljeno za naredne tri godine. S druge strane, znate da je turizam grana privrede u kojoj moramo povezivati destinacije i ponuditi zajednički proizvod. Ono što se dešava kod nas, svi ljudi sa Balkana mogu da razumeju. Ponosni smo na to da smo deo regije koja će, u turističkom smislu, još više rasti. Adriatic regija nije istrošena masovnim turizmom koji je uništio mnoge prekrasne destinacije u Evropi. Zajedno možemo ponuditi ono što su drugi zaboravili gastronomiju, čist vazduh, autentičnost, ruralni i eko turizam.

• *The Republic of Macedonia has been an increasingly interesting tourism destination in recent years. The growth in tourism traffic continues and you have made significant results this year?*

- The World Tourism Organization declared Macedonia the fastest growing destination in Europe in 2017. We continue this trend in 2018. In the first 6 months we had a growth of 10-12%, while in July we had an increase of 250% when it comes to tourists from Poland, with more than 35.500 overnight stays. Our most visited destinations are Skopje and Ohrid. City-break tourism is currently a trend in the Balkans, so in our country, for the first time this year, in the first 6 months, Skopje was more visited than Ohrid, thanks to good road infrastructure and direct air lines. However, I don't think that either Serbia or Macedonia has yet used the full potential of the E-75 road route. During the year around 900,000 to 1,100,000 Serbian tourists pass through Macedonia. Our goal is to extend their stay to at least one day, in order to enjoy the famous Macedonian wine and our culinary specialties. Many Serbian, German and Turkish tourists have visited the Dorjansko Lake this year, which was the goal of this year's campaign.

MODERN APPROACH TO PROMOTION

• *You have introduced significant innovations in the work of the Agency. What did you focus on?*

- I wanted to change and improve the full face of the Agency for promotion and support of tourism in Macedonia. We have managed to modernize the concept by which the Agency has been working for the past 8 years. We are maximally transparent - we rebranded macedonia.gov.mk, we have 5 to 10 announcements, as well as newsletters per month. From this year, we are already using modern approach to promote Macedonia as a tourist destination with the slogan: „Macedonia your next destination“. This allows us to represent 80% of online media (blogs, banners, social networks) and 20% of classic media. When it comes to the Adriatic region, then the ratio is 50% -50%. Young people from Europe traveling to the world are fans of modern techniques, above all cameras and they want to be "live". One backpacker from a destination shares between 700 and 1,000 photos. Social network Instagram is currently motivating around 43% of young people to go to a certain destination. The use of social networks is on the rise and we need to use them as promotional tools. All employees of our Agency are directly responsible for this modern approach. They proved to be professional enough, smart and capable of the job, and we are preparing new surprises for our tourists.

ON A COMMON TASK

• *When promoting a tourist destination, the tightened political situation related to changing the name is not a mitigating circumstance. In spite of all this, you have been able to achieve significant results. How do you deal with this problem?*



INTERVJU: LJUPČO JANEVSKI, DIREKTOR AGENCIJE ZA PROMOCIJU I PODRŠKU TURIZMA REPUBLIKE MAKEDONIJE

SKOPLJE – FENOMEN PO SEBI

• *Ove godine, otvorili ste neke nove priče, nove destinacije... Šta ste najviše promovisali?*

- Makedonija nema more, i u tom smislu nismo konkurentni, ali imamo nacionalne parkove, 43 jezera, 1.200 sela, oko 1.600 crkvi i manastira, 600 džamija, 5 autentičkih vinskih gradova, lepu istoriju i nešto što niko u svetu nema, a to je Skoplje, grad solidarnosti i monumentalne kulture. I to treba da iskoristimo. Skoplje je fenomen po sebi, nekoliko puta je rušen od zemljotresa i ponovo podizan. To je grad koji raskošno otvara svoja vrata, neki kažu da je Skoplje „City of the seven gates“ zato što je imao 7 porti da može da se uđe, ali ne može da se izađe. Na 100 metara od centra u Skoplju imate najveću živu čaršiju na Balkanu, staru skopsku čaršiju.

Selektivan pristup u turizmu nije da selektujemo ono što je dobro, nego da stimulušemo ono što je održivo. Naš zadatak je da motivišemo turistički sektor, ali i da on motiviše nas. Makedonija ima oko 35 opština sa dobarim potencijalom za razvoj turizma. Agencija je otvorena za svakog, kao i moja kancelarija. Za oko 8 meseci prošli smo oko 20.000 km i imamo sve više sastanaka sa hotelijerima koji su, takođe, optimisti. Mislim da smo na pravom putu, na kome treba da gradimo ruralni, eko turizam, adrenaljski turizam, kao i gastro turizam. Makedonija je još uvek neotkrivena turistička destinacija.

- We've had this problem for 27 years, but now it is perhaps the most visible. Despite the harsh events that took place in our country, we did not stop in tourism. I sincerely believe that this political crisis will be resolved quickly. A large number of tours for 2019 have already been contracted and the crisis will not affect much the tourism season. Only in Ohrid around 15 hotels have been leased for the next three years.

On the other hand, you know that tourism is a branch of the economy in which we have to connect destinations and offer a common product. People from the Balkans can understand each other. We are proud that we are part of a region that, in tourism terms, will grow even more. Adriatic region is not endured by mass tourism that has destroyed many beautiful destinations in Europe. Together we can offer what others have forgotten about gastronomy, clean air, authenticity, rural and eco-tourism.

SKOPLJE – THE UNIQUE PHENOMENON

• *This year, you have opened some new stories, new destinations... What have you promoted most?*

- Macedonia has no sea, and in this sense we are not competitive, but we have national parks, 43 lakes, 1,200 villages, about 1,600 churches and monasteries, 600 mosques, 5 authentic wine towns, beautiful history and something that nobody in the world has – Skopje, the city of solidarity and monumental culture. And we need to use that. Skopje is the unique phenomenon, it had been demolished several times by earthquakes and had been re-built. It is a city that opens its doors widely, some say that Skopje is the "City of the seven gates" because it had had 7 ports through one could only enter, and not exit. At 100 meters from





PRIORITET - PODIZANJE INTELKTUALNOG KAPITALA

• Koji su vaši ciljevi u narednom periodu?

- Sledeće godine fokusiraćemo se na podizanje intelektualnog kapitala Agencije kroz stručne obuke i workshop-ove. Radna snaga, pre svega mladi ljudi, su ono što treba da bude pokretač razvoja svake države. Ovo godine smo, i pored malog budžeta, imali rekordno najviše obuka. Takođe, zanemareni su EU fondovi kroz koje, putem projekata, možemo da razvijemo naše turističke potencijale. Imate odličan primer Slovenije koja je uspešna, jer su na državnom nivou naučili 150 ljudi kako se pišu i razrađuju projekti i onda iz EU fondova uzeli milijardu i 700 miliona evra i integrisali ih u turizam. Zato imaju 12 miliona noćenja.

Nadamo se da ćemo mi, kao Agencija, u narednih nekoliko godina postati Turistička organizacija kako bismo sa kolegama sa makedonskog tržišta partnerski radili evropske projekte. Naš cilj je 1,5 miliona turista i više od 5 miliona noćenja u naredne 3 godine. Potrudimo se da vratimo Hrvatsku i Sloveniju na tržište, kao i Nemačku, Češku i Slovačku. Mislim da je to realno postići. Uostalom, mi uvek dajemo sebi realne ciljeve, a ono što ispunimo, motiviše nas da naredne godine radimo više i bolje.

the centre in Skopje, you have the largest living old town on the Balkans, the old town of Skopje.

A selective approach to tourism is not to select what is good, but to stimulate what is sustainable. Our mission is to motivate the tourism sector, but also to motivate ourselves. Macedonia has about 35 municipalities with good potential for tourism development. The agency is open to everyone, as well as my office. In about 8 months we have passed about 20,000 km and we have had many meetings with hoteliers who are also optimistic. I think we are on the right path, on which we need to build rural, eco-tourism, adrenaline tourism, as well as gastronomy. Macedonia is still an undiscovered tourist destination.

THE PRIORITY - RAISING INTELLECTUAL CAPITAL

• What are your goals in the upcoming period?

- Next year we are going to focus on raising the intellectual capital of the Agency through vocational training and workshops. Labor, primarily young people, is what should be the driving force behind the development of each state. This year, despite the small budget, we had the highest record of training. Also, EU funds are neglected through which, we can develop projects to improve our tourist potentials. The great example is Slovenia that is successful, because at the state level 150 people had learned how to write and develop projects and then had took from the EU funds billion and 700 million euros and integrated them into tourism. That's why they have 12 million overnight stays.

We, as the Agency, hope to become a Tourist Organization in the next few years in order to partner with our colleagues from the Macedonian market in working on the European projects. Our goal is 1.5 million tourists and more than 5 million overnight stays in the next 3 years. We will do our best to bring back Croatia and Slovenia to the market, as well as Germany, the Czech Republic and Slovakia. I think this is a realistic achievement. After all, we always give ourselves realistic goals, and what we fulfill, motivates us to do more and better next year.

Author: **Ljiljana Rebronja**

KAKO POSTATI "CHINA READY"?



Turističke organizacije mnogih evropskih zemalja pohrile su da iskoriste povećanje broja kineskih turista i privuku ih u svoju zemlju. Ali srednjoročnim i dugoročnim benefitima koje donosi ovaj turistički segment preči jedan osnovni problem. Naime, na tržištima koja ne uspeju da zadovolje očekivanja kineskih turista troškovi propuštenih prilika mogu biti ogromni. Jer, putnika koji je nezadovoljan boravkom na nekoj destinaciji, mnogo je teže ubediti da je ponovo poseti.

Ali uprkom ograničenjima, spremnost Kineza da putuju na daleke destinacije ostaje velika. Prema istraživanju „Long-Haul Travel Sentiment Survey and Index“ koju su sproveli Evropska turistička komisija, Evropska turistička asocijacija i „Eurail Group“, Evropa ostaje prvi izbor prilikom odabira destinacije, a ovaj izveštaj otkrio je i druge zanimljive podatke. Čak 93 odsto ispitanih Kineza koji su nameravali da posete neku daleku destinaciju u prvih nekoliko meseci 2018. godine odabralo bi jednu od evropskih; 67 odsto ispitanika kaže da će sledeći odmor provesti u Evropi, da će on trajati u proseku jednu nedelju i da će posetiti nekoliko evropskih

HOW TO BECOME "CHINA READY"

Tourist boards in many European countries have been in a frenzy to take advantage of the Chinese tourist boom and to attract more Chinese travelers, but an underlying problem threatens mid-term and even long-term benefits. In markets where hospitality and tourism products fail to meet Chinese traveler expectations, the lost opportunity costs may be staggering. The bottom line here is, any traveler dissatisfied with a destination or provider will be much harder to convert into a repeat visitor.

But despite limitations, the Chinese willingness to travel overseas remains positive. Europe remains the number one destination for Chinese planning to travel long-haul according to the Long-Haul Travel Sentiment Survey and Index by the European Travel Commission (ETC), the European Tourism Association (ETOA) and the Eurail Group. This

zemalja, a 60 odsto planira da poseti Francusku, 36 odsto Nemačku, a za Italiju se odlučilo 30 odsto ispitanih Kineza.

Hoteli i turoperateri kako bi postali "China ready" izrađuju informativne materijale na mandarinskom ili kantonskom jeziku i prilagođavaju svoje proizvode i usluge kineskom tržištu i kulturi. Postoji jedan ceo talas literature koja ima za cilj da pripremi hotele, kompanije i destinacije za dobijanje epiteta „China Ready.“ Ali da li je taj epitet dovoljan sam po sebi? Zapravo nije, jer biti spreman za kineske turiste prvenstveno znači imati svest o tome šta je sve potrebno da bi se zadovoljila njihova očekivanja.

Rafał Burski, odgovoran za e-prodaju i prihode u poljskoj hotelskoj kompaniji „Satoria Group“, koja je nedavno za zaposlene organizovala trening program pod nazivom „Chinese Tourist Welcome“ kaže: „Sve veći broj Kineza odseda u našem hotelu, ali se mi nikada nismo potrudili da otkrijemo šta možemo da uradimo bolje. „Chinese Tourist Welcome“ program je bio idealno rešenje za nas, jer on uverava kineske turoperatore i Kineze koji putuju bilo radi posla ili turistički da mi razumemo, poštujemo i poslujemo u skladu sa principima novog kineskog zakona o turizmu, i da smo posvećeni održavanju istog nivoa kvaliteta u skladu sa zakonima relevantnim za njihovu zemlju.“



GRUPE ILI INDIVIDUALNI GOSTI

Uzimajući u obzir činjenicu da su centralna i istočna Evropa destinacije koje bi Kinezi izabrali za drugu ili treću posetu ovom kontinentu, dobra vest je da možemo da ugostimo obrazovanije i iskusnije turiste iz Kine, koji ne bi imali ništa protiv da putuju individualno ili u manjim grupama. Trenutno većina kineskih turista dolazi u okviru kružnih tura po Evropi, nisu veliki potrošači i prosečna dužina boravka je veoma kratka, obično ne duža od dva noćenja po destinaciji.

To je takođe razlog zašto veliki broj poslovnih subjekata povezanih sa turizmom u regionu ne mari mnogo za ovaj segment, što potvrđuju i statistički podaci jedne međunarodne hotelske grupacije da kineski turisti čine manje od jedan odsto od ukupnog broja gostiju. U ovakvim kompanija veliki je izazov ubediti donosiocima odluka da ulože dodatni napor za privlačenje potrošača iz Kine. Ali bez toga, ova voćka sa visoke grane nikada neće dospeti u njihovu korpu.

report revealed other interesting statistics: 93% of Chinese respondents who intend to visit overseas destinations in the first four months of 2018 are likely to choose a European destination; 67% of Chinese respondents expect their next holiday to Europe to last approximately one week and consist of visits to multiple European countries; 60% plan to visit France, followed by 36% opting for Germany, and 30% for Italy. Hotels, tour operators, and attractions are being urged to make themselves "China-ready" by providing information in Mandarin or Cantonese and adapting their products to the Chinese market and culture. There's a whole new wave of literature aimed to prepare hotels, businesses,

and even destinations to become „China Ready.“ Is it going about the label? Not really. Being ready for Chinese outbound traveller means first of all the awareness, what does it really take to meet Chinese tourist's expectation.

Rafał Burski, E-Commerce & Revenue Director of Satoria Group - Polish hotel company, which recently engaged its staff with „Chinese Tourist Welcome“ training program, says: „We saw more and more Chinese guests staying in our hotels, but we never really invested resources to find out, what could be done better. Chinese Tourist Welcome was a perfect solution for us, as it assures Chinese travel operators and Chinese customers traveling for business or leisure that they are dealing with a business that understands, respects, and agrees to act in accordance with the principles of the new China Tourism Law, and that the business has a commitment to upholding the same high standards in accordance with the laws relevant to its country.“

GROUPS VS. INDIVIDUALS

Taking into consideration the fact, that Central & Eastern Europe would be a destination of choice for the second or third trip to Europe, the region can benefit of welcoming more educated and experienced travelers from China, who wouldn't mind to travel individually or in the small groups.

Currently the majority of Chinese travelers are those coming with the circle tours around Europe, which are not very high spenders, and the average length of stay is rather short, and very rarely longer than 2 nights per stop.

It is also the reason, why most of the travel related businesses in the region do not really bother about this segment, as based on statistical data from an international hotel group, having properties across Central & Eastern Europe, Chinese guests are below 1% of the total production. For companies like this, it will be very challenging to convince the decision makers to make any effort to get more (and higher value) business from China. But without doing that, this higher hanging fruit will never land in their basket.

It's a typical case of decision process "chicken or egg" - shall we first wait to see the chance to get FIT's from China and then invest, or rather take a minimal risk and invest in the marketing to increase the chance to get FIT's in house?

DA LI JE CENTRALNA EVROPA SPREMNA ZA KINESKE TURISTE?

To je tipična nedoumica pri donošenju odluke "kokoška ili jaje" - da li da prvo vidimo imamo li šanse da privučemo individualne goste iz Kine i onda investiramo ili da uz minimalne rizike investiramo u marketing da bismo povećali mogućnost da privučemo ovaj tip putnika?

Sa druge strane, postoje hoteli u Budimpešti ili Pragu, u kojima kineski gosti donose preko 12 odsto ukupnih prihoda. Za takve hotele vreme je za sledeći korak, da postanu izbirljiviji kada su u pitanju segmenti kineskih gostiju. Zahvaljujući iskustvu stečenom tokom prethodnih nekoliko godina u saradnji sa turoperaterima koji dovode grupe i uspostavljanju odnosa sa kineskim tržištem, ovi hoteli su u idealnoj poziciji da povećaju broj individualnih i poslovnih putnika iz Kine.

VAŽNA JE TEHNOLOGIJA

Tehnologija igra veliku ulogu u privlačenju kineskih turista, a jedan od najvažnijih alata je „WeChat“, koji je promenio način na koji kineski potrošači i kompanije pronalaze informacije, komuniciraju i obavljaju transakcije.

Nekoliko gradskih turističkih entiteta iz Evrope već se priključilo WeChat-u nudeći „CityExperience Mini Program“ osmišljen da predstavi njihove destinacije kineskim turistima na poznat način preko mobilnih telefona i WeChat aplikacije. „CityExperience Mini Program“ sadrži informativne tekstove i mape, kao i audio-vizuelne vodiče za popularne atrakcije, prodavnice i restorane. „CityExperience“ je takođe koristan za planiranje itinerera sa predloženim boravkom na svakoj atrakciji, korisnim informacijama, kao što su adrese, brojevi telefona...

Hoteli i drugi poslovni subjekti u Evropi treba da naprave mnoge promene kako bi postali „China ready.“ Prisustvo na WeChat-u i drugim kineskim društvenim mrežama nije dovoljno, iako pristupanje sistemu „WeChat Pay“ potpomaže uvođenje kineskog sistema plaćanja na destinacijama. Kinezi svakodnevno koriste „mobile payments“ opcije sa „Alipay“ i „WeChat Pay“ kao glavnim posrednicima. Zapravo u Kini je zabeležen promet od 9 biliona dolara putem mobilnih plaćanja u 2016. godini, a taj broj se u 2017.



On the other side, there are hotels in Budapest or Prague, where Chinese guests are responsible for generating over 12% of total revenue. For such a businesses, it's time to make the next step and become more selective about guests' segments coming from China. Thanks to the know-how gained during last few years of collaborating with groups' operators and established relations on the Chinese market, these hotels are in the ideal position to benefit of changing trend in Chinese outbound tourism and increase of FIT's and business travel.

A MATTER OF TECHNOLOGY

Technology plays a crucial role in attracting Chinese tourists, and WeChat is an essential tool. WeChat has transformed the way the Chinese consumers and business owners find information, communicate, and do transactions.

Several city tourism entities from Europe have already joined WeChat offering the CityExperience Mini Program designed to introduce their destinations to Chinese tourist in a familiar manner, all from the convenience of a smartphone and the WeChat app. The CityExperience Mini Program boasts informative text and maps, as well as audio and visual guides to popular attractions, shops, and restaurants. CityExperience is also useful for itinerary planning, with suggested durations for each attraction, useful information such as addresses, contact numbers, and sample itineraries.

Businesses in Europe need to make many changes to become „China ready.“ A presence on WeChat and other Chinese social networks is not enough, although joining WeChat Pay to subsidize rollout of Chinese payment systems at their destinations could help. Chinese use mobile payments on a regular basis with Alipay and WeChat Pay as the main players. In fact, China saw \$9 trillion in mobile payments volume in 2016, according to iResearch. 2017 recorded a total of approximately \$12.8 trillion in the first 10 months alone. Since the mobile payments are so big in China, it's obvious



povećao na 12.8 biliona dolara tokom prvih deset meseci. Sve to ukazuje da Kinezi smataju da je taj način plaćanja jednostavan i prigodan, te i Evropa treba da se tome prilagodi.

JOŠ UVEK JE DUGAČAK PUT DO "CHINA READY" EPITETA

Osim uvođenja usluge mobilnog plaćanja, postoji još mnogo toga što države i lokalne vlasti treba da urade kako bi privukli više kineskih turista, kako navodi „Jing Travel“: smanjenje ograničenja vezanih za letove iz Kine, subvencionisanje privatnog sektora na pravi način, saradnja sa državama u regionu u stvaranju privlačnog "paketa" za kineske turiste, pojednostavljivanje procedura za pribavljanje viza, itd.

Da biste načinili sledeći korak morate da znate gde se nalazite i gde želite da budete. Neophodno je da shvatimo potencijal Kine, ali da u isto vreme uložimo resurse koji su za to potrebni. Najgora stvar je načiniti pogrešan prvi korak, koji bi verovatno bio i poslednji. Kinesko tržište je ogromno, ali koliko je veliko, toliko je teško i izazovno ući na njega. To je pre maraton nego sprint, ali nagrada na kraju može biti zaista odlična.

Pristup podacima o Kini je veoma ograničen, a postoji i mnogo mitova čiju je verodostojnost teško utvrditi. Zato je neophodno izabati pouzdanog partnera, koji će pružiti realne tržišne podatke, neophodne za preuzimanje prve poslovne odluke. U svakom slučaju, budućnost je svetla za one kompanije koje od starta prihvate ovu priliku.

that the Chinese find this manner of payment easy and convenient. So European countries should try to accommodate their needs.

STILL, A LONG WAY TO GO TO BE READY FOR CHINESE TRAVELERS

Besides offering mobile payments, there are many other things governments and local authorities could do to attract more Chinese visitors as detailed by Jing Travel: reduce limitations on flights from China, subsidize the private sector in the right ways, collaborating with neighboring states or countries to create a compelling "package" for Chinese tourists, facilitating visa application procedures, and the list goes on.

To make the next step, you need to know, where you are and where you wanna be. It's exactly the same with the approach towards the Chinese outbound market. It's necessary to realize the potential of China, but at the same time the resources needed to get there. The worst thing to do is to make the first step, which would be also the last one. Chinese market is huge, but as huge it is, such demanding and challenging it is to enter. It's rather marathon than fast track, but the reward at the finish can be really great.

The access to the information about China is rather limited, and there are so many myths, which are difficult to verify. That's why it's so critical to choose the reliable partner, which will provide realistic market data, necessary to take first business decisions.

Whatever the case, the future is bright for businesses that embrace this opportunity from the get-go.

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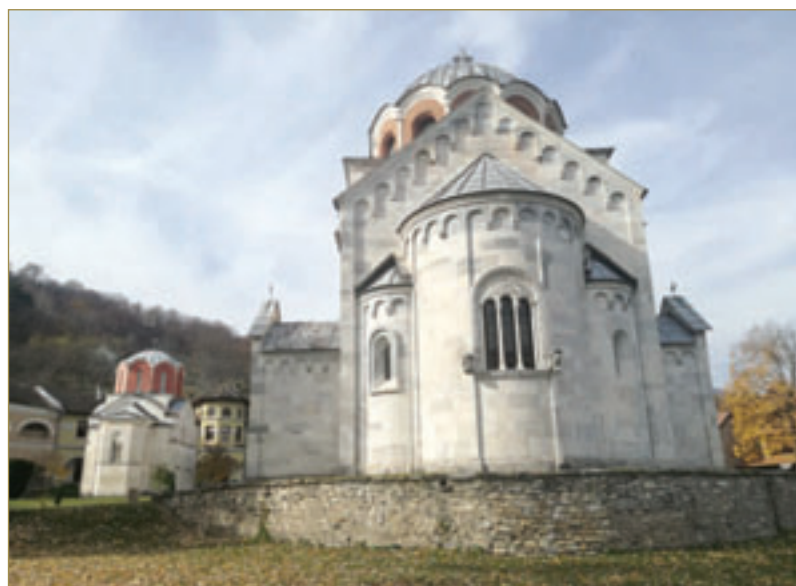
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SEDMOKRUNI GRAD U SRCU ŠUMADIJE

Kraljevo, jedan od najznačajnijih gradova središnje Srbije, vekovima se razvijao na tri reke, u blizini pet planina i dve banje. Grb grada krase stilizovani crveni štit sa sedam kruna koje simbolizuju sedam srpskih vladara krunisanih u Žiči. Sedam kraljeva, iz različitih epoha i nekoliko slavni srpskih dinastija, učinili su da ovaj grad 1882. dobije svoje kraljevsko ime.

Savremeno Kraljevo prostire se na površini od 1.530 km² i predstavlja administrativni, privredni, turistički i kulturni centar Raškog okruga. Ulice kraljevskog grada slede jedan prst koji za sobom ostavlja trag u pesku na dnu tepsije. Tako je knez Miloš Obrenović nacrtao prvi plan Kraljeva koje je, prema urbanizmu, jedinstveno u odnosu na ostale srpske gradove: u centru je glavni gradski (kružni) trg sa paralelnim ulicama koje se seku pod pravim uglom.

Najveći pečat Kraljevu dali su srpski srednjovekovni vladari iz dinastije Nemanjić o čemu svedoče manastir Studenica, koja se nalazi na listi svetske kulturne baštine UNESCO, kao i manastir Žiča, jedna od najvećih svetinja srpskog naroda, zadužbina Stefana Prvovenčanog (1195–1223), prvog kralja krštene srednjovekovne srpske države. Tridesetak kilometara jugozapadno od Kraljeva, vekovima odoleva jedan od najočuvanijih srednjovekovnih utvrđenih gradova u Srbiji – Maglič. Poreklo ove tvrđave sa sedam kula, izgrađene u 13. veku, nikada do kraja nije rasvetljeno.

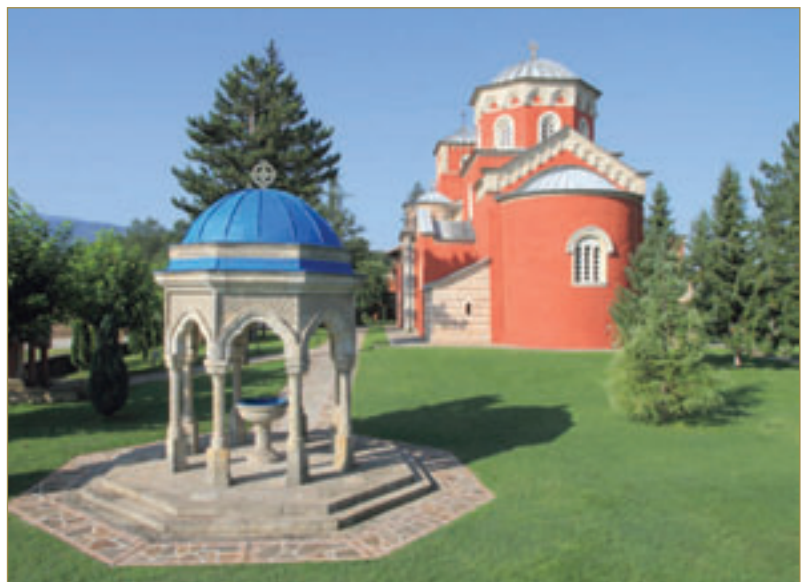


THE TOWN WITH SEVEN CROWNS IN THE HEART OF ŠUMADIJA

The town of Kraljevo, one of the most important towns of central Serbia, has developed for centuries on three rivers, in the vicinity of five mountains and two spas. The town's emblem is decorated with a stylized red shield with seven crowns symbolized by seven Serbian rulers crowned in Žiča monastery. Seven kings, from different epochs and several famous Serbian dynasties, made this city get its royal name in 1882.

The contemporary town of Kraljevo extends over an area of 1,530 km² and represents the administrative, commercial, tourist and cultural centre of the Raška District. The streets of the royal city follow one finger that leaves behind a trail in the sand at the bottom of the casserole dish. That is how Prince Miloš Obrenović drew the first plan of the town of Kraljevo which, according to urbanism, is unique in relation to other Serbian towns: there is the main town (circular) square in the centre with parallel streets that are cut at right angles.

The Serbian medieval rulers of the Nemanjić dynasty gave the town of Kraljevo the biggest mark, of which Studenica monastery testifies, being enlisted as world cultural heritage by UNESCO, and Žiča monastery, one of the greatest holy places for the Serbian people, built by Stefan Prvovenčani (1195–1223), the first king of the Christian medieval Serbian state. Thirty kilometres southwest of the town of Kraljevo, for centuries there has been one of the most preserved medieval fortified towns in Serbia – Maglič. The origin of this fortress with seven towers, built in the 13th century, has never been fully illuminated.



ETNO TURIZAM U EKSPANZIJI

Turističke potencijale Kraljeva prepoznala je i lokalna samouprava grada, na čelu sa gradonačelnikom dr Predragom Terzićem, koja je kroz podršku razvoju seoskog turizma, u zadnje tri godine sa više miliona dinara podržala nekoliko seoskih gazdinstava da unaprede svoje smeštajne i druge turističke kapacitete. Napredak u turističkoj ponudi naročito se vidi u selima Rudno i Lopatnica u Studeničkom kraju. Nadaleko poznata po čuvenom rudnjanskom krompiru, mlečnim proizvodima, među i domaćoj rakiji, ova sela, uz udoban smeštaj u nekoliko dobro opremljenih pansiona i vila, nude i pravu vazдушnu oazu.

RAJ ZA DUŠU I TELO

Osim istorijskog nasleđa, domaće i inostrane turiste u ovaj kraj privlači obilno prirodno bogatstvo mineralnih voda. Na osam kilometara od Kraljeva, okružena planinama Stolovi i Čemerno, nalazi se Mataruška Banja. Ona je, zapravo, park površine 15 hektara, u živopisnom okruženju. Vruća lekovita voda koja ovde izvire, temperature od 42–51°C, sadrži dosta sumpora i pogodna je za lečenje mnogih bolesti. Pored Kraljeva je i Bogutovačka Banja, čuvena "banja za živce". Ova banja, koja je okružena šumom i kroz koju prolazi reka Lopatnica, pravo je mesto za odmor.

Veliki turistički potencijal u kraljevačkoj opštini leži i na obroncima Goča koji je izgradnjom hotela „Dobre vode“, planinarsko-smučarskog doma, ski staza, uspinjače i ski lifta, postao planinski centar u pravom smislu te reči. Zbog mnoštva sportskih objekata i sadržaja, planina je interesantna sportistima, ali i deci, pa je neki nazivaju dečijom planinom. Goč ima više od 250 izvora sa zdravom pijaćom vodom, i dve reke - Sokoljsku i Gvozdačku koje su poribljene pastrmkom, što je pravi izazov za ribolovce i sve ostale ljubitelje prirode. Na Goču postoji i prekrasno jezero i obeležene staze za šetnju, a sa vrha planine (1000m) putni pravci vode na sve četiri strane sveta.



ETHNO TOURISM IN THE EXPANSION

The tourist potential of the town of Kraljevo has also been recognized by the local self-government, led by Mayor Dr. Predrag Terzić, who, in the last three years, has supported with several million dinars several rural farms to improve their accommodation and other tourist capacities through the support of the development of rural tourism. The progress in tourist offer is especially evident in the villages of Rudno and Lopatnica in the Studenica area. Famous for their potato, dairy products, honey and homemade brandy, these villages, along with comfortable accommodation in several well-equipped guesthouses and villas, offer a true airy oasis.

HEAVEN FOR BODY AND SOUL

In addition to its historical heritage, domestic and foreign tourists in this region are attracted by the abundant natural wealth of mineral waters. At eight kilometres from the town of Kraljevo, surrounded by the mountains of Stolovi and Čemerno, there is Mataruška Banja. It is, in fact, a park of 15 hectares in a picturesque setting. Hot medicinal water



SREDNJOVEKOVNI GRAD U CENTRU MANIFESTACIJA

U samom gradu, pored muzeja, pozorišta, biblioteke, gradskog arhiva i ostalih važnih institucija, funkcionišu i mnoga kulturno-umetnička društva, organizuju se likovne kolonije i zanimljive manifestacije, poput tradicionalnih Dana jorgovana u čast dolaska francuske princeze Jelene Anžuske. Tada, osim u dolini vekova, kako mnogi nazivaju Ibarsku dolinu, cvetna bašta jorgovana zaživi i na kraljevačkim ulicama.

Za avanturiste, „Kajak klub Ibar“ iz Kraljeva, već skoro tri decenije, tradicionalno organizuje turističko-sportsku ma-



nifestaciju „Veseli spust“. Splavarenje od srednjovekovnog grada Magliča do Kraljeva jedinstvena je atrakcija u ovom delu Srbije.

Uz spektakularne viteške borbe i igre, renesansnu muziku i nastupe etno grupa, podno i među zidinama srednjovekovnog grada Magliča u maju mesecu održava se „Maglič fest“. U duhu srednjovekovne Srbije mnogobrojni posetioci mogu da uživaju u srednjovekovnom bazaru, nadmetanjima u streličarstvu, kao i bacanju kamena sa ramena.

that springs here, with temperatures of 42-51C, contains a lot of sulphur and is suitable for the treatment of many diseases. Near the town of Kraljevo there is also Bogutovačka Banja, the famous "spa for nerves". This spa, surrounded by forests and through which the river Lopatnica flows, is the right place for a holiday.

The great tourist potential in the Kraljevo municipality lies on the slopes of Goč which became a mountain centre in the true sense of the word after the hiking-skiing hotel "Dobre vode", ski slope and ski lift were built. Due to the numerous sports facilities and content, the mountain is interesting for athletes and for children as well, so some call it a children's mountain. Goč has more than 250 springs with healthy drinking water, and two rivers - the Sokoljska and Gvozdačka, rich in trout, which is a real challenge for fishermen and all other nature lovers. On Goč there is a beautiful lake and marked walking paths, and from the top of the mountain (1000m), the road leads to all four sides of the world.

Medieval town in the centre of the events

In the very centre of the town, in addition to museums, theatres, libraries, town archives and other important institutions, many cultural and artistic societies work, fine art colonies and interesting events are organized, such as traditional Lilac Day in honour of the arrival of the French princess Helen of Anjou. Then, besides in the valley of centuries, as many call the Ibar valley, lilac garden come to life on the royal streets, as well.

For adventurers, Kayak Club Ibar from the town of Kraljevo, has traditionally organized a tourist and sport event "Veseli spust" for almost three decades. Rafting from the medieval town of Maglič to Kraljevo is a unique attraction in this part of Serbia.

In addition to spectacular knightly fights and games, Renaissance music and performances of the ethno groups, at the foot and among the walls of the medieval town of Maglič in May, is held the Maglič Fest. In the spirit of medieval Serbia, many visitors can enjoy a medieval bazaar, archery competitions, and throwing stones from the shoulders.

KOPAONIK, ČAROBNO SNEŽNO MESTO

Bez obzira da li ste početnik ili profesionalac u skijanju, da li planirate romantično ili porodično zimovanje, Kopaonik je priča u kojoj svako ima svoje posebno mesto. Skijaši i snouborderi - snow park, deca ski-vrtić, a profesionalci - tri staze uređene prema FIS standardima! Uz sve to, planina nudi neverovatan izbor wellness sadržaja, ekskluzivnih restorana i prodavnica, a zbog velikog broja kafića, Kopaonik je omiljen među onima koji zimovanje ne mogu da zamisle bez ludog noćnog provoda.

Skijašku sezonu Kopaonik dočekuje sa dve nove staze, dužine 2 km, na lokaciji Gvozdac i izgrađenim duplim ski liftom na Marinim vodama. Na Kopaoniku se možete skijati i danju i noću. Pored staza „Malo jezero“ i „Karaman greben“, ski centar je bogatiji za još jednu noćnu stazu na Pančiću. Snežne staze su profesionalno povezane sistemom žičara i ski-liftova, kapaciteta više od 34.000 skijaša na sat. Uživanje na stazama u nedostatku snega omogućava 92 topova i 244 lansera za veštačko osnežavanje.

Još jedna novina je taxi tabač, koji će ove sezone služiti za vožnju i prevoz skijaša, a u toku je izgradnja garaže koja će u najvećoj meri rešiti problem parkiranja na Kopaoniku.

Sezona skijanja na Kopaoniku traje u proseku od decembra do maja meseca. Kada snežni ambijent zameni zelenilo planine, skijanje se nastavlja na veštačkoj, letnjoj stazi na Krstu. A to znači da ski sezona traje bukvalno čitave godine!

Kad god poželite da skijate, čeka vas - Kopaonik!





KOPAONIK – MAGICAL SNOWY PLACE



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

Whether you are a beginner or a ski professional, whether you are planning a romantic or a family holiday, Kopaonik is a story in which everyone has their own special place. For skiers and snowboarders there is a snow park, for children ski-kindergarten, and for professionals – three trails arranged according to FIS standards! Apart from all this, the mountain offers incredible selection of wellness facilities, exclusive restaurants and shops, and due to the large number of cafes, Kopaonik is a favorite among those who cannot imagine winter holiday without a crazy night out.

Kopaonik welcomes the ski season with two new tracks 2 km long, at the location of Gvozdac built a double lift on the Marine vode. On Kopaonik you can ski day and night. In addition to the „Malo jezero“ and the „Karaman greben“, the ski center is richer for another night trail on the Pančić. Snow trails are professionally linked by the system of ski lifts, with a capacity of more than 34,000 skiers per hour. Enjoying the trails in the absence of snow enables 92 cannons and 244 artificial snow launchers.

Another novelty is a taxi rattrack, which will be used this season for driving and transporting of skiers, and there is also in progress the construction of a garage which will mostly solve the problem of parking on Kopaonik.

The skiing season on Kopaonik runs on average from December to May. When the snowy ambient is replaced by the mountain greenery, the skiing continues on the artificial, summer trail of the Krst. And that means the ski season lasts literally throughout the year!

Whenever you want to ski, there's Kopaonik!

GRAD KONTRASTA, EKSTREMA I SLOBODE

Kada sam prošle godine u ovom periodu boravila u „Novom Amsterdamu“, kako se ranije zvao Njujork, nisam ni slutila koliko sličnu energiju ima „stari“ Amsterdam i koliko ta energija odgovara mom senzibilitetu. Neke gradove osvajate vi, dok vas drugi gradovi jednostavno očaraju i zavedu. Kao ljubav na prvi pogled, udah, korak, na prvu vožnju biciklom. Tako je Amsterdam osvojio mene...

VOŽNJA BICIKLA U VONDEL PARKU

Amsterdam je udomio oko million stanovnika i duplo više bicikala. Iskusiti Amsterdam vozeći bicikl je čarobno iskustvo i tek tada u potpunosti spoznate draž ovog grada, jer u njemu su biciklisti glavni, nekrunisani vladari amsterdamskih ulica i uglavnom se svi drugi učesnici saobraćaja njima prilagođavaju. Ta činjenica me je, moram da priznam, odvratila od adrenalinske vožnje bicikla po gradu, ali sam zato kao devojčica koja je tek naučila da vozi bicikl, vozila u kvartu oko zgrade u kojoj je bio moj amsterdamski dom i u obližnjem parku. I to ne bilo kom parku, nego u parku kao iz bajke o Trnoružici. Koliko su samo srećni ljudi koji žive pored ovakvog čarobnog mesta, baš kao što sam i sama bila srećnica tih 5-6 dana. Ne samo da je svaki detalj ovog parka koji se ranije zvao Novi park, a kasnije preimenovan u Vondel park po pesniku i dramskom piscu Jostu van den Vondelu, uređen tako da

Last year, in autumn, I was in “New Amsterdam”, as they used to call New York. I didn’t even dream how similar is the energy of that city to this “old Amsterdam”, and how much that energy suits my own sensibility. You conquer some cities, while other cities simply enchant and seduce you. As love at first sight, breath, step, first bicycle ride. That is how Amsterdam conquered me...

HOW I CAME TO LOVE UMBRELLAS AND RAINCOATS

There is a saying-similar is looking forward to similar, and as NLP coach (NLP-neurolinguistic programming) I learned both in theory and practice that when we recognize ourselves or something of our own in someone or something, sympathy and closeness happen instantly. When that coincidence and recognition gets to the higher lever, then it is not important anymore that climate here is like in London (they are on similar geographic latitude), with rain which falls almost every day, excitedly unpredictable, because you never know when it is going to start raining and when it will stop. At the beginning, it disturbs your plans for sightseeing of this city, city which awakens all your senses. But then your own innate flexibility



AMSTERDAM CITY OF CONTRAST, EXTREME AND FREEDOM



awakes and you adjust so easily, so that the sight of multicolored umbrellas and raincoats becomes one of your favorite, and you enjoy being part of that scenography and choreography yourself.

RIDING A BICYCLE IN VONDEL PARK

Amsterdam is home to about million inhabitants and twice that number of bicycles. To experience Amsterdam riding a bicycle is magic, and only then you can completely realize the charm of this city because the bikers are true rulers of the streets of Amsterdam and all other traffic users adapt to them. That fact, I must admit, drove me away from the idea of riding a bike through the city, but I was riding around the block where my Amsterdam home was and in nearby park, like a little girl who just learned to ride a bike. And it was not just any park; it was a fairy tale park, as if it just came out of the story about Sleeping beauty. How lucky are people who live near that beautiful place, as I was happy myself for those couple of days while I was here. That park used to be named New Park, but it was renamed later into Vondel Park, by Joost van den Vondel, poet and drama writer.
It is arranged

svako u njemu može da pronade nešto za sebe, nego se zaista napunite energijom spremni da udahnete punim plućima... svoj život.





VAN GOG – ŽIVOTNA STRAST

„Sa svakim iskustvom, ti sama oslikavaš svoja platna, misao po misao, izbor po izbor.“ Opra Winfri

Nošena mišlju o ispunjavanju životne svrhe i porivom da pronađem način kako da iskažem sve to što nosim u sebi, moj izbor za prvi dan posete Amsterdamu bio je poseta muzeju Van Goga. Dok je slikao svoje čuvene Suncokrete, čiju reprodukciju imam u svom stanu (svakodnevna su mi inspiracija) Vinsent Van Gog je rekao da je želeo samo da "uhvati" vatru, plamen, žar... i ja sam potpuno shvatila njegovu nameru. Osvestila sam šta je životna vatra i strast za životom i kako se ona pretvara u umetnost.

so that everyone can find something for himself, and there you can really recharge your energy, ready to fully take in every breath . . .of your own life.

VAN GOGH-LIFE PASSION

"With every new experience, you paint your own painting, thought by thought, choice by choice". Oprah Winfrey

I chose on my very first day in Amsterdam to visit Van Gogh museum, carried away by the thought to fulfill my purpose in life and impulse to find a way to express everything that I carry in my soul. In my apartment I have reproduction of his picture, famous "Sunflowers" at home, they are my everyday inspiration. He said that while he was painting them he simply wanted to catch that fire, flame, blaze . . . and I completely understood his intention. I became conscious what means fire of life and passion for life and how to transform that into art.

NORTHERN VENICE

"There are thousands of canals through which beauty of your soul can float, past your thoughts. Above all those canals, you will recognize one fantastic, central canal, canal of love."

Amsterdam consist of 90 islands, connected with over 1500 bridges and canal system which goes in concentric half-circles and that why it is considered one of the first planned cities in Europe. Because of those numerous canals Amsterdam is also called Venice of the North. Riding in a boat while sightseeing is something one should not miss, and one of the attractions is so called "Thin bridge" (Magere Brug) over Amstel river (famous beer is named after it). It was named like that



SEVERNA VENECUJA

„Hiljade je kanala kroz koje može da plovi lepota tvoje duše, mimo tvojih misli. Iznad svih tih kanala prepoznaćeš jedan fantastičan, centralni kanal, kanal ljubavi”

Amsterdam čini 90 ostrva povezanih sa više od 1.500 mostova i sistem kanala koji se šire u koncentričnim polukrugovima i zbog toga se smatra jednim od prvih urbanistički planiranih gradova u Evropi, a baš zbog brojnih kanala Amsterdam zovu i Venecijom severa. Razgledanje i upoznavanje grada sa brodića vozeći se kanalima, takođe ne treba propustiti, a jedna od atrakcija je i Magere Brug tzv. „Mršavi most” preko reke Amstel (po kojoj nosi ime i poznato pivo), koji je ime dobio zbog toga što je u periodu svoje izgradnje bio najuži most.

Lale i suncokreti, kiša i sunce, umetnost i adrenalin, mašta i surova realnost, vožnja bicikla i pešačenje, klasika i avangarda... Amsterdam je savršen grad kontrasta koji podstiče i inspiriše dva najsnažnija dela mene - romantični i ekstremni , jer sam i sama takav spoj. Grad u koji ću se, sigurna sam, iznova vraćati po inspiraciju, ohrabrenje, neopisivi osećaj istinske slobode, jer razmena između nas je tek počela. I Amstredam.

*Tekst i fotografije: Jelena Jović,
slobodni putopisac i fotograf
Facebook: JJ Travel
Instagram: #jjtravelblog*



because at the time when it was built it was the thinnest bridge. Tulips and sunflowers, rain and sun, art and adrenalin, imagination and cruel reality, riding a bike and walking, classic and avant-garde... Amsterdam is the most perfect city of contrast which encourages and inspires two strongest parts of my personality-romantic one and extreme one, because I am the mixture of that myself. The city, where I will surely return, for inspiration, encouragement, amazing feeling of true freedom, because, the exchange between us has just started. I Amsterdam.

*Text and photographs: Jelena Jović
Free-lance traveller and photographer
Facebook: JJ Travel
Instagram: #jjtravelblog*

KIRGIZIJA – DIVAN PLANINSKI CVET



Tekst i fotografije / Text and photos:
Dragica Tomka,
putnik, istraživač, putopisac /
Traveller, explorer, writer

Kirgizija je samo jedna u nizu teritorija koje pripadaju Putu svile, putu kojim su se kretali karavani, mešali narodi, razmenjivala roba, iskustva i vrednosti, spajajući Daleki i Bliski istok sa Mediteranom. To je planinska i retko naseljena zemlja, pa ljubiteljima prirode, divljine i planina koji sve češće dolaze u ove krajeve, usluge noćenja i hrane u planinskim predelima pružaju samo sezonski porodični kampovi, razmešteni po prostranim visoravnima, a organizovani u zajednice. U tim kampovima dobijate sve: noćenje ispod hiljadu zvezda, sasvim dovoljne uslove za higijenu, hranu sa ukusom prirode, vodičke usluge po okolini ili do nekog sela, izuzetan prijem, toplinu i ljubaznost – koji se ne mogu opisati.

Visoko na planinskim vrhovima, utisnuta između Kine, Kazahstana, Uzbekistana i Tadžikistana, Kirgizija mi deluje kao orlovo gnezdo. Kao da se popela na visine kako bi tamo zaštitila svoje istorijsko, prirodno i kulturno blago. Naime, više od 60% zemlje nalazi se na visinama iznad 5.000 m, a prosečna nadmorska visina je čak 3.000 m, sa najvišim vrhom Džengiš Čokusu od 7.439 m, koji je u nizu lanca najviših planinskih vrhova Tien Šan, koji se prostire većim delom Kirgizije, dok je na jugu takođe veoma visok Pamir. Na takvim visinama, sa prirodnim uslovima koji samo mogu biti oštri, oskudni, ponekad surovi, treba biti prilagodljiv, snažan, sposoban, treba biti orao kako bi opstao. Tu je svilo svoje gnezdo nešto više od 6 miliona stanovnika, dominantno Kirgizijaca (oko 75%), dok su ostali Kazaki, Uzbeki, Ujguri, Rusi. Svoju samostalnost stekli su raspadom Sovjetskog Saveza 1991.

KIRGHIZIA – A BEAUTIFUL MOUNTAIN FLOWER

Kirghizia is only one in a series of territories belonging to the Silk Road, the road which caravans used to pass along, where nations were mixed, goods, experiences and values exchanged, connecting the Far East and the Middle East with the Mediterranean. It is a mountainous and sparsely populated country, so to nature, wildlife and mountain lovers who come more and more often in this region, only seasonal family camps, scattered over spacious hills and organized in communities, provide bed and breakfast services. In those camps you get everything: overnight stay beneath thousands of stars, quite sufficient hygiene conditions, food that tastes like nature, guide services in the surrounding area or to a village, exceptional reception, warmth and kindness – which cannot be described.

Planinski predeo Tjen Šan – visoka planinska zaravan sa oštrom klimom i vegetacijom i bistrim planinskim potocima

Tien Shan mountain area – a high mountain plain with a harsh climate and vegetation and clear mountain streams



*Glavni trg u Biškeku Ala-Too sa novim obeležjima omiljeno je mesto okupljanja
Bishkek's main square Ala-Too with a new features is the favourite gathering place*



*Jezero Isyk kul, prostrano kao more, omiljeno je letovalište Kirgizijaca
The Issyk-Ku Lake, vast as the sea, is a favourite summer destination*

godine. Mada je zvanični službeni jezik još uvek ruski, većina stanovništva govori kirgizijskim jezikom i muslimani su iz grupe sunita.

Glavni grad je Biškek, koji sa svojih oko million stanovnika pokušava da sinhronizuje različite kulturne obrasce, stilove življenja ne samo različitog stanovništva nego, pre svega, vlasti koje su se intenzivno menjale. Pretpostavlja se da ime „Bishkek“ potiče od kirgizijske reči za bučalicu koja se korisiti za proizvodnju kumisa – fermentisanog pića napravljenog od kobiljeg mleka, poput ajraka u Mongoliji. To je danas vrlo dinamičan savremen grad, sa velikim bulevarima, mnogobrojnim parkovima i bogatim uličnim zelenilom, u kojem se može videti i doživeti dinamika kulturoloških promena kao posledica intenzivnog mešanja kultura. Prostran je i vrlo interesantan glavni trg Ala-Too, gde je donedavno bio postavljen veoma visok spomenik sa kipom V. I. Lenjina. Sada je ta statua prenet na obližnji manji trg, dok je na glavnom podignuta skulptura slobode – Erkindik. Drugi manji gradovi i sela veoma liče na naša vojvođanska sela sa ušorenim ulicama, lepim slikovitim i očuvanim niskim porodičnim kućama. U Biškeku i manjim gradovima, kao i na Isik kulu, najvećem jezeru, koje poštuju i posećuju kao svoje more, nalaze se dobri, udobni hoteli. Za dalji razvoj turizma ima osnove.

GOSTOPRIMSTVO U PLANINSKIM KAMPOVIMA

U Kirgiziju smo ušli na visokoplaninskom graničnom prelazu Torugart Port iz pravca Kašgara u Kini. Bila je skoro ponoć. Celodnevni boravak na prvoj graničnoj kontroli u Kini, na kojoj je trebalo da dobijemo dozvolu da izađemo iz Kine, nakon svih zebnji, smrzavanja, neizvesnog iščekivanja, završio se u beskrajno toplom osmehu dva vozača i vodiča Kirgizijca, ruskog porekla, koji su nas sa kirgizijske strane čekali svih tih 12 sati.

High on mountain peaks, impressed between China, Kazakhstan, Uzbekistan and Tajikistan, Kirghizia seems to me like an eagle's nest. It seemed to climb to the heights to protect its historical, natural and cultural treasures. Namely, more than 60% of the country is located at altitudes above 5,000 m, and the average altitude is as high as 3,000 m, with the highest peak of Jengish Chokusu of 7.439 m, which is in the chain of the highest peaks of the Tien Shan, which extends over most of Kirghizia, while in the south there is also the very high Pamir. Those heights, with natural conditions that can only be harsh, scarce and sometimes cruel, in order to survive, one should be easily adaptable, strong, capable, like an eagle. More than 6 million habitants have settled their homes there, mostly Kyrgyz people (around 75%), while others are Kazakhs, Uzbeks, Uyghurs, Russians. They gained their independence from the collapse of the Soviet Union in 1991. Although the official language is still Russian, the majority of the population speaks Kyrgyz language and Muslims are from the Sunita group.

The capital city is Bishkek, which, with its around one million inhabitants, tries to synchronize different cultural patterns, lifestyles not only of different nations, but above all, the authorities that have been intensively changed. It is assumed that the name "Bishkek" derives from a Kyrgyz word for a churn used for the production of koumiss – a fermented beverage made from mare's milk, such is the airag in Mongolia. Today, it is a very dynamic modern city, with large boulevards, numerous parks and rich street greenery, where you can see and experience the dynamics of cultural change as a result of intensive mixing of cultures. The main square Ala-Too is spacious and very interesting, where, until recently, a very high monument with the statue of V. I. Lenin was standing. That statue has been moved to the nearby smaller square, and on the main the sculpture of freedom – Erkindik has been raised. Other smaller towns and villages look very similar to our villages of Vojvodina with sloping streets, beautiful picturesque and preserved low family houses. In Bishkek and smaller cities, as well as on the Issyk-Kul, the biggest lake, that is respected and visited as the sea, there are good, comfortable hotels. There are basics for further development of tourism.

HOSPITALITY IN MOUNTAIN CAMPS

We entered Kirghizia on the Torugart Port border crossing located high in the mountains from the direction of Kashgar in China. It was almost midnight. All day long stay at the first



*Topla dobrodošlica u kampu Tash Rabat
Warm welcome at the Tash Rabat camp*

*Lokalno stanovništvo nudi retkim
posetiocima svoje predivne rukotvorine
Local population offer to rear visitors their
beautiful handicrafts*



Ništa nije moglo biti toplije i lepše nego kada su nas smestili u vozila, zagrejana i topla, pustili tihu muziku Čajkovskog i podelili nam kutije sa lanč-paketima koji su nas čekali ceo taj dan. Promrzla i gladna, otvorila sam kutiju. Unutra je, kao za neko malo dete, s ljubavlju bilo složeno toliko divnih sitnica – sendvič, jabuka, sok, kolač, bombonice, čokoladice, voda... Setila sam se onih limenih kutija koje smo nosili u malenim rancima kada bismo kretali sa izviđačima ili planinarima na izlet, u koje smo tako pakovali hleb, zdenka sir, kutiju sardine, jabuku, kuvano jaje i keks. Za mene je to bio odraz pažnje i ljubavi, a ruski jezik naših vodiča Jurija i Jevgenija doprineo je tom mom kratkom vraćanju u prošlost. Posle skoro dva sata vožnje po bespuću, u samu ponoć stigli smo u kamp *Tash Rabat*.

Domaćini su nas dočekali brižno, s toliko topline da je to odmah zapisano u nezaborav. U jednoj većoj jurti - trpezariji, čekala nas je večera, topli čaj, kafa, sokovi, slatkiši. Molili su nas da bar nešto uzmemo, jer su oni to sa ljubavlju spremili i čekali nas od podne. Dok nas je grejao mirišljavi planinski čaj, smeštali smo se u hladne jurte, jer bilo je samo 2°C. Sledilo je uvlačenje u naslage ćebadi i ćilima, duvanje toplog vazduha i tonjenje u san. A onda, dok je još bio mrak, ustala sam i izašla iz jurte. Stala sam i pogledala. Ceo kamp je bio utonuo u zvezde. Ne gore visoko na nebu. Nego tu ispred, na ovih preko 3.000 m visine, zvezde su kao na dlanu, na glavi, u kosi. Čarobno i nezaboravno.

Jutro je bilo sunčano ali ledeno. Umivši samo oči toplom vodom, koju su domaćini sipali u male kante sa česmom iznad lavaboa, prošetala sam krajem. Oštar, čist, kristalan planinski vazduh sjedinjavao se sa zvukom planinskog potoka koji je razdragano vijugao iza

border checkpoint in China, where we needed to get permission to leave China, after all the frustration, freezing, uncertain waiting, ended up in the infinitely warm smile of two drivers and a Kyrgyz guide, of Russian origin, who were waiting for us on the Kyrgyz side all these 12 hours. Nothing could have been warmer and nicer than when they placed us in heated and warm cars, played Tchaikovsky's music quietly and gave us boxes with lunches that awaited us all that day. Frozen and hungry, I opened the box. Inside, as for a small child with lots of love, many lovely things – a sandwich, apple, juice, cake, sweets, chocolates, water were placed. I recollected those tin boxes we carried in small backpacks when we went on field trips, in which we packed bread, cream cheese, sardine box, apple, boiled egg and biscuits. For me it was a sign of attention and love, and Russian language of our guides Jurij and Jevgenij contributed to my brief recollection from the past. After almost two hours of driving, we arrived at the Tash Rabat camp at midnight.

The hosts greeted us with care, with so much warmth that it was immediately written for ever in our memory. In one big yurt – dining room, there were dinner, warm tea, coffee, juices and sweets waiting for us. They asked us to at least take a little bit, because they made it with love and waited for us since noon. While scented mountain tea was warming us, we accommodated in cold yurts, as it was only 2°C. Then we got under many blankets and covers, blowing hot air and going to sleep. And then, while it was still dark, I got out of bed and the yurt. I was standing and looking. The whole camp sank into the stars. Not up in the sky, but here on the 3.000 m of height, stars seem like they are in our palms, on our heads, in our hair. Magical and unforgettable.

The next morning was sunny but cold. I washed my face only with warm water which the hosts poured into small buckets with the tap above the sink, and I took a walk around the area. The sharp, clean, crystal

*Jurte u planinskom kampu na jezeru Song Kul
Yurts in the mountain camp on the Song Kol Lake*



Uzbudljivi planinski putevi po prostranstvima tajge
Exciting mountain roads across spacious taiga

kampa. Na još rosom okupanoj travi dočekalo me je veliko pero orla. Kakva sreća! U zagrejanom jurti-trpezariji domaćini su nas dočekali sa toplom kašom od ječma i raznim đakonijama za doručak i zagrevanje. Ponudili su nam ručno rađene predmete od vune, kože i perja, koje izrađuje njihova porodica. Ne poneti suvenir i ne razmeniti neki dinar sa njima bilo bi baš tužno. I danas rado dodirujem te divne darove.

Topao doček, prijem i ispraćaj imali smo i u drugom planinskom kampu, smeštenom na visoravni na obali prostranog jezera Song Kul. Ovo visoko planinsko jezero (3.000 m.n.v), drugo je po veličini, površine oko 270 kv, pola godine je pod ledom, a bogat je rezervoar pijaće vode. U ovom nenaseljenom delu, do koga smo došli sporim vijugavim zemljanim putem, savladavši 33 serpentine utisnute u predivnu alpsku tundru, nema stalnih stanovnika, samo nomada-stočara i sve više turista koji u periodu od kraja maja do kraja septembra dolaze i borave ovde u privremenim kampovima. U jednom takvom kampu, sa 22 jurte postavljene u krug, i mi smo prenoćili. Doživljaj mirnoće i prelamanja boja zalaska, a onda i izlaska sunca po kristalno svežem i čistom vazduhu je osvežavajuće, a ispraćaj domaćina koji su, po njihovom starom običaju izašli na put sa belim maramama u rukama i mahali nam dokle god nismo zamakli za neku krivinu - zaista je nezaboravno.

OŠTRA PRIRODA I TOPLI LJUDI

Tri dana smo putovali kroz visokoplaninsku regiju Šinđan. Priroda je ovde bila darežljiva, ne u plodnosti zemlje, nego u oblicima i bojama. Ceo prostor je zaštićen kao prirodno dobro. Planinski venci su vrlo dinamični, svih mogućih boja koje je kreativna priroda složila kao kolače, torte, oblande. Doline su uske sa potocima koji nemaju ime, jer njima teče voda koja se topi sa visokih okolnih snežnih vrhova i menja pravac prema trenutnim uslovima.

mountain air coincided with the sound of a mountain stream that was cheerfully winding behind the camp. On the grass still wet from dew, there was a big eagle's feather. What luck! In the heated yurt-dining room hosts welcomed us with hot barley porridge and various delicacies for breakfast and warming. They offered us handmade items made of wool, leather and feathers, made by their family. It would be sad not to take a souvenir or share some money with them. Still today I like to touch these wonderful gifts.

We also had a warm welcome, reception and escort in the other mountain camp, located on the plateau, at the coast of the large Song Kol Lake. This high-level mountain lake (3.000 m), is the second largest lake, of 270 square metres, it is covered with ice during a half of the year, and is rich reservoir of drinking water. In this uninhabited part, to which we came slowly with a crouching earthy road, having overcome 33 serpentine embedded in the beautiful alpine tundra, there are no permanent inhabitants, only nomads-cattle keepers and more and more tourists who come and stay here at temporary camps in the period from the end of May to the end of September. In a camp, with 22 yurts placed in the circle, we stayed overnight. The experience of calmness and reflection of the colors of the sundown, and then the sunrise in crystal fresh and clean air is refreshing, and escort of the hosts, who, according to their old custom went out on the road with white scarves in their hands and waved to us until they could no longer see us – is really unforgettable.

HARSH NATURE AND WARM PEOPLE

We have travelled for three days through the highland region of Xinjiang. Nature was generous here, not in the fertility of the land, but in forms and colors. The whole area is protected as a natural good. The mountain ranges are very dynamic, with every possible colour that creative nature could place together like cookies, cakes, wafers. The valleys are narrow with streams that have no name, because water flows from the high surrounding snow peaks and changes the direction according to the current conditions. Tundra and steppe pastures are scarce in the



*Baka i unukica ispred svog letnjeg staništa, dočekuju drugaricu iz dalekog komšiluka – pružile su nam topli osmeh i priču o njihovom životu
Grandma and her granddaughter in front of their summer habitat, welcoming a friend from a distant neighbourhood – they gave us a warm smile and a story about their life*

Pašnjaci tundra i stepa su u kasno letnje doba godine oskudni, sa osušenom travom i žbunjem, ali vrlo slikovitih žuto-crvenih tonova.

Putovali smo u pravcu Narina, sedišta ove regije. Na okolnim padinama još uvek se su mogle videti naseobine nomada koji tu borave sa svojim konjima i stadima do prvih snegova, kada skupljaju svoje jurte, stada ovaca, koza i krava i pakuju sir, vunu – proizvode koje su tokom leta skupljali, prerađivali, pravili. Stali smo da popričamo sa tri porodice nomada. Bez vodiča se ne bismo mogli sa njima sporazumeti, jer ne govore nijedan drugi jezik osim kirgizijskog. Tamo gde smo zatekli mlađe koji su završavali škole mogli smo razgovarati na ruskom. Vrlo rado su nam pokazivali svoje stanište, skromno opremljene jurte – jedna je služila kao spavaonica, dok je u drugoj bila kuhinja, trpezarija, dnevni boravak i sve ostalo. Za celu porodicu, kažu – dovoljno. Ispred jedne jurte nas je dočekala baka sa svojom unukom i njenom drugaricom. Dok je baka pravila sir, devojčice su spretno jahale omanjeg planinskog konja, dok su mlađi otišli da obiđu stada na obližnjim pašnjacima. Preko zime, boraveći u selima i malim gradovima, mladi nomadi uče škole, a stariji žive svoj miran, ali dubok život, čuvajući tradicionalnu gostoljubivost, dobrotu, jednostavnost i sposobnost skromnog življenja u oskudnim uslovima.

TURIZAM KIRGIZIJE U RAZVOJU

Još jedan snažan utisak koji sam ponela iz Kirgizije je briga o održivom razvoju i uključivanju lokalnog stanovništva za pružanje usluga sve češćim putnicima. U svakom naselju kroz koje smo prolazili, domaćini su nas vodili na neko od mesta na kojem smo koristili usluge lokalnog stanovništva i imali prilike da sa njima popričamo i družimo se. Svaki ručak imali smo u nekoj drugoj porodici, u nekom drugom mestu. Po jedan domaćin je uvek znao bar ruski, ako ne i engleski. A ukusna domaća hrana, priča, ponuda lokalnih proizvoda – čajeva,

late summer time, with dried grass and bushes, and very picturesque yellow-red tones.

We travelled further in the direction of Naryn, the capital of this region. On the surrounding slopes, it was still possible to see the settlements of the nomads who are staying with their horses and herds until the first snow, collecting their yurts, herds of sheep, goats and cows and packing cheese, wool – products that were collected, processed and made during the summer. We stopped to talk to three nomad families. Without a guide, we could not understand them, because they do not speak any other language except the Kirghiz. Where we found the younger ones who had left school we could talk in Russian. They were very glad to show us their habitat, modestly equipped yurts – one served as a dormitory, while in the other there was a kitchen, dining room, living room and everything else. They say that is enough for a whole family. In front of one yurt we were welcomed by a grandmother, her granddaughter and her friend. While grandmother was making cheese, the girls were skillfully riding a small mountain horse, and younger ones went to visit herds on nearby pastures. During winter, while they stay in villages and town, young nomads go to school, and older ones live peaceful but, deep life, preserving traditional hospitality, kindness, simplicity and ability to live modestly in poor conditions.



*Rukotvorine izrađuje lokalno stanovništvo i u organizovanim centrima nudi ih posetiocima i stanovništvu
The local population makes handicrafts and offers it to visitors in organized centres*

pekmeza, sokova ili predmeta od drveta, poput malih muzičkih instrumenata ili vunjenih odevnih predmeta, bila je vrlo nenametljiva, a veoma izazovna. U jednom od sela obišli smo zadrugu – prostor u kojem oko 200 udruženih mahom žena, samoorganizovano prodaju svoje rukotvorine od svile, vune, kože, od kojih su mnoge umetničke. Na taj način je u turističku ponudu uključeno mnogo ne samo mladih, nego i starijih osoba i žena.

Nekim turistima će se možda učiniti da Kirgizija nema šta da pokaže. Ali nije baš tako. Ona ima i svoju istoriju, i kulturu, i događaje, i prirodu. Ali burna dešavanja i do sada nerazvijen turizam su vidljivi. Za sada su najbolje ponudili prirodu, rukotvorine i gostoprimstvo ljudi. Kultura, muzeji i istorijski lokaliteti još uvek čekaju na red. Bilo je, na primer, malo tužno i prazno na lokalitetu *Cholpon Ata* - prostranom arheološkom nalazištu na 42 ha iz perioda od 2000. godine p.n.e. do 4. veka naše ere. Ceo lokalitet je zaštitio UNESCO u sklopu ukupne zaštite centralno-azijske i himalajske oblasti. Međutim, na tom lokalitetu kao da su priče, mitovi, fakti i tumačenja ostali zatrpani pod ogromnim kamenjem raspršenim po prostranstvu. Ostaje da se to sve istraži, protumači i zaštiti, jer posetioци ostaju bez priče, bez uvida, prepušteni sopstvenoj imaginaciji dok, lutajući između kamenih komada, sami istražuju.

Tih par dana provedenih u Kirgiziji dopunili su mi slagalicu o Putu svile. Ali ne samo to. Kirgizija je, poput Ujgurskog dela Kine, ili Mongolije, Alžira, Sardinije, ili nekih drugih turistički nerazvijenih krajeva, potvrdila moje već postojeće uverenje da upravo ta nerazvijenost turizma daje neku snagu, daje priliku da upoznamo još uvek nekontrolisan život, kulturu, navike, običaje. Daje priliku da zaista probamo hranu koja, sem izvornog ukusa, u sebi nosi i toplinu domaćina, da kročimo u svet lokalnog stanovništva, a da to za njih ne bude invazija, remećenje života. Kirgizija je definitivno destinacija za putnike koji vole ono što još uvek nije do kraja otkriveno.

KIRGHIZIA'S TOURISM IN DEVELOPMENT

Another strong impression I brought from Kirghizia is the concern for sustainable development and the involvement of the local population in providing services to increasingly frequent travelers. In each settlement we passed, the hosts took us to some of the places where we used the services of the local population and had the opportunity to talk to them and to socialize with them. Every lunch we had in another family's house, in other town. One host always knew at least Russian, if not English. A delicious home-made food, a story, the offer of local products - teas, jam, juices or wood items, such as small musical instruments or woolen garments, was very unobtrusive and very attractive. In one of the villages we visited a place where about 200 women, self-organize to sell their own handicrafts from silk, wool, leather, many of which are artistic. In this way, the tourism offer includes many, not only young people, but also the elderly and women.

Some tourists may have to say that Kirghizia has nothing to show. But it is not like that. It has its own history, culture, events and nature. But turbulent events and undeveloped tourism are visible. For now, they have best offered nature, handicrafts and hospitality to people. Culture, museums and historical sites are still waiting for their turn. It was, for example, a little sad and empty on the *Cholpon Ata* – spacious archaeological site on 42 ha from the period of the 2000 year BC to 4th century. The entire site was protected by UNESCO as part of the overall protection of the Central Asian and Himalayan areas. However, at that site, the stories, myths, facts and interpretations remained buried under huge stones scattered over the vastness. It remains to be explored, interpreted, and protected, since visitors remain without a story, without insight, left to their own imagination while, wandering between stone pieces, they explore for themselves.

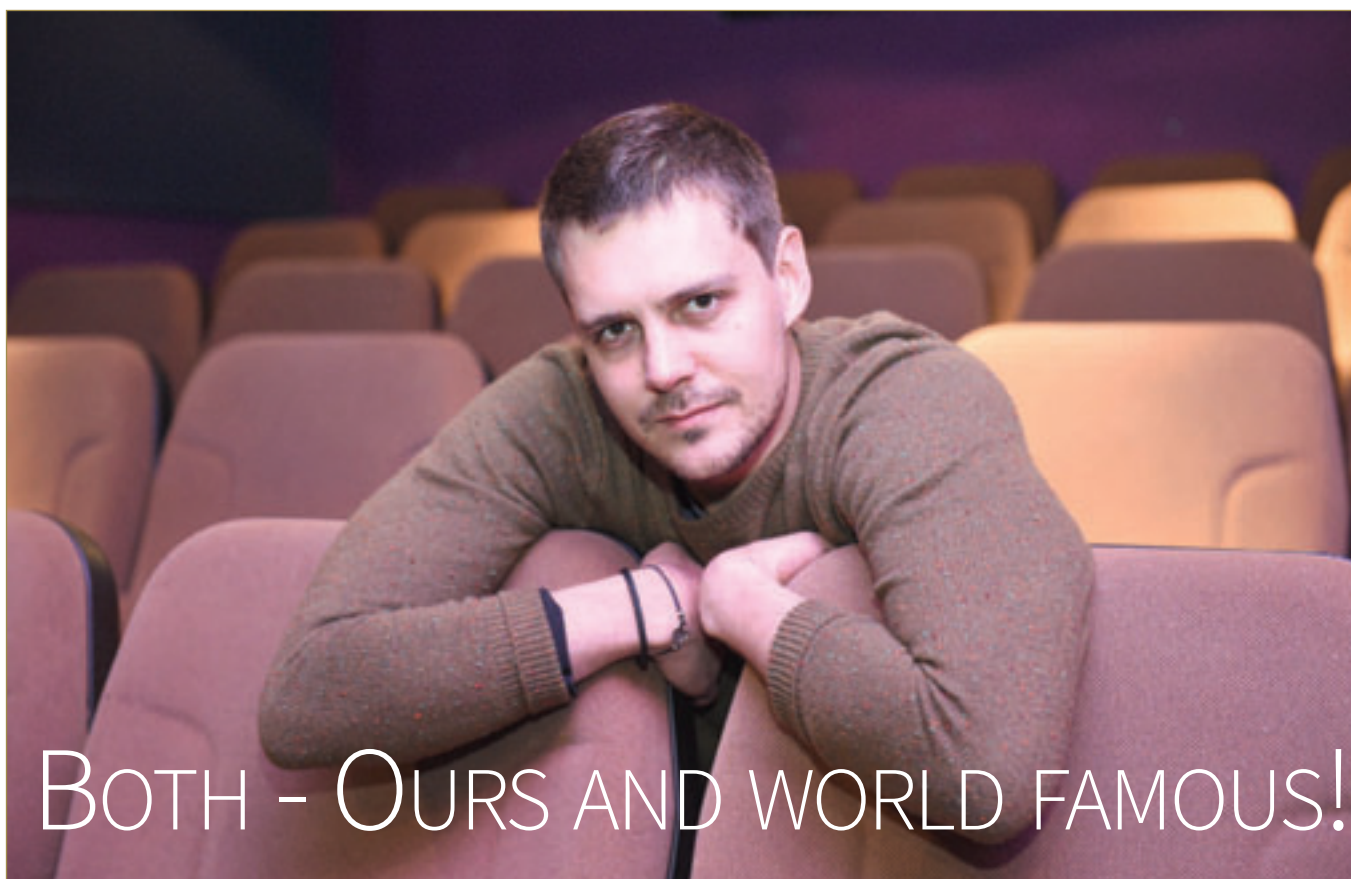


Lokalitet petroglifa Cholpon Ata – još uvek nepoznanica za nauku i posetioce
Petroglyph location of Cholpon Ata – still unknown to science and visitors

These couple of days spent in Kirghizia completed my puzzle of the Silk Road. And that is not all. Kirghizia, like Uyghur part of the China, Mongolia, Algeria, Sardinia or some other regions with undeveloped tourism, confirmed my already existing belief that this underdevelopment of tourism gives some strength, gives us the opportunity to get to know the still uncontrollable life, culture, habits, customs. It gives the opportunity to really try food that, besides the original taste, also carries the warmth of the hosts, to step into the world of local population, without being an invader and disturbing their lives. Kirghizia is definitely a destination for travellers who love visiting what has not been discovered yet.

SVETSKI, A NAŠ!

Srca domaće publike osvojio je ulogom Tirketa u „Montevideu“, a vrata ruskog tržišta širom mu je otvorio film „Sunčanica“ legendarnog Nikite Mihalkova, u kom je tumačio jednu od glavnih rola. Koliko je Miloš Biković u Rusiji popularan, a njegov rad cenjen, potvrdila je i ruska državna nagrada „Medalja Puškina“ koju mu je početkom novembra lično uručio predsednik Rusije za kulturno zbližavanje ruskog i srpskog naroda. Paralelno, Biković radi na filmskom projektu „Hotel Beograd“, koji će publici u zemljama bivšeg SSSR-a predstaviti naš glavni grad kao atraktivnu turističku destinaciju. U međuvremenu, postao je zaštitno lice nove kampanje nacionalnog avio-prevoznika „Air Serbia“, dok film „Južni vetar“ i njegov Petar Maraš u šestoj brzini jure po bioskopskim salama širom zemlje, obarajući sve rekorde gledanosti!



BOTH - OURS AND WORLD FAMOUS!

He won the hearts of local audience playing Tirke in the film „Montevideo“, and the door of the Russian market were opened to him by the film "Sunstroke" directed by legendary Nikita Mikhalkov, in which he played one of the leading roles. To what extent Miloš Biković is popular and his work valued in Russia confirmed the Russian state award the "Pushkin Medal" which was awarded to him by the Russian president at the beginning of November for cultural rapprochement between the Russian and Serbian people. At the same time, Biković is working on the film project "Hotel Belgrade", which is going to present our capital city as an attractive tourism destination to the people of ex USSR countries. In the meantime, he became the cover face of the Air Serbia airline's new campaign, while the film "South Wind" (Južni vetar) and his Petar Maraš has been rushing in the sixth gear across Serbian's cinemas, breaking all record ratings!

Ove jeseni i zime, po bioskopima u zemlji, regionu i dijaspori protutnjao je „Južni vetar“ – višestruko nagrađivani akcioni triler režisera i scenariste Miloša Avramovića, koji je okupio velikane domaćeg glumišta, a Milošu Bikoviću pružio priliku da se publici predstavi u potpuno drugačijem svetlu. Ovaj put ne kao dobar momak, starinskog kova – poput Tirketa iz „Montevidea“, Mike Alasa u filmu i seriji „Šešir profesora Koste Vujića“, Radmila – „samca u braku“ u istoimenoj seriji i filmu „Kad ljubav zakasni“, niti košarkaša Radomira Šapera u ostvarenju „Bićemo prvaci sveta“, već kao opasan dečko sa beogradskog asfalta čija su pasija brzi automobili i želja da preko noći ostvari svoje ambicije.

DEVEDESETE KOJE NE PROLAZE

Imajući u vidu da je ovaj film inspirisan autentičnim iskustvima ljudi uključenih u beogradsko podzemlje, pitali smo našeg popularnog glumca da li su nam se vratile devedesete (ili nikad nisu ni prestajale) i koliko jedan ovakav film šalje u svet negativnu sliku o nama.

- Devedesete jesu ublažene, ali taj duh nije nestao, jer je jednostavno deo našeg mentaliteta. On može da se preobrazi vremenom i evolucijom društva. Mi taj kulturološki fenomen nazivamo „devedesetima“, ali on nije nestao 1999. godine, nego se produžio i u dve hiljadite – kazuje Biković i objašnjava da je „Južni vetar“ žanrovski film, namenjen prvenstveno domaćem tržištu i da kao takav nema negativan uticaj na imidž naše zemlje.

- Ovaj film može da se primeni i na francusko, i na američko podneblje. Kriminal postoji svuda. To su ljudske istine. Međutim, nama je teško da se poredimo sa društvima poput američkog, jer oni imaju nešto što se zove mejnstrim – proizvedu godišnje na stotine filmova koji veličaju američko društvo i prikazuju ga lepše i „zašecereno“, dok paralelno postoji i taj talas koji prikazuje jednu realnu sliku. Nama nije neophodna cenzura filmova koji kritikuju Srbiju i srpsko društvo, naš problem je što nemamo mejnstrim. Kada se bude uspostavio sistem u kome ćemo imati filmove koji prikazuju lepe i svetle strane Srbije, onda se postojanje žanrovskog filma neće dovoditi u pitanje. Tek tako dobijamo potpunu sliku i prostor za slobodu u umetničkom stvaranju – tvrdi mladi glumac koji se tokom rada u inostranstvu neretko susretao i sa predrasudama o našoj zemlji.

BEOGRAD KAO TURISTIČKA ATRAKCIJA

- Kada sam pre nekoliko godina snimao film na Baliju, razgovarao sam sa jednom devojkom iz Australije i pitao je koje su joj prve asocijacije na Srbiju. Ona je rekla: nešto sivo, neko skladište, bodljikava žica i rat. To je slika o nama koja je emitovana u poslednjih 20 godina. Iako više ta propaganda ne postoji, ostaju njeni repovi i mi sada imamo zadatak, i tome sam vrlo posvećen, da tu sliku promenimo, popravimo, i da Srbija bude prepoznata kao zemlja Nikole Tesle, mladih IT stručnjaka i matematičara, odbojkašica, Novaka Đokovića i ukusne hrane, a ne kao zemlja bodljikave žice, hangara i logora, kako su nas do sad predstavljali – ističe Biković.

U nameri da što bolje Srbiju i njen glavni grad promoviše u inostranstvu, prvenstveno u Rusiji i ostalim zemljama bivšeg Sovjetskog Saveza, Miloš se angažovao oko filmskog projekta „Hotel Beograd“, čija je svrha da privuče što više turista iz ovih zemalja.

This autumn and winter, in cinemas in Serbia and the region the film „South Wind“ (Južni vetar) has stormed – the multi-award winning action thriller of the director and screenwriter Miloš Avramović, who gathered great Serbian actors, and gave Miloš Biković the chance to present himself to the audience in a completely new light. This time not as a good boy with traditional values – like Tirke in the film „Montevideo“, Mika Alas in the film and TV series „The hat of the professor Kosta Vujić“ (Šešir profesora Koste Vujića), Radmilo – „married single man“ in the „Samac u braku“ TV series and the film „When love comes late“ (Kad ljubav zakasni), or the basketball player Radomir Šaper in the film „We Will Be the World Champions“ (Bićemo prvaci sveta), but as a dangerous guy from the Belgrade's streets whose passion are fast cars and the desire to fulfill his ambitions over night.

90'S NEVER PASS

Bearing in mind that this film is inspired by the authentic experiences of people involved in the Belgrade underground, we asked our popular actor whether the 1990s have returned (or they've never passed) and to what extent this film sends a negative image of us in the world.

-The spirit of 1990s has diminished, but it has never gone, simple because it is the part of our mentality. It can be transformed in time and with the evolution of society. We call this cultural phenomena „nineties“, but it didn't vanish in the 1999, it just extended to 2000s – says Biković explaining that the „South Wind“ is a genre film, intended primarily for the domestic market and, as such, has no negative impact on the image of our country.

-This film can also be applied to the French, and to the American region. Crime exists everywhere. These are human truths. However, it is difficult for us to compare ourselves with societies like the American, because they have something called the Mainstream – they produce hundreds of films annually glorifying American society and displaying it more beautiful and „sweetened“, while there is a parallel wave of a realistic picture. We do not need censorship of films that criticize Serbia and Serbian society, our problem is that we do not have a mainstream. When a system is established in which we will have films that show the beautiful and bright sides of Serbia, the existence of a genre film will not be questioned. It is only this way that we get a complete picture and space for freedom in artistic creation – says young actor who has often come across prejudices about our country during his work abroad.

BELGRADE AS A TOURISM ATTRACTION

-When I was shooting a film a few years ago in Bali, I talked to a girl from Australia and asked her what her first association to Serbia was. She said: something gray, some warehouse, barbed wire and war. It's an image of us that has been broadcast for the last 20 years. Although this propaganda doesn't exist anymore, its tails remain and now we have a task, and I am very dedicated to changing this image, to fix it, and to make Serbia recognizable as a country of Nikola Tesla, young IT experts and mathematicians, volleyball players, Novak Đoković and tasty food, and not as a country of barbed wire, hangars and war camps, as we have been presented so far – points out Biković.

In order to promote as much as possible Serbia and its capital city abroad, primarily in Russia and other countries of the former Soviet Union, Miloš engaged in the film project „Hotel Belgrade“, whose purpose is to attract as many tourists from these countries as possible.

-Have you heard of the popular Russian TV series „Kitchen“, that was later altered to „Hotel Eleon“? At least 20 million people have watched

- Znae za čuvenu rusku seriju „Kuhinja“, koja je posle prerasla u „Hotel Eleon“? Tu seriju je pogledalo najmanje 20 miliona ljudi! U saradnji sa produkcijskom kućom „Yellow, Black and White“ snimićemo film koji će biti nastavak te serije i radnja će se odvijati u Beogradu. Cilj je da privučemo veliki broj turista iz zemalja u kojima će se taj film prikazivati. To su, pre svega, zemlje bivšeg SSSR-a: Rusija, Belorusija, Kazahstan, Azerbejdžan, Kirgistan, Uzbekistan i druge. Film će imati dobru produkciju, jer želimo da prikažemo Srbiju i Beograd u najboljem mogućem svetlu, što bi trebalo da doprinese velikom prilivu novca kad je u pitanju turizam. Mislim da je to jedan od retkih slučajeva kada kultura i film mogu svojoj zemlji da ponude daleko više sredstava nego što je uloženo u film – otkriva naš uspešni glumac, dodajući da se početak snimanja ovog filma može očekivati na leto, a emitovanje već na proleće 2020. godine.

MEDALJA OD PUTINA

Podsetimo, Miloš Biković je u rusku kinematografiju zakoračio filmom „Sunčanica“ Nikite Mihalkova, koji je 2014. godine svetsku premijeru imao u Beogradu. O legendarnom režiseru i Oskarovcu ima samo reči hvale:

- Saradnja sa Nikitom Mihalkovim je iskustvo koje je van kategorija, zato što je on veliki čovek, izuzetno inteligentan i obrazovan. Ima jednu sposobnost koja se zove majeutika – to je sokratovska, „babička“ veština da vas u toku dijaloga obrazuje i navede da sami dođete do nekih zaključaka i na takav način radi sa glumcima. Zaista je veliki čovek – kazuje naš sagovornik, koji je u Rusiji stekao status zvezde

that series! In cooperation with the production company "Yellow, Black and White" we are going to make a film that would be a sequel of this series and the action will take place in Belgrade. The goal is to attract a large number of tourists from the countries in which the film will be shown. These are, first of all, the countries of the former USSR: Russia, Belarus, Kazakhstan, Azerbaijan, Kyrgyzstan, Uzbekistan and others. The film will have a good production, because we want to show Serbia and Belgrade in the best possible light, which should contribute to a large inflow of money when it comes to tourism. I think that this is one of the few cases where culture and film can offer far more income to their country than it is invested in the film – reveals our successful actor, adding that the beginning of the making of this film can be expected in summer, and broadcasting already in the spring of 2020.

MEDAL FROM PUTIN

As a reminder, Miloš Biković entered the Russian film industry with the film "Sunstroke" by Nikita Mikhalkov, who had its world premiere in 2014 in Belgrade. About legendary director and Oskar winner he only has words of praise:

- The cooperation with Nikita Mikhalkov is an experience that is out of any category, because he is a great man, extremely intelligent and educated. He has an ability called maieutics – that is the Socratic method used in a dialog to form you and lead to make some conclusions and he work with actor in this way. He is a really great man – says Miloš, who has gained a celebrity status in Russia thank to the roles in film "Soulless 2", "Ice", "Beyond the Edge" in which he played with Antonio Banderas, the comedy "No borders", as well as in already mentioned series "Hotel Eleon"...





zahvaljujući i ulogama u filmovima „Bezdušni 2“, „Led“, „Izvan granica realnosti“ u kom je igrao sa Antoniom Banderasom, komediji „Bez granice“, kao i u već pomenutoj seriji „Hotel Eleon“..

Biković je vrata ruskog tržišta otvorio i drugim srpskim glumcima, kao što su Ivan Bosiljčić, Milan Marić i drugi, koji nailaze na izuzetan prijem kod ruskih kolega i publike. Veliku popularnost u Rusiji Miloš skromno komentariše:

- Imaju izrazito pozitivno mišljenje o nama, ali ja sad ne bih želeo da se hvalim i izgovaram reči „mnogo me vole“, ali možete da uđete na društvene mreže, sada je sve to veoma transparentno, i da pogledate komentare. Meni je velika čast što sam pripadnik srpskog naroda i što svoju kulturu i tradiciju mogu da promovišem u zemlji sa kojom imamo tako jake, tesne i bogate veze i što je to jedno vrlo produktivno tlo za dalji rad – tvrdi Biković, kom je početkom novembra predsednik Rusije Vladimir Putin u Kremlju uručio „Medalju Puškina“ za razvoj rusko-srpskih odnosa. Ovu medalju Rusija dodeljuje za izuzetan doprinos kulturi, obrazovanju i humanističkim naukama, a Biković je jedan od najmlađih laureata i jedini iz Srbije.

NOVA OSTVARENJA

I dok nagrade za njegov rad pristižu sa svih strana (nedavno je dobio i priznanje iz Irske za ulogu Petra Maraša u „Južnom vetru“), ovaj glumac, svetski – a naš, trenutno u Azerbejdžanu snima seriju o „sovjetskom Sina-tri“ – velikoj zvezdi Muslimu Magomajevu, dok ćemo ga na proleće u bioskopima gledati u filmu „Balkanska međa“.

- To je ratni film o Kosovu, čija se radnja odvija u 1999. godini. Emitovaće se tačno na 20-godišnjicu od bombardovanja. Imam velika očekivanja, jer je to film kakav dugo nismo imali priliku da gledamo – poručuje Miloš Biković, koji je postao i zaštitno lice nove marketinške kampanje nacionalne avio-kompanije „Air Serbia“, koja putnicima omogućava da biraju između četiri tarife i tako putuju po svojoj meri.

Biković opened the door of Russian market for other Serbian actors, such as Ivan Bosiljčić, Milan Marić and others, who encounter an exceptional reception from Russian colleagues and the audience. Miloš modestly comments his great popularity in Russia:

- They have a very positive opinion about us, and I don't want to brag now and say "they like me very much", but you can see the comments on the social media, today everything is transparent. It is a great honor for me to be Serbian and to promote my culture and tradition in a country where we have such strong, close and rich connections and that is one very productive ground for further work – says Biković, who was awarded by the Russian president Vladimir Putin with the "Pushkin Medal" for the development of Russian-Serbian relations at the beginning of November in the Kremlin. Russia gives this medal for outstanding contribution to culture, education and humanities, and Biković is one of the youngest laureate and the only one from Serbia.

NEW ACHIEVEMENT

And while awards for his work arrive from all sides (recently he received a recognition from Ireland for the role of Petar Maraš in the "South Wind"), this actor, ours and world famous, is shooting in Azerbaijan a series about the "Soviet Sinatra" – a big star Muslim Magomayev, while we will watch him in the film "Balkan line" in the next spring.

- It is a war film about Kosovo, whose action takes place in 1999. Its premiere will be exactly on the marking of the 20 years since the bombing. I have great expectation, because this is the film we haven't long had the opportunity to watch – says Miloš Biković, who also became the cover face of the Air Serbia airline's new marketing campaign, which allows passengers to choose between four tariffs and thus travel to their extent.

Author: Biljana Bosnić Ognjenović

FOTOGRAFIJA JE MOJA STRAS!

Kada se događaj održava u pozorištu „Madlenianum“, to je znak da će posetioci otkriti i doživeti specijalan, intrigantan i kvalitetan projekat. Krajem septembra, knežević **Mihajlo Karađorđević**, alijas Prince de Yougoslavie, održao je svoju prvu izložbu fotografija u salonu „Madlenianuma“ Belle Époque u Beogradu.

Sin kneza Aleksandra (Pavlovog) i Marije Pije, kćeri poslednjeg kralja Italije Umberta II, nasledio je njihovu zainteresovanost za okolinu, radoznalost za svetom u kome su živeli, što mu je donelo otkriće „njegove“ Srbije. Odrastao u gradiću Versaj, kao prvi sused ogromnog vrta istoimenog dvorca, često boraveći u Firenci, Portugaliji i Švajcarskoj, knežević je upijao priče svojih predaka. Nakon završetka studija, Mihajlo je odlučio da se oprobja u „američkom snu“, živeći na Floridi i u Njujorku.

Mišel od Jugoslavije, sa izuzetnim radnim iskustvom u finansijama i radom u ozbiljnom okruženju u Ženevi, otkrio je svoju strast prema fotografisanju 2009. godine. Kupio je Leica digitalni fotografski aparat i objektiv od 35 mm i svakodnevno počeo da hvata prizore i slike iz svog okruženja, ali i Srbije.

- Tokom ranijih dolazaka u Srbiju, otkrio sam potpuno specifičan svet koji je na mojim fotografijama pokazao svu raznovrsnost života njenih stanovnika. Želeći da je što bolje upoznam, uzeo sam svoju Leicu i počeo da beležim svakodnevnicu – kazuje princ u ekskluzivnom razgovoru za „Turistički Svet“.



PHOTOGRAPHY IS MY PASSION!

When an event is held at the Madlenianum theatre, it is the sign that visitors are going to reveal and experience a specific, intriguing and good-quality project. At the end of September, Prince **Michael Karađorđević**, alias *Prince de Yougoslavie*, held his first exhibition of photographs at the Madlenianum salon called the *Belle Époque* in Belgrade.

Son of Prince Alexander (son of Pavle) and Princess Maria Pia, daughter of the last king of Italy Umberto II, inherited their interest in the environment, the curiosity of the world in which they lived, which have brought him the discovery of "his" Serbia. As he grew up in the small town of Versailles, being the nearest neighbour of the immense garden of the castle with the same name and often visiting Florence, Portugal and Switzerland, Prince have absorbed the stories of his ancestors. After graduation, Michael decided to try to fulfill the „American dream“, by living in Florida and New York.

MICHAEL KARADORĐEVIĆ – PRINCE MICHAEL OF YUGOSLAVIA

SVAKODNEVICA U OBJEKTIVU

Pre nego što je svoj rad predstavio Beogradu, Mihajlo je svoju prvu izložbu otvorio u Ženevi. Za njom je išla izložba u našoj ambasadi u Bernu gde ga je švajcarski galerista Peter Maurer (koji odlično govori srpski) upoznao s Emirom Kusturicom, koji ga je pozvao da ovde održi izložbu.

- Imam dnevnu disciplinu fotografisanja. Uvek izaberem određenu temu, recimo „urbana perspektiva“ i onda biram objekte koje fotografišem – otkriva Mišel.

I zaista, na izložbi u Madlenianumu, mogle su se videti dve suprotstavljene ideje: fotografije sa zapadnoevropskim racionalnim razmišljanjem i Mihajlovi pogledi i zaključci o nama u Srbiji: „Sećanje na prošlost“ – fotografija snimljena na Oplencu, „Otvorena vrata kao poziv za ulaz ili izlaz. Gde će nas tramvaj odvesti?“ snimljena u beogradskom tramvaju, „Crveno-bele pločice koje ukrašavaju pijacu“ – o lepoti krovova pijace Zeleni venac, „Postoji veza između neba i zemlje. Samo treba naći stepenice“ – priča o čuvenom stepeništu beogradskog Aero kluba.

O BEOGRADU I CRNO-BELIM PORTRETIMA

Njegovo prirodno posmatranje života vidi se u izboru tema, svakodnevnim predmetima i proizvodima koje je napravio čovek, kao i u živim bićima i samoj majci prirodi. Za Mišelove fotografije se može reći da su unikatne, budući da su ograničene na 7 kopija.

A evo šta je sve njegova Leica otkrila u Beogradu:

- Čini mi se da su Beograđani duhoviti, da vole da žive u zajednici čija je društvena tkanica vrlo čvrsta. Za mene je neverovatna činjenica da je Beograd bio rušen više od 50

Prince Michael of Yugoslavia, who has an extraordinary work experience in finance and who has worked in the global business company in Geneva, discovered his passion for photography in 2009. He bought Leica digital camera and 35mm lens and has begun to capture daily images of his surroundings, as well as Serbia.

- During my previous visits to Serbia, I discovered a completely unique world that has showed on my photographs all the diversity of its inhabitants' lives. Wishing to get to know it better, I took my Leica and started to capture everyday life – says Prince in the exclusive interview for the „Turistički Svet“.

**EVERYDAY LIFE IN THE LENS**

Before he presented his work in Belgrade, Michael had opened his first exhibition in Geneva. Then the exhibition in the Serbian Embassy in Bern followed where Swiss artist Peter Maurer (who speaks Serbian very well) introduced him to Emir Kusturica, who invited him to organize the exhibition in Serbia.

- I have a daily shooting discipline. I always choose a certain topic, like „urban perspective“ and then I choose objects to shoot – reveals Michael.

And indeed, at the exhibition in Madlenianum, you could see the two opposing ideas: photographs with Western European rational thinking and Michael's views and conclusions about people in Serbia: „Remembering the past“ – the photograph captured in Oplenac, „Opened door as an invitation to enter or exit. Where will the tram take us?“ captured in a Belgrade's tram, „Red-white tiles that decorate the market“ – about the beauty of the roofs of the Zeleni venac green market, „There is a connection between the sky and the earth. We just need to find the stairs“ – the story of the famous stairs of the Belgrade's Aero club.

ABOUT BELGRADE AND PORTRAITS IN BLACK AND WHITE

His natural observation of life is seen in the choice of subjects, everyday objects and products made by a person, as well as in living





puta! Otkrio sam Narodni muzej sa svojim umetničkim bogatstvom. Kada sam ga poseo, pustili su me unutra bez karte kada su čuli da je moj deda, knez Pavle, podigao zgradu i zajedno s prijateljima poklonio nebrojeno mnogo umetničkih predmeta! – sa zadovoljstvom kazuje Mihajlo Karađorđević, otkrivši nam naposljetku i šta priprema u skorijoj budućnosti.

- Volim senke, crno-belu fotografiju i pripremam se da radim portrete u tom tonu – nago veštava naš sagovornik.

Budući da je fotografija univerzalni jezik komunikacije, očekujemo da nas Mihajlova filozofija fotografisanja još jednom prijatno iznenadi!

beings and the Mother Nature. We could say that Michael's photographs are unique, since they are limited to only 7 copies.

And here is what his Leica discovered in Belgrade:

- I seem to me that people in Belgrade are witty, that they love to live in the community with a very firm social network. For me, the fact that Belgrade has been destroyed more than 50 times is unbelievable! I discovered the National Museum with its art treasures. When I visited it, they let me in without the ticket after I found out that my grandfather Prince Pavle built that building and together with friends, donated countless artwork! – says Michael Karađorđević, expressing great pleasure, revealing to us his planes for the near future.

- I like shadows, black and white photography and I am preparing to make portraits in that tone – he hints.

Since photography is the universal language of communication, we expect Michael's philosophy of photography to surprise us once more!

*Text: Jelena Kaličanin
Photo: Dušan Filipović*



ЗЛАТНА ГОДИНА

СПЕЦИЈАЛНЕ БОЛНИЦЕ ЗА РЕХАБИЛИТАЦИЈУ БАЊА КОВИЉАЧА

ЗЛАТНО СРЦЕ МЕДИТЕРАНА И ЈУГОИСТОЧНЕ ЕВРОПЕ

БРЕНД ЛИДЕР ТУРИСТИЧКОГ ТРЖИШТА ЈУГОИСТОЧНЕ ЕВРОПЕ

РЕГИОНАЛНИ ПОСЛОВНИ ЛИДЕР

ЈУБИЛАРНА НАГРАДА ЗА 160 ГОДИНА ПОСЛОВАЊА



DRUGI ŽIVOT BANJSKOG KUR-SALONA

Simbol Banje Koviljače, čuveni Kur-salon, koji je 1932. godine podigao kralj Aleksandar Karađorđević, spreman je za nova slavlja i pro-vode, kao u najbolja vremena tokom svoje istorije. Nakon kompletnog renoviranja, vrata svojih raskošnih sala otvoriće gostima već za doček Nove 2019. godine.

БАНЈА КОВИЉАЧА —
Banja Koviljača —
Парк са изгледом Кур Салон
Park sa izgledom Kur-Salon

THE NEW LIFE OF THE KUR-SALON

Dva velika jubileja koje ove godine obeležava Banja Koviljača - 160 godina organizovanog lečenja u Banji Koviljači i 110 godina od izgradnje i početka rada kupatila kralja Petra I, krunisana su otvaranjem kompletno renoviranog Kur-salona.

OBNOVA UZ POMOĆ DRŽAVE

Ovaj, nekada mondenski objekat, bio je ozbiljno ugrožen, zapušten, na granici urušavanja, da bi posle inicijative više udruženja meštana da se to spreči, država odreagovala tako što je Republička direkcija za imovinu, u martu 2016. godine, predala ovu banjsku dvoranu na korišćenje Specijalnoj bolnici za rehabilitaciju Banja Koviljača. Uz nju Specijalnoj bolnici pripale su i vile "Bosna" i "Koviljača", upravna zgrada i stari deo blatnog kupatila.

Specijalna bolnica je odmah sanirala krov i oluke čime je sprečeno dalje propadanje objekta, a od 30. aprila ove godine, krenulo se u kompletnu obnovu. Za kompleksne i obimne radove država je izdvojila oko 200 miliona dinara. Pod budnim okom Zavoda za zaštitu spomenika iz Valjeva izvršena je adaptacija, rekonstrukcija i opremanje Kur-salona. Ambijent zgrade nije promenjen, ali ona sada ima svu neophodnu modernu opremu i nameštaj, video-nadzor, novu klimatizaciju, hidro i toplotnu izolaciju, podno grejanje i protivpožarni sistem, čime ispunjava sve savremene standard za objekte te namene.

Zahvaljujući tome, Kur-salon će biti idealno mesto za kulturna događanja, umetnost i razonodu, kao u svoja najbolja vremena, ali i za organizovanje seminara i kongresa na razne teme, najavljuju iz Specijalne bolnice.

The symbol of Banja Koviljača, famous Kur-salon, which was erected by King Aleksandar in 1932, is ready for new celebrations, just like in the good old times of its history. After a complete renovation, doors of its lavish halls will be opened for guests for the New Year's Eve celebration.

Banja Koviljača is marking two great anniversaries this year - 160 years of organized treatment in Banja Koviljača and 110 years since the construction and start of the work of King Peter I baths and these anniversaries are crowned with the opening of the completely renovated Kur-Salon.

RENOVATION WITH THE HELP OF THE STATE

This, once-popular object was seriously endangered, abandoned, on the border of collapse, so after the initiative of several associations of locals to prevent further ruination, in March 2016 the state, i.e. the Republic Property Directorate handed over this property to the Special Hospital for Rehabilitation Banja Koviljača to use it. In addition, the Special Hospital also got villas "Bosna" and "Koviljača", the administrative building and the old part of the mud bath.

The Special Hospital immediately repaired the roof and gutters which prevented the further deterioration of the building and on April 30 this year a complete renovation started. For complex and extensive works, the state has allocated about 200 million dinars. Under the watchful eye of the Institute for the Protection of Monuments from Valjevo, the adaptation, reconstruction and equipping of Kur-Salon was carried out. The ambience of the building has not changed, but it now has all the necessary modern equipment and furniture, video surveillance, new air conditioning, hydro and thermal insulation, under-floor heating and fire protection system, which fulfils all modern standards for facilities of this purpose.

ELITNO MESTO ZA VRHUNSKU ZABAVU

Banjska dvorana građena je po uzoru na bečki Kur-salon, ali je za razliku od njega, gde je u početku bilo dozvoljeno samo lečenje i korišćenje lekovite vode, Kur-salon u Banji Koviljači bio od svog otvaranja predodređen za zabavu. Ovaj kompleks se, inače, sastoji od svečane sale - plesne dvorane sa 450 mesta, restoran sale sa 220 mesta, pansion sale sa 150 mesta, dva ovalna i dva okrugla salona, dve letnje terase i parkinga.

Sve do Drugog svetskog rata Banja Koviljača je zahvaljujući Kur-salonu bila stecište umetnika, boema i omiljeno mesto Karađorđevića, zbog čega je i dobila epitet "kraljevska". U jednom periodu, bilo je to najelitnije mesto u okviru moćne Kraljevine Jugoslavije.

Nekada se prag dvorane mogao preći samo u svečanim odelima, muzičari su često plaćali da ovde sviraju, na nastupe su čekali mesecima, a u najboljim danima konobari su imali toliko bakšiša da su zaboravljali da uzmu platu.

Redovni posetioци su bili Branislav Nušić, Žanka Stokić, Dobrica Milutinović, ministri, generali, a goste je zabavljala tada najpoznatija pevačica - Sofka Nikolić. U njega se dolazilo na balove, radi muzike, razonode ili iskušavanja sreće u prvoj kockarnici na Balkanu.

Thanks to this, the Kur-salon will be an ideal place for cultural events, art and entertainment, just like it was in the good old times, also for organizing seminars and congresses on various topics – announced from the Special Hospital.

ELITE PLACE FOR SUPERB ENTERTAINMENT

This property was built according to the model of the Kur-salon in Vienna, but unlike Vienna's object, in which at the beginning only treatments and use of healing water were allowed, the Kur-salon in Banja Koviljača was set up for entertainment since its opening. This complex consists of a ballroom – a dance hall with 450 seats, a restaurant with 220 seats, a board hall with 150 seats, two oval and two round salons, two summer terraces and parking.

Until the Second World War Banja Koviljača, thanks to the Kur-salon, it was a meeting place of artists and boems and the favourite place of Karađorđević royal family, which is why he got the epithet "royal". In one period, it was the most elite place within the mighty Kingdom of Yugoslavia.

Once people could only step inside wearing gala suits and dresses, musicians often paid to play here waiting for months to perform, and in the best days waiters received tips so high that they would forget to collect their salary.

Regular visitors were Branislav Nušić, Žanka Stokić, Dobrica Milutinović, ministers, generals, and guests were entertained by the most famous singer of that time – Sofka Nikolić. People came here to



U Kur salonu je sniman film Emira Kusturice „Otac na službenom putu” koji je dobio Zlatnu palmu na Kanskom festivalu, kao i serija Zdravka Šotre „Nepobedivo srce”.

Nakon rekonstrukcije, počinje drugi život Kur-salona. U novom prostoru sa novim gostima oživeće konačno i Banja Koviljača, nekada kraljevska banja Srbije, u koju će se sa ovim zdanjem vratiti nešto od duha vremena kada je Kur-salon sagrađen.

the balls, to listen to music, have fun or try their luck in the first casino in the Balkans.

In Kur salon Emir Kusturica was shooting the film When Father Was Away on Business (Otac na službenom putu) which won the Golden Palm at the Cannes Festival, as well as the series Unbeatable heart (Nepobedivo srce) by Zdravko Šotra.

After the reconstruction, the new life of the Kur-salon begins. With the new space and the new guests Banja Koviljača will also revive, once the royal spa of Serbia, in which some spirit of the times when Kur salon was built will return.

Text and photos: Tomislav Živanović

SVETSKI MUZEJI NA OBODU BEOGRADA



Na Banjici, na samom obodu Beograda, nalazi se zgrada na kojoj stoji: Udruženje za kulturu, umetnost i međunarodnu saradnju - „Adligat“, čiji je predsednik Viktor Lazić. U ovoj zgradi nalaze se dva jedinstvena muzeja - „Muzej knjige i putovanja“ i “Muzej srpske književnosti”.

Sulaza uronite u svet knjiga - svih boja, veličina, neobičnih, atraktivnih, na policama, u zastakljenim stolovima, pregradama. A uz njih, eksponati raznih svetskih kultura, dobijeni kao pokloni ili doneti sa mnogih Viktorovih putovanja.

- Ovde su knjige iz čitavog sveta, sa svih meridijana. Naš prostor je podeljen u dva dela - „Muzej knjige i putovanja“, u kom se sad nalazimo, i na spratu - „Muzej srpske književnosti“. Prvi predstavlja ceo svet kroz knjige kao temelj sveukupne ljudske civilizacije, dok drugi prikazuje srpsku istoriju kroz prizmu književnosti - objašnjava Viktor.

U stalnoj postavci, posetioci već u prvoj sobi mogu da vide neobične knjige i eksponate, kao što su knjige iz Etiopije na pergamentu, od ovčje i kozje kože, sa potpisom cara Hajla Selasija. Tu je i knjiga molitvi u obliku lepeze sa Šri Lanke.



- Malo čitate, a malo se hladite jer je tamo uvek toplo - šali se Viktor i dodaje da nisu sve knjige na svetu namenjene za čitanje. Neke se nose oko vrata kao amajlije. Ovdje je izložena, na primer, knjiga iz kineskog konfučijanskog manastira, napravljena od niza štapića od bambusa povezanih tkaninom koja, kad se rastegne, dostiže dužinu od nekoliko metara. Tu je i životopis Bude, rukom rađen u obliku stripa, koji je nastao hiljadu godina pre stripa. Veoma su interesantne i minijaturne knjige napravljene od fetusa ovaca, a onda i knjiga od slonovog izmeta čiju koru je naslikao slon u školi za slonove na Tajlandu, i još mnoge druge.

Ne zna se koja je najstarija knjiga u Muzeju jer mnoge nemaju prvu stranicu. Međutim, tu su one iz 15. i 16. veka, kao i dokumenti iz 14. veka.

ISTORIJA „ADLIGATA“

- Nisu svi predmeti oduvek bili smešteni na ovoj lokaciji. Biblioteka i čitalište su se nalazili u Kumanu i Aleksandrovu u Vojvodini, blizu Zrenjanina. Rođen sam u Beogradu, pa sam godinama prenosio arhivu u glavni grad – priseća se Viktor, koji je deveta generacija svoje porodice koja se bavi sakupljanjem knjiga.

Tradiciju porodičnog knjigoljupstva započeo je sveštenik Mihajlo Lazić u 18. veku. Viktorov pradedu Luka Lazukić je preko Albanije nosio knjige ušivene u gunj, a njegov deda ih je zakopavao ispod vinograda kako ih komunisti ne bi uzeli.

- Kad sam napunio devet godina, baka me je proglasila naslednikom biblioteke. Veoma rano sam shvatio da to vredno nasleđe ima nacionalni značaj i da daleko prevazilazi jednu porodicu - kaže Viktor.

Muzej na današnjoj lokaciji formiran je 2009/10. godine. Tad je prvi put otvoren za javnost, a postojala je samo jedna prostorija. Kako bi se stvorila veća reprezentativna institucija, godine 2012. osnovano je i registrovano neprofitno, nevladino udruženje građana „Adligat“, čiji je glavni cilj da stvori najveće kulturno čvorište između Beča i Istanbula; da predstavi srpsku kulturu u svetu i strane kulture u Srbiji. Dobijena je i podrška Akademije nauka i Matice srpske. Udruženje ima 53 osnivača.

WORLD MUSEUMS AT THE OUTSKIRT OF BELGRADE

Address: Josip Slavenski 19a, Banjica. On the board of the entry portal stands „Adligat“ – the Association for culture, art and international cooperation. Viktor Lazić, the association's president welcomes us at the gate and leads us to the first room of the „Books and Travel Museum“...

The books of all colors, sizes and peculiarities overwhelm you as soon as you enter this unusual facility. There are books on shelves, in glazed tables, bulkheads. And besides them, exhibits of various world cultures, obtained as a gift or brought from many Viktor's journeys. Immediately, you draw the conclusion that each subject has its own history and that it is a story for itself.

- We have books from around the world, from all meridians. Our space is divided into two parts: the „Books and Travel Museum“ and the „Museum of Serbian Literature“ on the first floor. The first represents the entire world through a book as the cornerstone of the overall human civilization, while the latter presents Serbian history through the prism of literature – explains Viktor.

This institution is especially proud of the unusual books and exhibitions. In a permanent setting, in the first room, among



Foto/Photo: Momir Alvirović



Njegovi članovi su porodični prijatelji i ljubitelji knjige od kojih su mnogi ovoj ustanovi poklonili deo svojih biblioteka. Muzej se danas sastoji od petnaest prostorija na Banjici, zgrade u Kumodražu, i magacina koji se nalaze u Osnovnoj školi „Bora Stanković” - ukupno 2.000 kvm površine.

- Imamo više od milion knjiga. Naravno, nisu sve izložene. Prikupljamo svaki predmet koji na kvalitetan način može da dočara određenu kulturu. Na primer, imamo balinežanske figure za lutkarsko pozorište koje su poklon indonežanskog ambasadora. Nikad nisu korišćene u pozorištu jer se veruje da kad „glume” postanu žive i da se kasnije veoma ljute ako ne dobijaju nove uloge. Imamo skulpture originalnih čuvara hramova iz Pendžaba. Iz Irana sam doneo „Povelju o ljudskim pravima” Kira Velikog - prvu takvu povelju na svetu. Imamo i „Umeće ratovanja”, izrađeno na najkvalitetnijoj kineskoj svili – poklon kineskih državnika Borisu Tadiću koji ju je darovao svojoj majci Nevenki, a ona, kao jedan od osnivača Udruženja - nama. Sve je to smešteno u „Muzeju knjige i putovanja”, dok se u „Muzeju srpske književnosti” nalazi sve ono što je u vezi sa srpskom istorijom – od nameštaja Obrenovića do sablje Karađorđevog vojvode - kaže Viktor.

RETKE KNJIGE S DOBROM PRIČOM

Posebna priča vezana je za magijsku knjigu iz indonežanskog plemena Batak, nekadašnjih ljudoždera, koja je napravljena, napisana i oslikana rukom, dok su joj listovi od palminog lišća, a korice od ljudskih kostiju.

- Uz pomoć te knjige lečio me je vrač iz muslimanskog matrijarhalnog plemena Minankabau nakon što sam pobeo sa svog prvog venčanja. Naime, došlo je do nesporazuma u jednom plemenu bivših kanibala jer je jedna devojka mislila da ću da je ženim. Uspeo sam da pobegnem, ali sam se razboleo u bežaniji. Pleme Minankabau, na koje sam tad slučajno naleteo, veruje da si bolestan iz razloga što je u tebe ušao zao duh koji se mora isterati napolje. I to batinama. Išibali su me, ali ne znam da li su me time izlečili jer sam koristio i evropske lekove. Dva dana sam vrača ubeđivao da mi proda tu magijsku knjigu što je na kraju i učinio”, kroz osmeh se priseća Viktor. U Muzeju se čuvaju i tibetanske knjige koje kad njihov narod krene da ih čita, ne sme da prestane dok ih ne završi – i to 48 sati bez hrane, vode i odlaska u toalet. Potom, mačeta sa glavom i zubima od pirane iz Amazonije, zbirka knjiga iz Latinske Amerike, tron poglavice iz Venecuele...





„MUZEJ SRPSKE KNJIŽEVNOSTI“ I LEGATI

Na spratu se nalazi više prostorija. U jednoj su predmeti iz zaostavštine glumca Pavla Vuisića – fotografije, lule, upaljači, svežanj ključeva među kojima je i onaj od kamiona koji je vozio u „Kamiondžijama“, ljubavno pismo supruzi, pesme koje je pisao, testament...

U drugoj sobi se nalazi garderobni orman kraljice Natalije Obrenović koji je poklonila svojoj dvorskoj dami prilikom proterivanja iz Srbije. To je poklon iz legata porodice Leko. Tu je i velika knjiga iz biblioteke Mihaila Obrenovića sa pečatom i prvi poznati rukopis kad je imao pet godina – dokaz da je tako mlad znao da piše. Potom originalni štap kralja Milana Obrenovića, njegove fotografije sa Natalijom, kao i Aleksandra Obrenovića i Drage Mašin sa svojim ubicama neposredno pred Majski prevrat.

U sobi se nalazi i prva srpska knjiga o policiji i prvi radio u Jugoslaviji. Zatim, gusle koje je napravio srpski vojnik u toku bitke za Jedrene 1913. u samom rovu kako bi ohrabrio svoje saborce. Tu su i dve knjige iz biblioteke Jovana Dučića sa njegovim potpisom i pečatom. Knjiga Laze Kostića o Zmaju, sa njegovom posvetom, knjiga zbog koje Zmaj i Laza nisu govorili

other things, visitors can see books from Ethiopia on parchment made of sheep and goat skin, signed by Haile Selassie – former Ethiopian regent. Then the book of prayers in the form of a hand fan from Sri Lanka. There is a set for books' writing kit made of wood from Myanmar, there is also a biography of the Buddha, made in the form of a comic book that originated a thousand years before the comic books, miniature books made from the sheep fetus, and the book made of an elephants feces whose cover was painted by the elephant in the elephant school in Thailand.

The museum on today's location was formed in 2009/10, and at that time there was only one room. The museum has been expanding ever since. Today it consists of fifteen rooms in Banjica, the building in Kumodraž and warehouse located in the elementary school „Bora Stanković“.

It is not known which the oldest book in the Museum is, because a large number of them have no first page. However, there are those from the 15th and 16th centuries, as well as documents from the 14th century. There is a special story for a magic book from the Indonesian tribe Batak, former men-eaters, which is made of and written by hand, while its sheets are made of palm leaves and covers from human bones. The Museum also keeps Tibetan books which, once being started by their people, must not be stopped until they are finished – for 48 hours without food, water and going to the toilet...





decenjama. Rukopis romana „Beton i svici” Oskara Daviča za koji je dobio NIN-ovu nagradu. „Autobiografija” Branislava Nušića – prvo izdanje sa posvetom. Kinesko izdanje „Na Drini ćuprija” sa posvetom prevodioca. Delić zida srušene kuće Đure Jakšića iz Kragujevca. Prva srpska štampana Biblija, završena 1804, kao i prvi Vukov prevod Biblije iz 1847. godine, a tu je i luteranska Biblija iz 1756. iz jednog nemačkog manastira.

Na spratu se nalazi i zbirka od tri i po hiljade minijturnih knjiga Nataše Ršumović, Ljubivojeve supruge, koja je četiri decenije sakupljala isključivo takve retkosti. Tu je i šesnaest minijturnih klasika jermenske književnosti – koji svi zajedno staju u jedan džep, kao i majušne knjige iz Nepala. Posebna atrakcija je svojevremeno najmanja u celosti štampana knjiga na svetu - od tri i po milimetra, za koju su, kad se razvuče u obliku zastavice, potrebna tri fudbalska igrališta da bi se skroz raširila!

U drugim prostorijama možete videti stolicu na kojoj je jednom prilikom sedeo Rabindranat Tagore. Potpise Volta Diznija i Žaka Prevera. Svećnjak u obliku kobre iz Indije. Sablje i kubure korišćene tokom Prvog svetskog ustanka. Sablja jednog od Karađorđevih vojvoda. Nakit Ksenije Petrović, poslednje crnogorske princeze, ćerke kralja Nikole. Legat Milovana Danojlića u kom dominiraju prvo izdanje „Lamenta nad Beogradom” Miloša Crnjanskog i posveta nobelovca Josifa Brodskog.

U Spomen-sobu književnika Miodraga Pavlovića, jednog od osnivača „Adligata”, sve je preneto iz njegovog stana - radni sto, nagrade, čaše, vino, police, omiljena košulja, posvete Đinđića, Čosića, Vaska Pope, Isidore Sekulić, šešir koji je Čosić jednom prilikom zaboravio u njegovom stanu, a u sklopu sobe je i deo biblioteke i naočare Vladete Jerotića.

Zbirka numizmatike, koja broji oko pet hiljada predmeta, krasi zasebnu prostoriju i u njoj je izložen deo od ukupno trista hiljada

poštanskih maraka. Vojni muzej u Parizu nedavno je od „Muzeja srpske književnosti” pozajmio eksponate za izložbu o Prvom svetskom ratu.

Nekada jedna od najboljih biblioteka Čehovljevih dela u Nemačkoj, danas se nalazi u ovoj ustanovi. To je legat Petera Urbana, jednog od najznačajnijih prevodilaca na svetu, posebno slovenskih jezika na nemački. Svoju neprocenjivu biblioteku Urban je poklonio „Adligatu”, pa je jedan deo od ukupno petnaest hiljada knjiga predstavljen u ovoj prostoriji. Prema Viktorovim rečima, za šleperom koji je publikacije dovezao u Beograd, išla je kolona nemačkih novinara. Njihovi uticajni mediji masovno su pisali o ovom poduhvatu što i na zidu ove sobe svedoče uramljeni iseći iz novina. Nasuprot Čehovljeve biblioteke nalazi se i bogata zaostavština porodice Bešević. Škrinja Alise Bešević, 1900. godine kupljena u Parizu, iste godine je na velikoj svetskoj izložbi u Parizu dobila priznanje kao najlepša u svojoj kategoriji. Utisnuti Grand prix i dalje se vidi u unutrašnjosti ovog sanduka.

- Ljudi nam poklanjaju svoju zaostavštinu jer im ulivamo poverenje. Poznato im je da sam od detinjstva „zaluđen” knjigama, znaju istoriju moje porodice i mnogi su naši dugogodišnji prijatelji. Samo kad uđu u ovu ustanovu, imaju potrebu da nešto ostave jer vide koliko smo posvećeni ovom projektu i na koji način mu pristupamo. Ukupno imamo četrdeset legata koje su nam prepisali ljudi koji su još uvek među nama – Nikola Kusovac, Branka Veselinović, Mirjana Vušić, Pero Zubac itd. To me posebno raduje, kao i njih, jer znaju da drage predmete ostavljaju u dobrim rukama, a posetioci imaju priliku da vide nešto vredno i zanimljivo” - kazuje Viktor.

AKTIVNOSTI I AKCIJE „ADLIGATA”

Pored redovnih tura za posetioce, organizuju se književne večeri, kao i pomoć drugim bibliotekama. Viktor napominje da je Udruženje prethodnih pet godina poklonilo više od pola miliona

knjiga za više od tri stotine institucija. U poslednjih godinu dana poklonili su knjige i za veliki broj zatvora, škola i bolnica. Pored ovoga, „Adligat” se bavi i izdavačkom delatnošću.

U planu je izgradnja magacina u Kumodražu, kao i velike čitaonice koja će biti smeštena u sklopu ovog kompleksa, na terasi od 120 kv. Planira se i galerija u centru grada gde će zainteresovani moći da naruče određenu knjigu dan-dva unapred. Takav je i princip biblioteka u svetu.

Što se tiče finansija, uvek može bolje. Prema Viktorovim rečima, ovo udruženje građana novčana sredstva dobija od donacija, poklona, članarina i poseta njihovim muzejima.

- Sve radimo spontano. Nigde ne srljamo. Da nabavimo jos pet-šest miliona knjiga i biću zadovoljan. Ovim poslom planiram da se bavim do kraja života, kao i putopisima koji su moja neizmerna ljubav. Volim srpske manastire, prirodu, vulkane, pustinje, Tibet, izvanredne muzeje; prošao sam i obuku za slonojahača u Laosu. Objavio sam šest knjiga i više od hiljadu tekstova i tu ne planiram da se zaustavim - otkriva Viktor.



Foto/Photo: Momir Alvirović

There are more rooms on the first floor. There are objects from the legacy of the actor Pavle Vuisić, and in the second room is the dressing room of Queen Natalija Obrenović, as well as a large book from the library of Mihailo Obrenović with a seal and the first famous manuscript from the time he was five years old. There are also two books from the Jovan Dučić's library with his seal and signature, the manuscripts of Oskar Davičo and Tin Ujević, „ Autobiography” of Branislav Nušić – the first edition with inscription, the first Serbian printed Bible, finished in 1804... There is also the legacy of Peter Urban, one of the most important translators in the world, who gave his priceless library to the „Adligat”.

- People give us their legacy because they trust us. When they enter this institution they have the need to leave something because they see how much we are dedicated to this project and how we approach it – says Viktor.

The construction of the warehouse in Kumodraž is planned, as well as the large reading rooms that will be located within this complex, on a terrace of one hundred twenty square meters. There is also a plan for a gallery in the center of the city, where visitors will be able to order a book one or two days in advance. The libraries in the world have such a principle.

Text and photos:
Dušan Veselinović

MUZEJ MASKI I IZLETIŠTE U NOVOM RUHU

Niška gradska opština Crveni krst uredila je izletište Vidrište po evropskim standardima, a Pernička oblast u Bugarskoj rekonstruisala ruiniranu tursku kuću kod Breznika i otvorila jedinstveni muzej survaki maski, i to sve uz pomoć IPA fondova.

U okviru prekogranične saradnje, koju finansira Evropska unija, niška gradska opština Crveni krst i oblast Pernika u Bugarskoj realizovali su zajednički projekat u cilju unapređenja turističkog razvoja pod nazivom „Turizam i tradicija – raznobojno, zabavno i atraktivno“. Projekat je vredan 600.000 evra, a obe strane dobile su po polovinu tog novca za čuvanje tradicije i unapređenje turizma. Tako je Niš dobio izletište u netaknutoj prirodi, uređeno po evropskim standardima, dok je u Perničkom okrugu, u selu Košarevo kod Breznika, rekonstruisana ruinirana turska kuća iz 1870. godine i otvoren muzej survaki maski, sa radionicom za izradu maski.

TURISTIČKA DESTINACIJA U NETAKNUTOJ PRIRODI

- Gradska opština Crveni krst ima budžet od 125 miliona dinara, a za dva projekta u okviru prekogranične saradnje dobili smo ukupno osamdeset miliona. To mnogo znači za našu opštinu, jer smo dobili turističku destinaciju u netaknutoj prirodi. Siguran sam da će mnogi gosti Niša posetiti i izletište Vidrište – ocenjuje **dr Miroslav Milutinović**, predsednik niške gradske opštine Crveni krst.

Radovi na oba projekta započeli su pre dve godine, a nedavno su Niš i Breznik dobili nove objekte koji će obogatiti turističku ponudu i privući goste. Po Milutinovićevim rečima, cilj projekta bio je stvaranje uslova za razvoj turizma i vraćanje starih običaja. Izletište Vidrište kod sela Miljkovac opremljeno je po najvišim standardima. Asfaltiran je put od Miljkovca do izletišta, napravljena betonska staza pored Toponičke reke u dužini od jednog kilometra, asfaltiran put od izletišta do kule Železnik iz četrnaestog veka, postavljeno osam izletničkih stolova, osamnaest klupa, trideset stubova sa panelima za solarnu energiju iz kojih će se, osim rasvete, napajati i devet kamera za nadzor.



MASKS MUSEUM AND RENEWED PICNIC AREA

The township of Niš's municipality of Crveni krst has renewed the picnic area Vidrište by the European standards, and Pernik district in Bulgaria has reconstructed the ruined Turkish house near Breznik and opened the unique Surva masks museum, all with the help of IPA funds.

Within the cross-border cooperation, financed by the EU, the township of Niš's municipality of Crveni krst and Pernik district in Bulgaria have implemented a joint project aimed at improving the tourism development under the name „Tourism and tradition – colourful, amusing and attractive“. The project is worth 600.000 Euros, and both sides got a half of that money for tradition preservation and tourism promotion. That's how Niš got the picnic area in preserved nature, built by the European standards, while in Pernik district, in the village of Košarevo near Breznik, the ruined Turkish house from the 1870 has been reconstructed, where they also opened the Surva masks museum, with the masks' production workshop.

KULA ŽELEZNIK PRISTUPAČNIJA POSETIOCIMA

Milutinović ističe da je turizam u ekspanziji i to potkrepljuje podatkom da je u odnosu na prošlu godinu turistički promet u opštini Crveni krst veći za dvadeset procenata. On je uveren da će naši ljudi, ali i gosti iz inostranstva uživati u carstvu netaknute prirode. U blizini je i banja Topilo, kao i kula Železnik iz 14. veka, udaljena četrnaest kilometara severoistočno od Niša. Reč je o ostacima srednjovekovnog grada, oko dva kilometra izvan Miljkovca, pored puta koji od ovog sela vodi do Cerja. Kao nepokretno kulturno dobro ima status spomenika kulture, koji je 1986. godine stavljen pod zaštitu države. Kula Železnik je sada pristupačnija posetiocima Miljkovca i izletišta Vidrište do kojeg odnedavno vodi asfaltni put.

Predsednik Milutinović je najavio skorou realizaciju još jednog zajedničkog projekta sa Pernikom, takođe u vrednosti od 600.000 evra koje je obezbedila Evropska unija. Reč je o asfaltiranju i uređenju dvorišta niških tehničkih škola, kao i dvorišta tehničke škole u Bugarskoj. Uređeno je oko četiri i po hiljade kvadrata dvorišta Visoke tehničke i Srednje tehničke škole, kao i Građevinske škole „Neimar“, izgrađena je bina za kulturne manifestacije, teretana na otvorenom, internet kutak, kao i paneli za solarno napajanje rasvete.





MUZEJ MASKI U BUGARSKOJ

Osim gradonačelnika Niša **Darka Bulatovića**, otvaranju izletišta Vidrište prisustvovali su i **Irena Sokolova**, načelnica Perničke oblasti i **Vasil Uzunov**, predsednik opštine Breznik.

Nišlije su uzvratile posetu na otvaranju Kuće survaki maski u selu Košarevo kod Breznika. Bugarski ministar kulture **Bojil Banov** rekao je da se ideja za otvaranje etno kuće rodila još sedamdesetih godina prošlog veka, ali je dugo bila zamrznuta, sve dok načelnica Perničke oblasti Irena Sokolova nije oživela ideju da se u Košarevu rekonstruiše stara turska kuća iz 1870. godine i da se u njoj otvori muzej survaki maski koje čuvaju tradiciju bugarskog naroda od najstarijih vremena. U okviru muzeja je i radionica za izradu maski. Posetioци ovde mogu da kupe maske, da donesu svoje ili da ih sami naprave u radionici.

- Ova kuća je nekada bila simbol ne samo Košareva, već čitave opštine Breznik, koja ima 34 sela. Ovo je sada muzej običaja na ponos čitavom perničkom kraju – rekla je Sokolova.

Surva (bugarski Survaki) je festival koji se redovno održava 13. i 14. januara, za Novu godinu po julijanskom kalendaru. Glavni čin proslave je popularni maskenbal koji se izvodi u selima u celoj oblasti Pernika. Prve noći maskenbala, Survakari koje čine muškarci, žene i deca, u posebno pripremljenim maskama i kostimima polaze prema središtu sela gde pale vatru i igraju sa publikom. Narednog jutra se okupljaju i po celom selu posećuju kuće gde ritualno venčavaju mlade parove, dok medved „mlati” ljude za dobro zdravlje. Domaćini dočekuju goste s ritualnim obrokom i darovima. Survakari dele darove i često doniraju prikupljena sredstva za siročad i siromašne. Inače, 2015. godine Surva je upisana u spisak nematerijalne svetske baštine.

Tekst i foto: Milan Momčilović

TOURISM DESTINATION IN PRESERVED NATURE

- The town's municipality of Crveni krst has a budget of 125 million Dinars, and we got 80 millions in total for the two projects within the cross-border cooperation. This means a lot to our municipality, because we got a tourism destination in preserved nature. I am certain that many guests of Niš would also visit the picnic area Vidrište – estimates **PhD Miroslav Milutinović**, the president of the township of Niš's municipality of Crveni krst.

The works on both projects started two years ago, and Niš and Breznik have recently got new facilities that will enrich the tourism offer and attract guests. According to Milutinović, the aim of the project was to create conditions for the development of tourism and the return to old customs. The picnic area Vidrište near the village of Miljkovac has been furnished by the highest standards. The road from Miljkovac to the picnic area has been paved, the concrete track one kilometre long has been made next to the Toponička River, the road from the picnic area to the Tower Železnik from the 14th century has been paved, there are eight picnic tables, eighteen benches, thirty pillars with solar panels used to supply with electric energy not only street lights, but nine surveillance cameras as well.

TOWER ŽELEZNIK MORE ACCESSIBLE TO VISITORS

Milutinović points out that tourism records growth which is supported by the fact that, in comparison with the last year, the number of tourists' visits is 20 percent higher in Crveni krst municipality. He is convinced that Serbian people, and also guests from abroad will enjoy the kingdom of untouched nature. Topilo spa is in the vicinity, as well as the Tower Železnik from the 14th century, fourteen kilometers north-east of Niš. These are the remains of the medieval town, about two kilometers outside Miljkovac, along the road that leads from this village to Cerje. As immovable cultural property, it has the status of cultural monument, which was placed under state protection in 1986. The Tower Železnik is now more accessible to visitors of Miljkovac and the picnic area Vidrište, which has recently got a paved road.

The president Milutinović announced the implementation of another joint project with Pernik, also worth 600.000 Euros, provided by the European Union. It means the yards of Niš's technical schools will be



paved and decorated, as well as yards of the technical schools in Bulgaria. Around four and a half thousand square metres of yards in the Technical College, the High Technical Schools and the Construction School Neimar have been decorated and the stage for cultural events, an outdoor gym, internet corner and solar panels to supply the lights have been built.

MASKS MUSEUM IN BULGARIA

Apart from the Mayor of Niš **Darko Bulatović**, **Irena Sokolova**, the chief of Pernik district and **Vasil Uzunov**, the president of Breznik municipality, were also present at the opening of the picnic area.

The residents of Niš returned a visit to the opening of the Surva masks' house in village Košarevo near Breznik. The Bulgarian Minister of Culture **Bojil Banov** said the idea to open this ethno house had been created back in the 1970s, but it had been suspended for a long time, until the chief of Pernik district Irena Sokolova revived the idea to reconstruct the old Turkish house from 1870 in Košarevo and to open a museum of Surva masks that has preserved the tradition of the Bulgarian people since the ancient times in that place. There is also masks' production workshop within the museum. Here visitors can buy masks, bring one of their own or make one for themselves in the workshop.

- This house used to be a symbol of not only Košarevo, but also the whole Breznik municipality, that has 34 villages. This is now a museum of customs that makes all people in Pernik district be proud of it – said Sokolova.



Surva (Survaki in Bulgarian) is a festival held traditionally on 13th and 14th January, for New Year's celebration according to the Julian calendar. The main part of the celebration is the popular masquerade, which is performed in the villages in the entire region of Pernik. On the first night of the masquerade, Survas people- men, women and children, in specially prepared masks and costumes head towards the center of the village where they light the fire and dance with the audience. On the next day they gather and visit homes throughout the village where they perform ritual young couples' weddings, while a bear „hits“ people for a good health. The hosts welcome guests with ritual meals and gifts. Survas share gifts and often donate collected funds to orphans and the poor. In 2015, Surva was listed on the list of non-material world heritage.

Text and photo: Milan Momčilović

WELLNESS ODMOR U BANJI KOVILJAČI

Wellness i kongres hotel Royal Spa sa 4* nalazi se u centru kraljevske Banje Koviljače. Svojom lokacijom, modernom elegancijom i bogatom ponudom, hotel predstavlja savršen izbor za sve goste koji dolaze iz poslovnih, porodičnih ili nekih drugih razloga.

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WELLNESS VACATION IN BANJA KOVILJACA



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