

LOVET

TURISTIČKI

FEBRUAR / APRIL 2019



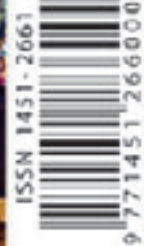
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On the top of the Serbian tourism offer

EKSKLUZIVNO
NIKOLINA ANGELKOVA:
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BULGARIA - the desired tourist destination



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SVETSKI TURISTIČKI SVET 17 GODINA

Luksuz u duhu drevne tradicije



Ritz-Carlton ubedljivo prvi



KRALI hotelijera i gostelija KRALJEVA



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ZA KREDITIRANJE U TURIZMU 50 MILIONA DINARA

Vlada Srbije odlučila je da ove godine odobri ukupno 50 miliona dinara za kreditiranje u turizmu sa ciljem da se podstakne finansiranje kvaliteta turističke ponude, izjavio je u subotu (9. februara 2019. godine) državni sekretar u Ministarstvu turizma Miroslav Knežević.

- Za sredstva do 1. oktobra mogu da konkurišu svi oni koji, pored ostalog, žele da rekonstruišu i grade smeštajne kapacitete i restorane, proizvode suvenire, grade turističku infrastrukturu - kazao je Knežević agenciji Beta i naveo da će u kreditiranje biti uključena i sredstva iz replasmana koja su dodeljena prethodne godine.

Za kredite mogu da konkurišu preduzeća i preduzetnici koji se bave turizmom, kao i registrovana poljoprivredna gazdinstva. Knežević je rekao da, prema uredbi koju je usvojila Vlada Srbije, učešće kreditnih sredstava u finansiranju ne može biti veće od 50% od ukupne vrednosti projekta.

- Sredstva će se dodeljivati preko Fonda za razvoj Srbije, sa kamatnom stopom od jedan odsto godišnje i mogućnošću otplate od šest godina, sa grejs periodom od 12 meseci, odnosno 24 meseca za grinfield investicije - kazao je on.

Minimalni iznos kreditnih sredstava za poljoprivredna gazdinstva, preduzetnike i mikro preduzeća je 500.000 dinara, a za ostala privredna društva dva miliona dinara.

I OVE GODINE SUBVENCIJE ZA DOVOĐENJE STRANIH TURISTA

Vlada Srbije odlučila je da i ove godine dodeli ukupno 50 miliona dinara subvencija za podsticaj organizovanog dolaska stranih turista u Srbiju, kako bi pomogla razvoj turizma i promociju zemlje, izjavio je državni sekretar u Ministarstvu turizma Miroslav Knežević.

- Za novac će moći da konkurišu licencirane turističke agencije iz Srbije, ali ove godine ne samo za organizovane turističke ture koje dovode strance na uobičajene destinacije, već i za kongresni turizam, jer su ljudi koji dolaze na te skupove platežno sposobniji od konvencionalnih turista - kazao je Knežević agenciji Beta.

Kako je objasnio, prema uredbi koju je Vlada Srbije usvojila pre nekoliko dana, za najmanje 15 turista u grupi, koji ostvare tri do četiri noćenja, odnosno dva do četiri noćenja na kongresu, domaća agencija kao organizator može dobiti pomoć od 15 evra po osobi, dok je za pet i više noćenja subvencija po turistu 20 evra.

Knežević je dodao da je taj iznos i veći u slučaju da turisti dolaze iz određenih zemalja, kojima su dolazni i polazni aerodromi oni u Beogradu i Nišu.

- Za grupe koje naša agencije dovedu iz Turske i Rusije, dobijaće 20 evra po turistu, a za one iz Kine, Indije, Južne Koreje, Japana, SAD 30 evra, uz uslov da gosti ostvare dva do četiri noćenja - kazao je on.

U slučaju, kako je rekao, da je bilo pet i više noćenja, za turiste iz Rusije i Turske subvencija iznosi 30 evra po osobi, a za one koji dolaze iz Kine, Indije, Južne Koreje, Japana ili SAD 50 evra.

Srbiju je prošle godine posetilo rekordnih 3,4 miliona turista, a od tog broja polovina su bili gosti iz inostranstva.



Kraljevstvo na vrhu planine
Kingdom on the top of the mountain



BLIC intervju: Jelena Nerandžić
BRIEF interview: Jelena Nerandžić



Svetilište zimskih sportova
Winter sports' sanctuary

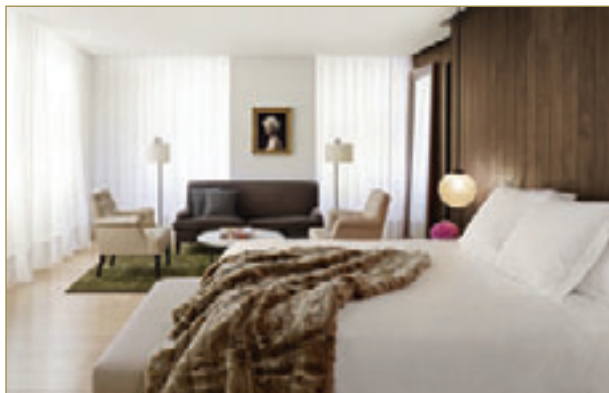


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Na naslovnoj strani / On the front cover:
NOVI SAD



Nevena Debelica: Filolog u hotelijerstvu
Nevena Debelica: Philologist in the hotel industry



Novo ruho 60-ih
Comeback of the 60s



Evucija svesti i povratak prirodi
Evolution of consciousness and return to nature



Muzej iluzija: Interaktivna zabava i edukacija
The Museum of Illusions: Interactive entertainment and education



Peđa Filipović: Tri decenije u misiji ljubavi
Peđa Filipović: Three decades in the mission of love



Tara Dinić: Moj um je moja plodna zemlja
Tara Dinić: My mind is my fertile land



Svetlosna čarolija
The magic of light



„Helio-čarobnjaci” - u akciji
“Helio-wizards” – in action

BILJANA BOSNIĆ OGNJENović - NOVINAR, PUTNIK, SANJALICA...



Otišla je. Lakokrila, nestrpljiva, zasanjana, omađijana mirisima drugih svetova, bremenita emocijama po kojima se prepoznaju sofisticirani tragači duha, ko zapeta puška spremna za put – požurila je sama u susret novoj destinaciji. Sada, nošena nebeskim vetrovima i energijom leptira, "s očima izvan svakog zla", bosna, nasmejana, konačno slobodna korača nebeskim drumovima...

Sićušna, krhka, lepo vaspitana, veoma obrazovana, uvek nasmejana... takva je bila naša Biljana. Talentovana za novinarstvo, imala je potrebu da uvek ističe lepšu stranu života, i ono dobro ili najbolje u ljudima i pojavama (čak i kad bi radije vrisnula do neba!)... zbog čega je zauvek ostala ponos i Turističkog Sveta i A Grupe - kompanije kojoj pripadamo. Biljana Bosnić Ognjenović, jedan je od malo - brojnih turističkih novinara mlađe generacije koji se za samo deset godina razvio u prelepog „belog labuda“ - čiji tekstovi ukazuju ne samo na zanatski perfekcionizam, već i na prepoznatljiv, osobeni stil bogate intelektualne potke, moćnog kolorita i muzičkog lajt motiva koji je uvek čvrsto - od početka do kraja vezivao građu tekstova, čineći celinu kojoj se najčešće nije moglo ništa ni dodati ni oduzeti!

S njom smo rasli i mi, njene kolege, i Turistički Svet. Jer, bila je pravi, sofisticirani istraživač kakvih je malo u turističkom novinarstvu, nezamenljiva zbog svoje sposobnosti da otkriva i prepoznaje, a onda sve to pretoči u informaciju i plasira - brzinom vetra, potpuno svesna da je biti prvi za redakciju najveći izazov, srećna kada uspe da otkrije nešto važno pre svih drugih i ponosna, beskrajno ponosna na lajkove koji svedoče da je uspela, da je redakcija uspela! Tako

sićušna ali borbena, čistog srca poput planinskog izvora u kojem se ogledaju oči meseca, svoje znanje i informacije nesebično je delila. Zato su je poštovali čak i kradljivci, seknhenderi, plagijatori...

Samo je mesto nije držalo. U poslednje vreme često je obuvala svoje crvene skitaljke... Njena duša putnika vukla ju je u daljine, dalje od patetičnih izjava, običnih situacija, ružnih mesta, neljudi...

Mi ćemo, za svaki slučaj, sačuvati njeno mesto, njenu šolju za kafu, novinarski blok koji tek treba ispuniti rečima... U stvari, zajedno s njenom porodicom potrudimo se da „nastavi“ svoju novinarsku misiju kroz Fondaciju Biljane Bosnić Ognjenović, iz koje će se jednom godišnje mladim, talentovanim novinarima dodeljivati nagrada „Biljana Bosnić Ognjenović“ za najbolji putopis!

Tako će zauvek ostati i u svojoj redakciji, u Turističkom Svetu – među zaljubljenicima u svoj novinarski posao i u turizam, putnicima posvećenim razotkrivanju lepota ovog sveta, koji su u traganju za istinom i smislom krenuli nebeskom stranom ulice...

Drugačije, jednostavno, nije moguće!

Ljiljana Rebronja,
glavni urednik „Turističkog Sveta“

KONKURSI ZA PROJEKTE PROMOCIJE TURIZMA

Ministarstvo trgovine, turizma i telekomunikacija raspisalo je konkurse za dodelu sredstava za finansiranje projekata promocije, manifestacije i edukacije u iznosu od 125 miliona dinara, dok je za finansiranje infrastrukturnih projekata obezbeđeno 750 miliona dinara.

Zahtevi za korišćenje sredstava se mogu podnositi do kraja marta, a za infrastrukturne projekte do 1. oktobra. Učešće sredstava ministarstva u finansiranju turističke infrastrukture može biti do 100 posto ukupne vrednosti projekta, a za projekte promocije do 50 odsto vrednosti.

Pravo na korišćenje bespovratnih sredstava za projekte promocije, manifestacije i edukacije u turizmu imaju destinacijske menadžment organizacije, privredno društvo, odnosno druge organizacije i institucije čiji je osnivač Vlada ili jedinica lokalne samouprave, a koje nisu indirektni korisnik budžeta. Takođe, pravo na učešće imaju i pravna lica u kome je Republika Srbija većinski vlasnik i pravno lice koje upravlja turističkim prostorom ili objektima turističke infrastrukture i suprastrukture.





DOBRA GODINA ZA SVETSKI TURIZAM - 1.4 MILIJARDA PUTNIKA U 2018.

Protekla godina je bila vrlo dobra za globalni turizam, budući da je registrovano čak 1.4 milijarde dolazaka turista širom sveta, što je za šest odsto više nego godinu ranije, pokazao je izveštaj Svetske turističke organizacije Ujedinjenih nacija (UNWTO).

Ta organizacija je prethodno očekivala da će ova cifra biti dostignuta 2020. godine, ali se to ostvarilo ranije, delom zahvaljujući snažnijem ekonomskom rastu, viznim olakšicama i povoljnijim avio-putovanjima.

Turizam na Bliskom istoku je povećan za deset odsto u odnosu na godinu dana ranije, a u Africi za sedam odsto. Azijsko-pacifički region i Evropa ostvarili su rast od po šest posto, a Južna i Severna Amerika povećanje u dolascima turista od tri odsto.

Očekuje se da će prognoza UNWTO za ovu godinu biti više u skladu sa istorijskim trendovima rasta međunarodnog turizma između tri i četiri posto. Iz UNWTO navode da će neizvesnost oko Bregzita, globalno ekonomsko usporavanje, geopolitičke i trgovinske tenzije, verovatno doneti pristup "sačekaj i vidi" kada je reč o putovanjima u tekućoj godini. Međutim, stabilne cene goriva, poboljšana vazдушna povezanost i rast putovanja iz zemalja u usponu, poslužiće kao pozitivni pokazatelji za ovu godinu, ocenjuju u UNWTO.



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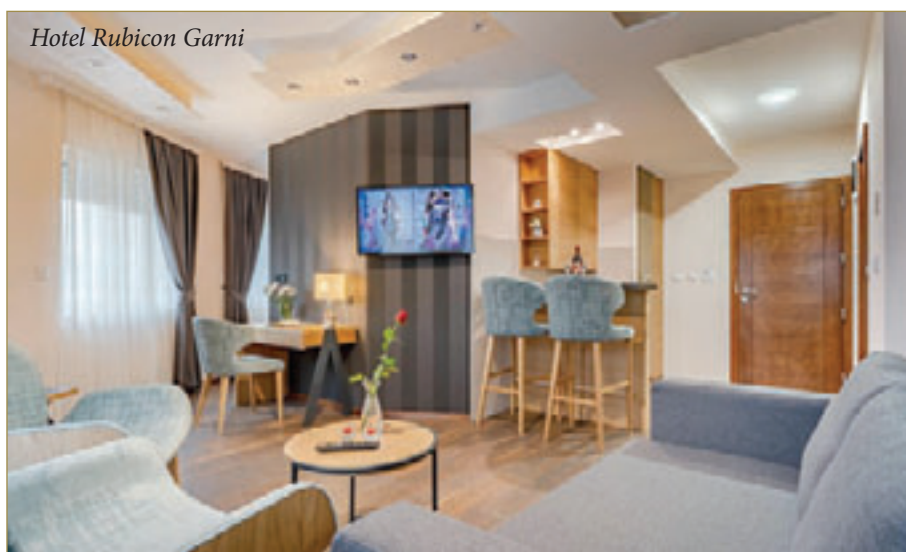
Kragujevac bogatiji za dva nova hotela



Hotel Industrial 1853



Hotel Industrial 1853.



Hotel Rubicon Garni

EKSKLUZIVNA vest za hotelske sladokusce: Kragujevac postaje sve zanimljivija destinacija za investitore! O tome svedoče dva nova hotelska objekta.

Krajem prošle godine u centru Kragujevca otvoren je hotel "Rubicon Garni" koji u svom sastavu ima 15 prostranih, moderno opremljenih soba, a gostima hotela na raspolaganju je: kafe restoran, lobi bar, Spa&Beauty centar i teretana. Za one koji planiraju poslovne susrete, na raspolaganju je i konferencijska sala.

Na samom početku godine, tačnije 2. Januara, u Kragujevcu je svoja vrata otvorio gostima još jedan smeštajni objekat - "Industrial 1853.", savremeno zdanje čiji je dizajn inspirisan industrijskim nasleđem Kragujevca, nekada najvećim industrijskim gigantom na Balkanu.

Objekat je u procesu kategorizacije, nakon čijeg završetka će, po svojoj prilici, dobiti četiri zvezdice. Smešten je u okviru kompleksa nekadašnje fabrike „Zastava“, u jednoj od administrativnih zgrada, čija je autentičnost zadržana kreativnom obnovom u uređenju enterijera i eksterijera. Okružen je muzejima „Stara livnica“ i „Stara Zastava“, koji su sastavni deo istorijskog kulturnog dobra „Knežev arsenal“, u neposrednoj blizini samog centra grada, ali u mirnom i intimnom ambijentu.

U konačnoj verziji „Industrial 1853.“ će raspolagati sa ukupno 21-om smeštajnom jedinicom, u okviru kojih su i četiri apartmana, a bogatstvo sadržaja činiće: restoran, spa centar sa zatvorenim bazenom, saunom i hamamom, i obaveznom konferencijskom salom.

VOJVODINA U MALOM

Prvi savremeni turistički info-centar Vojvodine otvoren je početkom godine u Novom Sadu. Reč je o jednom od najvažnijih projekata Turističke organizacije Vojvodine u 2019. godini, podržanom od Pokrajinske vlade i Ministarstva trgovine, turizma i telekomunikacija.

To je prvi prostor u kojem će svih 45 opština i gradova Pokrajine objedinjeno i u kontinuitetu predstavljati svoju turističku ponudu i aktivnosti. Biće to glavni kanal komunikacije i razmene ideja lokalnih turističkih delatnika, privrednih subjekata i gostiju. Kako je turizam jedna od najbrže rastućih privrednih grana u Srbiji, info-centar važi za projekat od nacionalnog značaja.



THE FIRST MODERN INFO CENTER IN NOVI SAD:

SHOWCASE OF THE ENTIRE VOJVODINA

The first modern tourist info center of Vojvodina, opened at the beginning of the year in Novi Sad, is one of the most important projects of the Tourism Organization of Vojvodina in 2019. The major value of the project, supported by the Provincial Government and the Ministry of Trade, Tourism and Telecommunications, is that for the first time ever all 45 municipalities and cities of the Province come together to continuously present their offer and activities.

The info center will serve as the main channel of communication and exchange of ideas of local tourism industry, businesses and tourists. With tourism being one of the fastest growing industries in Serbia, the info center becomes a project of national importance.

- In its design, the center is similar to such centers in world metropolises. This investment, worth 16 million dinars, is laid out to the latest standards, conceived as a blend of modern and traditional, with open doors for all who want to get to know the beauties, offer, and values of Vojvodina, to get information about the holiday here, or enjoy authentic products from Vojvodina. For the first time in 15 years of the existence of the Tourism Organization of Vojvodina, we now have a place which is a starting point for all our guests, and the meeting point worthy of Vojvodina hosts, local tourist organizations and businesses – said the director of the Tourism Organization of Vojvodina, **Nataša Pavlović**.

In addition to providing information, the center will offer a taste of authentic Vojvodina wine types, a chance to buy authentic souvenirs, learn about the tradition of the Province, and also use a new digital guide through the tourism of Vojvodina, with attractive multimedia content showcasing its rich tourist offer.



- Vredan 16 miliona dinara, centar je zamišljen po uzoru na objekte slične namene u svetskim metropolama. Uređen po poslednjim standardima, koncipiran je kao spoj modernog i tradicionalnog i kao mesto uvek otvorenih vrata za sve koji budu želeli da se upoznaju sa lepotama, sadržajima i vrednostima Vojvodine, da dobiju informaciju o odmoru u ovoj pokrajini ili pak uživaju u autentičnim vojvodanskim proizvodima. Prvi put, posle 15 godina postojanja Turističke organizacije Vojvodine, dobili smo mesto koje je polazište svih naših gostiju, a sabirna tačka vrednih vojvodanskih domaćina, lokalnih turističkih organizacija i privrednih subjekata – rekla je direktorka Turističke organizacije Vojvodine **Nataša Pavlović**.

Osim što će se informisati, gosti će u centru moći i da okuse autohtone vojvodanske vrste vina, kupe autentične suvenire, upoznaju se sa tradicijom Pokrajine, ali i upotrebe novi multimedijalan digitalni vodič kroz turizam Vojvodine, koji na atraktivan način prikazuje njenu bogatu turističku ponudu.

NOVI EKSKLUZIVNI HOTEL NA EKSKLUZIVNOJ LOKACIJI

Turistička ponuda Kopaonika obogaćena je početkom ove godine novim luksuznim hotelom u vlasništvu MK Mountain Resort-a - Gorski Hotel & Spa.

Ovaj hotel je remek delo arhitekata Dušana Tešića i Dušanke Vučenović, a karakterišu ga vrhunski prirodni materijal i dizajn po uzoru na najsavremenije trendove u eminentnim evropskim planinskim centrima. Najveća prednost ovog hotela je svakako ekskluzivna lokacija za ski in i ski out, s fascinantnim pogledom na staze i vrhove Kopaonika iz svih uglova.

Hotel raspolaže svim sadržajima potrebnim za kvalitetan odmor, počev od 118 luksuznih, prostranih soba i apartmana, lobby bara iz kojeg se izlazi pravo na glavno šetaliste u turističkom centru, restorana sa 200 mesta, á la carte restorana sa izuzetnom gastronomskom ponudom, kao i ratorana za skijaše, koji će uskoro dobiti jednu od najlepših bašta u centru Kopaonika. Masivni kamini, puno drvo, elegantni detalji i puno topline odlikuju ovaj moderan hotel.

Posebnu atrakciju predstavlja spa & wellness centar sa bazenom, čitav niz spa sadržaja - od saune do slane sobe, turskog kupatila i tepidarijuma, kao i ekskluzivnih tretmana osmišljenim za potpuno uživanje.

U sastavu Hotela je i kongresni centar kapaciteta do 500 mesta, sa najmodernijom opremom za organizaciju svih vrsta događaja.

- Ovaj vrhunski objekat nadomak staze Malo jezero, savršeno je uklopljen u planinski ambijent, i u ovom trenutku, pored čuvenog Grand Hotel & Spa, predstavlja najbolji hotel na Kopaoniku. Već u prvom mesecu popunjenost je veća od 80 posto a komentari gostiju su izuzetno pozitivni, što je više nego dovoljan dokaz da je start uspešan - istakla je s očiglednim zadovoljstvom **Svetlana Kostić**, direktor marketinga MK Mountain Resort-a.



A NEW EXCLUSIVE HOTEL AT AN EXCLUSIVE LOCATION





The touristic offer of Kopaonik was enriched at the beginning of this year with a new luxury hotel, owned by MK Mountain Resort – Gorski Hotel & Spa.

This hotel is a masterpiece brought to life by architects Dušan Tešić and Dušanka Vučenović. It is distinguished by its supreme natural materials and design, inspired by the latest trends in the eminent European mountain centres. The biggest advantage of this hotel is its exclusive location for ski in and ski out, with the fascinating view of the trails and peaks of Kopaonik from every corner.

The hotel has all the necessary content for a quality vacation, starting with 118 luxury, spacious rooms and suits, a lobby bar connected directly with the main promenade in the tourist centre, a restaurant with 200 seats, à la carte restaurant with an exquisite gastronomy offer, and a ski restaurant as well, that will soon get one of the most beautiful gardens in the centre of Kopaonik. This modern hotel is characterized by massive fireplaces, lots of wood, elegant details and a lot of warmth.

A special attraction is the spa & wellness center with a pool, a range of spa facilities - from the sauna to the salt room, Turkish bath and tepidarium, and exclusive treatments designed for complete enjoyment.

The hotel also has a congress centre with the capacity of 500 seats and the latest technology for organizing all kinds of events.

- This superb facility is located at the foot of a small lake, perfectly integrated into the mountain ambience, and at this moment, next to the famous Grand Hotel & Spa, represents the best hotel on Kopaonik. In the first month already, the occupancy is higher than 80 percent, and guests' comments are extremely positive, which is more than a sufficient proof that the start is successful – said with obvious pleasure **Svetlana Kostić**, marketing manager at MK Mountain Resort.

OTVARA SE HOTEL U NEKADAŠNJEM SEDIŠTU MASONSKJE LOŽE

Uzgradi koja je tokom 19. veka funcionisala kao glavno mesto okupljanja masona visokog društva Mađarske, u februaru ove godine otvara se "Mystery Hotel". Smešten u glavnom gradu Mađarske, "Mystery Hotel" imaće 82 sobe, bar na krovu, fitness centar, kao i spa centar koji će sadržati saunu, Jacuzzi kadu i parno kupatilo.

Dizajn enterijera hotela čini eklektičnu mešavinu baronke, renesansne i klasične umetnosti, dok je eksterijer zgrade zadržao svoje dekorativne elemente, kao što su skulpture sfingi, kvadrat i kompas, ali i druge vizuelne motive koji pripadaju masonskoj simbolici. Još jedna atrakcija ovog hotela biće restoran smešten u sali uređenoj u stilu "egipatskog preporoda", u kojoj su se nekada održavali rituali članova lože. Restoran će sadržati i nesvakidašnji balkon do kojeg vodi spiralno stepenište od kovanog gvožđa. Hotel će poslovati u okviru lanca "Preferred Hotels", koji čini više od 650 luksuznih hotela u preko 85 zemalja.



OTVOREN PRVI VEGANSKI APARTMAN

Na zahtev gostiju, u hotelu Hilton u Londonu otvoren je prvi veganski apartman. Tokom preuređivanja apartmana vodilo se računa da svaki sadržaj i detalj bude u skladu sa veganskim stilom života, uključujući vegan-friendly posteljinu i jastuke, tepih od ekopamuka, kozmetiku, ponudu mini bara...

Gostima se od trenutka dolaska u hotel nudi vegansko iskustvo. Na ulazu je kreiran poseban recepcijski pult ukrašen detaljima sa fokusom na biljkama, ključ-kartice i fotelje napravljene su od veganske kože koja se pravi od celuloznih vlakana iz ananasa. Od iste "kože" napravljene su fotelje i naslon kreveta u sobi, na kojima su anti-bakterijski i anti-alergijski jastuci punjeni ekološkim materijalima kao zamena za pera.

Pod je obložen modernim, 100% obnovljivim i održivim bambusom, preko kojeg je postavljen tepih od eko-pamuka, a u mini baru se nalaze veganske grickalice, poput zrnastih plodova i očišćenog voća... Za goste ovog apartmana tim hotelske kuhinje pripremio je poseban meni za doručak sa veganskim opcijama, uključujući voće, musli, grilovane pečurke, kinou..., dok se opcije za ručak i večeru odnose na salatu od krastavaca, šniclu od karfiola i jelo od pet vrsta mahunarki.

U SVETSKOJ LIGI – NA SAJMU ISH



IN THE WORLD LEAGUE,
AT ISH FAIR IN FRANKFURT

Kompanija Alfa Plam vrši poslednje pripreme za izlazak na Sajam ISH, vodeći sajam u oblasti sistema grejanja i klimatizacije, koji se svake druge godine održava u Frankfurtu (11-15.03). Više od 2.400 svetski poznatih izlagača koji upravo na ovom sajmu prikazuju svoja najnovija tehnološka dostignuća, najbolje govore o njegovim razmerama i značaju.

U svojstvu izlagača, kompanija Alfa Plam je prvi put učestvovala na sajmu ISH 2013. godine. Tada je svetskom tržištu premijerno predstavljen najnoviji proizvod Kompanije: peć na pelet za etažno grejanje - Commo. I Alfa Plam i njegov proizvodni program bili su te godine veoma zapaženi od strane poznatih evropskih proizvođača ali i distributera u oblasti grejanja.

Na frankfurtskom sajmu Kompanija učestvuje već četvrti put zaredom. Svake godine njen štand ima sve veću kvadraturu i sve zapaženiju poziciju, a raste i broj novih proizvoda koji se predstavljaju, prvenstveno u segmentu grejanja na pelet. Za ovogodšnji ISH pripremljeni su brojni noviteti. Pored programa na pelet, u okviru kojeg će biti predstavljen novi kotlovi – Commo Compact, snage 32 i 37 kw i dodatni rezervoar





za pelet, veoma atraktivna će biti i redizajnirana gasna peć - Midi Lux i najnoviji štednjak na čvrsto gorivo - Futuro.

Da bi na ovako velikom i značajnom sajmu stali rame uz rame sa svetski poznatim brendovima, svoj sajamski nastup u kompaniji Alfa Plam planiraju bar godinu dana unapred. Definiše se veličina i pozicija štanda a onda se pristupa planiranju asortimana za sajamski nastup i razvoju novih proizvoda. Za izradu idejnih rešenja štanda i reklamnog materijala potrebno je dosta vremena, kao i učešće velikog broja zaposlenih različitih profila (dizajnera, referenata, menadžmenta kompanije). Ali je zato učešće na sajmovima kakav je ISH veoma dragoceno za Kompaniju, jer zaposleni ne samo što imaju priliku da se upoznaju s aktuelnim trendovima, nego i da ostvare kontakte koji se tiču ne samo prodaje već i nabavke komponenti, razvoja i standardizacije proizvoda.

Ipak, pravi posao za sve počinje tek po povratku sa Sajma, jer sledi realizacija onoga što je na sajmu dogovoreno. Analiza učešća na sajmu obuhvata finansijsku komponentu koja se tiče utrošenih sredstava, ali i analizu efekata koja se ogleda u kvantitetu i kvalitetu uspostavljenih kontakata. Do nekih konkretnih i merljivih rezultata, veoma je teško doći ali se ulaganje u ovakve aktivnosti smatra dugoročnom investicijom koja će, u krajnjoj liniji, dovesti do povećanja izvoza i proširenja asortimana, proizvodnih kapaciteta Kompanije i domaće privrede u celini, o čemu rezultati koje postiže Alfa Plam, u stvari, najbolje svedoče.

Alfa Plam Company is making the final preparations for the participation at ISH Fair, the leading biennial trade fair in Frankfurt, in the field of heating and air conditioning. The extent and significance of this show are proved by the fact that in this place more than 2.400 world-famous exhibitors display their latest technological achievements.

Alfa Plam participated in ISH for the first time as an exhibitor in 2013. On that occasion, the global market was for the first time presented with at the time the latest company product - a central heating pellet stove, Commo. It may be said that Alfa Plam was that year highly noticed by well-known European producers as well as distributors in the heating sector.

This is the fourth consecutive participation in this show. Each year the company has had an increase in square footage and a more and more noticeable position of the booth. In the meantime, the number of new products displayed was also growing primarily in the pellet heating segment. This year, the company has prepared numerous innovations for the fair. In addition to the pellet program, where they have new boilers - a 32 and 37 kw Commo Compact and an additional pelletizer, they will also present a redesigned gas stove, Midi Lux, and the latest solid fuel stove, Futuro.

To keep up with the world-renowned brands, Alfa Plam had to plan the fair trade appearance at least a year in advance. After defining the size and position of the stand, the planning of the product range for exhibition as well as the development of new products are approached. Preparation of conceptual designs of the stand and advertising materials also takes a lot of time and requires the commitment of a large number of employees (designers, clerks, company management). Participation in the fair is an opportunity for the employees to get acquainted with trends, but also to make contacts that are not only about sales but about the procurement of components, development and standardization of products, too.

Finally, business activities have yet to start upon the return from the fair, because the realization of everything that has been agreed upon at the show follows. The analysis of the participation in the show includes the financial component regarding the spent funds, as well as the analysis of the effects reflected in the quantity and quality of the established contacts. It is very difficult to come up with some specific and measurable results of participation in the show but investing in such activities is considered a long-term investment which will ultimately lead to an increase in export and expansion of the product range, production capacities of Alfa Plam company and domestic economy as a whole.

DUNAV JE JOŠ NEISPRIČANA PRIČA

Poslednjih godina, rečeno je na 23. Međunarodnoj konferenciji o Dunavu i turizmu, povećan je broj pristajanja rečnih krucera koji stižu Dunavom za trećinu, a broj turista, u odnosu na period od pre desetak godina - uvećan 50 odsto!



THE DANUBE IS A STORY YET TO BE TOLD

In the last few years there has been an increase in the number of the Danube river cruisers by one third, and the number of tourists by 50 percent, compared to the period of the previous 10 years – it was said at the 23rd International Danube and Tourism Conference.

Još na zasedanju Dunavske turističke komisije u Beogradu, pre deset godina, rečeno je da će krucing biznis do 2020. godine postati vodeći vid turističkih putovanja u svetu, pa i na rekama. Što se tiče Dunava u Srbiji, broj turista koji dolaze u naš glavni grad, povećan je od tada 50 odsto. Od 50 hiljada posetilaca i 400 uplovljavanja stigli smo do više od 70 hiljada turista i za trećinu više pristajanja rečnih brodova. Međutim, dužina zadržavanja brodova u pristanima i nije u skladu našim očekivanjima. Po nekim procenama iznosi prosečno oko 18–20 sati. Imamo veliku šansu da to vreme povećamo izgradnjom pristana u svakom mestu koje ima mogućnosti za neki od vidova turizma tako traženih u podunavskim zemljama. Za sada, u našoj zemlji samo četiri podunavska mesta i luke primaju dunavske krstarice sa 200, 300 ili više od 400 putnika: Novi Sad, Beograd, Donji Milanovac i Kostolac (Golubac je u završnoj fazi).

S idejom da se na međunarodnom nivou progovori o mogućnostima dunavskog turizma ali i konkretnim rešenjima, krajem prošle godine, u Beogradu je organizovana 23.

Ten years ago, during the meeting of the Danube Tourism Board in Belgrade, delegates anticipated that by 2020 cruising business would become the leading type of tourism travel in the world. Regarding the Danube in Serbia, the number of tourists coming to our capital has been increased by 50 percent since then. Out of 50 thousand visitors and 400 arrivals, we attracted more than 70 thousand tourists and river ships docking by a third more. However, the time that ships stay in harbours is not in accordance with our expectations. Some estimate it is about 18-20 hours on average. We have a great chance to increase this specific time by building a harbour in every place that has opportunities for some of the types of tourism requested in the Danube countries. In our country, for now, only four Danube towns and ports accept the Danube cruisers with 200, 300 or more than 400 passengers: Novi Sad, Belgrade, Donji Milanovac and Kostolac (Golubac is in the final stage of preparation). With the idea of discussing about the possibilities of Danube tourism and concrete solutions on the international level, at the end of last year, the 23rd International Danube and Tourism Conference was organized in Belgrade, under the slogan "Belgrade – tradition with the vision". The conference, organized by the Tourism Organization



Međunarodna konferencija o Dunavu i turizmu, pod sloganom „Beograd – tradicija sa vizijom”. Na konferenciji koju su organizovali Turistička organizacija Srbije i agencija Danube Tourist Consulting (DTC), sastali su se predstavnici „velikih igrača” na Dunavu – rečnih kruzera kompanija, među kojima: „Crystal River Cruises”, „Viking Cruises”, „Viking”, „A-Rose”...

Dr Gerhard Skoff, direktor agencije DTC, podstakao je predstavnike kompanija da sa što više brodova dovode što više turista u Srbiju, da se što duže u njoj zadržavaju i da Srbija bude što prisutnija u programima za 2020. godinu.

Govoreći na konferenciji, **dr Miroslav Knežević**, državni sekretar za turizam, naglasio je da je Dunav veoma važan za Srbiju i istakao:

– Dunav je i jedna od naših komparativnih prednosti. Usluga krstarenja Dunavom nas čini jednom od tri ključne turističke destinacije i predstavlja jedan od turističkih proizvoda koji imaju poseban značaj za razvoj turizma u našoj Nacionalnoj strategiji za razvoj turizma do 2025. godine. Treba istaći da je resorno Ministarstvo od 2015. godine do danas uložilo više od 330 miliona dinara za izgradnju pontona i pristana, na destinacijama od Sremskih Karlovaca do Kladova, kako bi kruzera koji dolaze u Srbiju mogli da pristanu ne samo u Beogradu već

of Serbia and the Danube Tourist Consulting agency (DTC), met representatives of the Danube’s “big players” – river cruisers companies, including: “Crystal River Cruises”, “Viking Cruises”, “Viking”, “A-Rose”...

Dr Gerhard Skoff, the manager at the DTC agency, motivated company representatives to bring as many tourists as possible to Serbia, to stay as long as they can and to include Serbia in the programs for 2020.

“Nobody tells fairytales about this beautiful river anymore, about the Danube, because only such new, exciting stories could awaken people's interest in discovering this mighty river.”

Gerhard Skoff

Speaking at the conference, **dr Miroslav Knežević**, the State Secretary for Tourism, highlighted the importance of the Danube for Serbia:

– The Danube is one of our comparative advantages. The Danube cruise service makes us one of the three key tourist destinations and represents one of the tourist products that have special significance to the development of tourism in our National Strategy for Tourism Development by 2025. It should be pointed out that the Ministry has, since 2015, invested more than 330 million dinars for the construction of pontoons and harbours, from Sremski Karlovci to Kladovo, so that cruisers coming to Serbia could dock in Belgrade and other towns, as well. At the same time, through the competition, funds were allocated to tourist destinations located near the harbour, intended to enrich the existing tourist offer.

Today, in Serbia, only four or five ports can receive cruisers of 130 meters and more, but for the next season we expect all ten ports to be completed, of which the great international port in Zemun will be particularly interesting, financed by the City of Belgrade, along with other five smaller ports – said dr Knežević.

– Considering that Serbia as a tourist destination has recorded a two-year growth in the number of tourists for the seventh year in a row, unlike many other European destinations, it shows that we, as a destination, are recognized and visitors are satisfied with what they can see and experience here – **Marija Labović**, the manager at the Tourism Organization of Serbia, pointed out. Also, the number of

PUTOVANJA DUNAVOM ZAPOSTAVLJENA

Ističući da je, prema podacima TOS-a, u 2017. godini u Srbiju uplovio 531 rečni kruzera sa ukupno nešto više od 70.000 turista, Marija Labović, direktorka TOS-a, podsetila je da je Dunav stalna tema promocija TOS-a. Godine 2016. bio je čak centralna tema, a 2018. godine Dunav je predstavljen i u Kini, u sklopu CITM sajma turizma, zajedno sa Nemačkom i Mađarskom. Na žalost, u programima turističkih agencija Dunav do sada nije dovoljno prisutan.

i na drugim mestima. Paralelno s tim, putem konkursa dodeljivana su sredstva turističkim destinacijama koji se nalaze u blizini pristana, namenjena obogaćivanju postojeće turističke ponude.

Danas u Srbiji samo četiri-pet pristana može da primi kruzere od 130 i više metara, ali za sledeću sezonu očekujemo da bude završeno svih deset planiranih, od kojih će posebno biti interesantan veliki međunarodni pristan u Zemunu, koji, uz još pet malih, finansiramo zajedno sa gradom Beogradom – rekao je dr Knežević.

“Niko više ne priča bajke o ovoj fantastičnoj reci, o Dunavu, a samo takve nove, uzbuđljive priče mogu probuditi interes ljudi da sa nama i vama otkrivaju tu moćnu reku“.

Gerhard Skoff

–Obzirom da Srbija kao turistička destinacija beleži već sedmu godinu zaredom dvocifreni rast broja turista, čime u Evropi ne može mnogo zemalja da se pohvali, to kazuje da smo kao destinacija prepoznati i da su posetioci zadovoljni onim što ovde mogu da vide i dožive – istakla je **Marija Labović**, direktorka TOS-a. I broj turista koji dolaze rečnim kruzerima raste, ali još uvek ima dosta prostora za unapređenje. Nažalost, veliki broj brodova uopšte ne dođe do Srbije, već svoju turu završi u Mađarskoj, iako toliko toga možemo da pružimo turistima. Upravo zato je ova konferencija za nas tako važna, jer ovde su donosioci odluka. Činjenica da su se odlučili da upravo ovde drže konferenciju, pokazuje da i oni tragaju za novim, atraktivnim programima kojima mogu da obogate svoju standardnu ponudu. A mi imamo šta da ponudimo. Dunav je naša šansa – naglasila je Marija Labović.

THE DANUBE TRAVELS ARE NEGLECTED

Pointing out that, according to the Tourism Organization of Serbia's data, 531 river cruisers with a total of slightly more than 70,000 tourists came to Serbia in 2017, Marija Labović reminded that the Danube is a constant topic of Tourism Organization of Serbia promotion. In 2016, it was even a central theme, and in 2018, the Danube was also presented in China, as part of the CITM tourism fair, together with Germany and Hungary. Unfortunately, the Danube wasn't presented in the programmes of the tourist agencies.



tourists coming in on river cruises is rising, but there is still plenty of room for improvement. Unfortunately, a large number of ships do not come to Serbia at all. They finish their tour in Hungary, although there is so much we can offer to them. That's why this conference is so important to us, because the decision makers are here. The fact that they have decided to host a conference right here shows that they are also looking for new, attractive programs that can enhance their standard offer. And we have so much to offer. The Danube is our chance – said Marija Labović.

Text and photo: D. K.-I.



PREZIDENT HOTELS



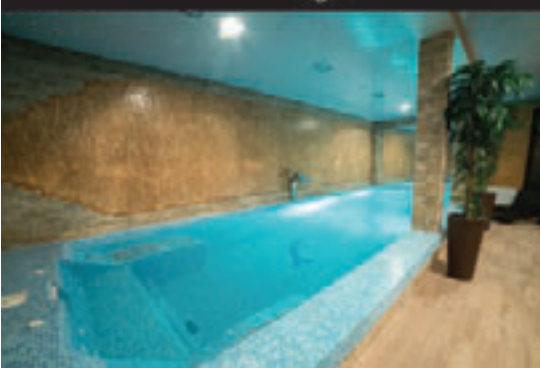
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DUNAV – INSPIRACIJA ZA NOVE TURISTIČKE PROIZVODE



Sve je više brodova, turista, investicija, sjajnih ideja koje će se realizovati u Novom Sadu, proglašenom za Evropsku prestonicu mladih 2019, koja će 2021. godine postati i Evropska prestonica kulture. Zato su predstavnici TO Novi Sad na Dunavskoj konferenciji, održanoj u Beogradu, imali pune ruke posla. Kako ističe **Branislav Knežević**, direktor TO Novi Sad, bila je to idealna prilika ne samo da se dobro predstavite, već i da razmene dragocene informacije s kruzing kompanijama.

THE DANUBE – AN INSPIRATION FOR NEW TOURIST PRODUCTS

An increasing number of cruisers, tourists, investments and great ideas will be implemented in the town of Novi Sad, declared as the European Capital of Youth 2019 and European Capital of Culture 2021. Therefore, the representatives of the Tourist Organization of Novi Sad had a lot of work at the Danube Conference in Belgrade. **Branislav Knežević**, the director of the Tourist Organization, said it was a great opportunity not just for the presentation, but for the exchange of precious information with the cruising companies, as well.

- Dunavska konferencija otvorila je mnoga važna pitanja, ali su za nas najznačajniji upravo razgovori s kruzing kompanijama. Najveći broj tih kompanija i pristaje u Novom Sadu, pa je za nas vrlo dragocena povratna informacija od njihovih turista: šta im se sviđa ili ne sviđa, šta bi trebalo promeniti, kako unaprediti uslugu... Svake godine je sve veći broj pristajanja i turista, prema nekim procenama oko 30.000 turista godišnje. Mi se trudimo da osmislimo što zanimljivije programe, da imamo što više izleta i da sve prilagodimo potrebama tih turista, pa nam je njihovo mišljenje vrlo važno. Jedan od zaključaka je da treba još aktivnije da uključimo Petrovaradinsku tvrđavu, što je i moja velika želja. Hteo bih da napravimo jedan zanimljiv „paket” na tvrđavi -

- Danube Conference opened many important questions, but for us the most significant are the negotiations with the cruising companies. Most of the companies dock in Novi Sad, so tourists' feedbacks are very important to us: what do they like and dislike, what should be changed, how to improve the service... Each year there is an increasing number of cruisers and tourists, according to some estimation - around 30.000 tourists a year. We work very hard on the creation of interesting contents and fieldtrips, and to adapt everything to the tourists' needs, so their feedbacks are vital. One of the conclusions is that we should actively involve

Muzej grada sa podzemnim vojnim galerijama. To bi za nas bio ozbiljan turistički proizvod, ne samo zanimljiv za brodove, već i za Novi Sad kao Evropsku prestonicu kulture 2021. godine. Uključio bih i „Atelje 61– tapiserije” - nešto jedinstveno što ima naš grad. Razgovarao sam već s nekoliko umetnika koji bi želeli da otvore svoja ateljea. Grad nudi duh i energiju ljudi, njihove priče će oduševiti turiste i utažiti glad za tom vrstom iskustva. Mi volimo našu tvrđavu, ali ona je mnogo više od „Sat kule”, restorana... Naravno, važan je i „Egzit“, ali moramo da uključimo i kulturu - ateljea i umetnike, da pokažemo jedinstveni duh Novog Sada.

● *Jeste li već krenuli u realizaciju?*

- Da, podgrađe tvrđave se već sređuje, najveći deo fasade je obnovljen, radiće se i krovovi. Verovatno će već od sledeće godine biti zabranjen saobraćaj kroz podgrađe, pa će, nadamo se, za godinu – dve donji i gornji grad biti pretvoreni u fantastičnu turističku celinu. To je važno i za brodove, mada njihovim putnicima treba ponuditi da vide i osećaju nešto više, recimo: Sremske Karlovce, vinarije, salaše... Mi zaista imamo šta da pokažemo. Doduše, kada su brodovi u pitanju sve zavisi od kapaciteta objekata, ali bih voleo da ovo „krene”, pa da ljudi krenu da povećavaju svoje kapacitete da mogu da prime veće grupe turista. Interesantno je i staro gradsko jezgro sa puno zanimljivih zanatskih radnji čiji su proizvodni resursi atraktivni za posetioce. Ima puno detalja koji mogu da obogate ponudu i učine je još kvalitetnijom.

● *Kakva je situacija s marinama?*

-Očekujemo, kao prestonica kulture, da pitanje marina rešimo, bez obzira o kojim se plovilima radi – malim ili velikim. Važna informacija je da ćemo mi organizovati ture obilaska Novog Sada sa malih brodova. Takva tura će ove godine moći da se bukira preko našeg sajta za grupe do 12 ljudi. Ima više plovila, pa mogu da prime jedan autobus, a to će podići nivo i raznovrsnost sadržaja na Dunavu. U Novom Sadu još nije rešen pristan malih brodića, ali to je u nadležnosti Komiteta za saobraćaj i očekujemo da će se to pitanje uskoro rešiti. Stiže nam sve više turista i mi s puno optimizma očekujemo da se uz uređenje obala reši i sve ostalo - u paketu.

the Petrovaradin fortress in the program, which is my great wish, too. I would like to create one interesting „package” in the fortress – the Town Museum with the underground military galleries. It would be a very serious tourist project for us, interesting not just to the cruisers, but to the town of Novi Sad as the European Capital of Culture 2021, as well. I would also include „Atelje 61– tapiserije” – something unique in our town. I have already talked to several artists who would like to open their art studios. The town offers spirit and energy, stories that will delight tourists and satisfy their desire for new experiences. We love our fortress, but there is a lot more to it than “Clock tower”, restaurants... Of course, the Exit festival is also essential, but we have to incorporate culture, as well – art studios and artists, to show the authentic spirit of Novi Sad.

● *Have you already started with the implementation?*

- Yes, the under-town of the fortress has already been reconstructed, most of the façade is renewed, and roofs will be reconstructed, as well. Starting next year, the traffic will probably be prohibited through the under-town, so I hope in a year or two, the down and the upper town would be transformed into an amazing tourist complex. It is important for the cruisers, too, although their passengers should see and feel something more, let’s say: Sremski Karlovci, wineries, country farms... We really have things to show. However, when we talk about cruisers, it all depends on the capacity of the facilities, but I would like this to “start”, so that people increase their capacities to accommodate larger groups of tourists. The old town centre is also interesting, with many unusual craft shops whose products are attractive for the visitors. There are a lot of details that could enrich the offer and increase its quality.

● *What is the situation with the marinas?*

- As the Capital of Culture, we expect to solve the marinas’ issue, regardless of the type of ships – large or small. The important information is that we will organize Novi Sad’s sightseeing cruise tour with small ships. This year, it will be possible to book such tours online, for groups of up to 12 people. There are several ships, so we can accommodate a bus full of tourists, which will raise the level and variety of content on the Danube. The issue with small boats in the marina of Novi Sad hasn’t been solved yet, but that is under the responsibility of the Transport Committee, so we expect this problem to be solved soon. There are more and more tourists coming to us, and with a lot of optimism, we expect that along with the arrangement of the coast, everything will be solved – in one package.

Author: **D. K. –I.**

Photo: www.novisad.travel



BUGARSKA – ŽELJENA TURISTIČKA DESTINACIJA

Kako je Bugarska zemlja partner 41. Međunarodnog sajma turizma u Beogradu, bio je to dobar povod da u ekskluzivnom razgovoru sa ministarkom turizma Bugarske gospođom **Nikolinom Angelkovom** saznamo više o ovoj lepoj zemlji, članici Evropske unije, sa kojom Srbija tradicionalno gaji dobre komšijske odnose, koji se, naročito u oblasti turizma, poslednjih godina intenzivno razvijaju. Da je turizam u Bugarskoj prepoznat kao strateška privredna grana u koju se ozbiljno investira, ističe s ponosom i ministarka Angelkova, naglasivši da je prvi put u istoriji, Bugarska prošle godine ostvarila rekordnu posetu stranih turista – čak 9 miliona, što je 5% više u odnosu na prethodnu godinu, dok je prihod od inostranih turista porastao za 6,6%! Zabeleženo je i povećanje broja turista iz Srbije za 7,7%, što Srbiju svrstava u top 10 vodećih turističkih tržišta kada je u pitanju incoming. Istovremeno, statistika beleži i sve veći broj bugarskih turista u Srbiji.

BULGARIA - THE DESIRED TOURIST DESTINATION

As Bulgaria is the official partner of the 41. International Tourism Fair in Belgrade, it was a right occasion for an exclusive interview with the Bulgarian Minister for Tourism, Ms. **Nikolina Angelkova**. We found out more about this beautiful country, the member of EU, that has a tradition of good relations with Serbia. Those relations, especially in the field of tourism have been rapidly developing to the mutual satisfaction. That tourism in Bulgaria is recognized as a strategic economic branch in which it is seriously invested, also confirms the Minister Angelkova, pointing out that last year, for the first time in its history, Bulgaria achieved a record visit of foreign tourists – 9 million, which is 5% growth compared with the previous year, while the income from foreign tourists increased by 6.6%! There is also an increase in the number of tourists from Serbia by 7.7%, which places Serbia among the top 10 leading tourist markets in terms of incoming. At the same time, statistics are also showing an increasing number of Bulgarian tourists in Serbia.

● *Bugarska je zemlja partner 41. međunarodnog sajma turizma u Beogradu. Kao rezultat tog partnerstva, Srbija i Bugarska će nastaviti da unapređuju već postojeću blisku saradnju u sferi turizma. Kako ste predstavili vašu zemlju i nacionalnu turističku organizaciju?*

- Sa velikim zadovoljstvom i mnogo pozitivnih očekivanja, pridružili smo se prestižnom Beogradskom sajmu turizma, na kome učestvuje više od 40 zemalja. Ove godine, Bugarska je i zemlja partner, što znači da je poseban fokus na Bugarskoj kao celogodišnjoj destinaciji. Ministarstvo turizma ove godine pripremiло je sajamski štand veličine 120 kvadratnih metara, na kome su bile predstavljene turističke kompanije i opštine. Naše prisustvo na beogradskom sajmu je veoma važno za nas kao državu, kao i za bugarske privrednike zato što su susedna i Balkanska tržišta, posebno Srbija, od najvećeg značaja za našu promociju i marketing. Naš cilj je da privučemo ne samo više turista iz Srbije, već i da povećamo prepoznatljivost Bugarske na turističkoj mapi, njene potencijale, bogatu paletu usluga tokom letnje i zimske sezone i praznika. Podsetiću vas da je vaša zemlja među deset vodećih *incoming* turističkih tržišta u Bugarskoj.

Kao zemlja partner, Ministarstvo je tokom trajanja sajma planiralo razne marketinške inicijative – promocija na ulicama prestonice i parkingu Sajma, kao i unutar hala. Na zvaničnom sajtu sajma smo postavili elektronski baner i informativni materijali o Bugarskoj.

Inače, Bugarska je među omiljenim turističkim destinacijama turista iz Srbije, koji su najviše zainteresovani za more i planinski turizam, balneo i spa turizam, kulturni i city break turizam, i fokus našeg predstavljanja je bio na tim trendovima.

Prema našim analizama, glavni faktor prilikom odabira destinacije turista iz Srbije je preporuka prijatelja. Tako funkcionise 54 odsto turista iz vaše zemlje! Informacije sa Interneta i



Nikolina Angelkova is a graduate of the Harvard Business School, Boston, USA, under the Developing leadership skills program for senior executives. Master of Law from the University of National and World Economy, graduated with a Certificate of Excellence, with specialization "Company Management" from the Institute for Postgraduate Qualification of UNWE.

She has specializations in financial management of the EU Structural Funds, European Law and Regional Policy and Structural Funds at the Institute of Public Administration in Maastricht and at the Regional Institute for Administrative Reform in Nantes, France.

In 2010-2011 she is the head of the Control, Communication and Coordination Unit at the Minister of Regional Development and Public Works. In 2011, she is a member of the Managing Board of the Road Infrastructure Agency and until 2013 is Deputy Minister of Regional Development and Public Works with European Affairs, Relations with International Institutions, European Territorial Cooperation and Strategic Planning of Regional Development, National Contact Point on the Danube Strategy.

In March 2014, she was selected as one of the 214 young world leaders of the Young Global Leaders community in 2014. The prestigious honour is awarded by the World Economic Forum.

Minister of Transport, Information Technology and Communications in the Service Government with Prime Minister Georgi Bliznashki, appointed by President Plevneliev (2012-2017).

Minister of Tourism from 07.11.2014. to 27.01.2017.

She was elected for MP from GERB Political Party at the 44th National Assembly.

She was elected for a Minister of Tourism on 4 May 2017 by the 44th National Assembly.

At the end of January 2019, Minister Angelkova was awarded the highest rank of the Order of the Star of Italy. State honour is given by the President of the Republic of Italy.



prethodno iskustvo sa destinacijom su na 2. i 3. mestu. A glavni razlog za ponovni dolazak na neku destinaciju su nivoi cena (39% potrošača) i prirodni resursi (37%).

Kada je reč o turističkim putovanjima, građani Srbije kažu da su u najvećem broju slučajeva bili zadovoljni smeštajem i sveukupnim boravkom u Bugarskoj. U tom smislu, značajno je da srpsko tržište pokazuje stabilan rast od 37% za period od 2011. do 2016.

CILJ: VIŠE INVESTICIJA ORIJENTISANIH KA VISOKOKVALITETNOJ USLUZI

● *Turistički sektor u Bugarskoj je u procvatu. Koliko vaša država ulaže u turizam? Da li je članstvo Bugarske u EU doprinelo razvoju turizma i da li smatrate da bi i Srbija mogla imati koristi od ove vrste iskustva?*

- Turizam je strateški sektor za ekonomiju Bugarske sa skoro 12 odsto udela u bruto domaćem proizvodu zajedno sa svojim granama, te je osnivanje Ministarstva za turizam krajem 2014. godine bio logičan rezultat. Tokom protekle tri godine, ovaj sektor je zabeležio rekordne rezultate u istoriji turističke statistike u Bugarskoj, koja se oslanja na broj stranih turista i prihode od inostranog turizma.

Među važnim preduslovima za ovaj rast su i koraci za promovisanje povezanosti i infrastrukture – prioritetnih oblasti za bugarsku državu i ključne politike tokom tri mandata Premijera Bugarske Boyka Borisova. Oni su takođe lideri u politici turističkog sektora.

U prvoj polovini 2018, nakon 10 godina članstva u EU, Bugarska je imala privilegiju da po prvi predstavlja Savetom EU. Tokom

● *Minister Angelkova, Bulgaria is a partner state of the 41st International Tourism Fair in Belgrade. As a result of this partnership, Serbia and Bulgaria will continue to improve the already close cooperation in the sphere of tourism. How was your country presented, and the National Tourism Organization as well?*

-With great pleasure and many positive expectations, we are joining the prestigious Belgrade Tourism Fair, which is attended by more than 40 countries. This year, Bulgaria, besides a traditional exhibitor, is also a partner country, meaning that the focus on us as a four-season destination was specifically targeted. The Ministry of Tourism participates this year with an information stand of 120 sq. M, which presents tourist companies and municipal administrations. Our presence at the fair in Belgrade is very important to us as an administration and to the Bulgarian business because the neighbouring and Balkan markets, and especially Serbia, are of utmost importance for our advertising and marketing policy. Our goal is not only to attract more tourists from Serbia, but also to increase Bulgaria's recognition of the tourist map, its potential to offer a rich palette of services for summer, winter and special holidays. I will remind you that your country is in the top ten of the leading markets in the ranking of incoming tourism in Bulgaria.

As a partner country in the period of the exhibition, the Ministry carried out various marketing initiatives – outdoor advertising in the capital and in the parking area of the exhibition centre. There is also indoor advertising in the halls and spaces of the market. An electronic banner is placed and information materials for Bulgaria are published on the exhibition Website.

Bulgaria is among the most preferred destinations for tourism by our western neighbor. Visitors from Serbia are most interested in sea and winter, balneo and spa, cultural and city breaks tourism, and on these trends was the focus of our presentation.

According to our analysis, the main factor for Serbian tourists when choosing a travel destination is the recommendations from relatives. This is the leading cause of 54 percent of the visitors from your country. Information from the Internet and previous experience with the destination are on second and third place when deciding on a tourist trip. The main reasons for returning to a particular destination are the price levels (39% of consumers) and natural resources (37%).

In the course of tourist trips, Serbian citizens declare that in most cases they are satisfied with their accommodation and their overall stay in Bulgaria.

tog perioda, bila je jedna od prvih država članica koja je turizam stavila u fokus Evropske agende i organizovala više događaja na visokom nivou vezanih za održivi razvoj ovog sektora.

Tokom proteklih nekoliko godina, broj stranih turista u Bugarskoj (u proseku 8-10%) prevazišao je rast smeštajnih kapaciteta. Zato smo mi kao administracija postavili cilj da privučemo više investicija orijentisanih ka visokokvalitetnoj usluzi u turizmu i sklopimo partnerstva sa prestižnim svetskim brendovima u hotelskoj i restoraterskoj industriji.

Veoma se trudimo da privučemo investitore u hotelsku infrastrukturu za visokoplatežne goste, ne samo u najpopularnije letnje i zimske destinacije u Bugarskoj, već i u destinacije sa balneo, spa i lečilišnom, kulturnom, gastronomskom, golf i drugom ponudom. Ove ideje predstavljene su na raznim forumima unutar Predsedništva.

U Sofiji je u februaru organizovan sastanak svih ministara turizma zemalja članica EU, zajedno sa konferencijom pod nazivom "Turizam i ekonomski razvoj", a fokus je bio na ulozu industrije turizma kao održivog faktora ekonomskog razvoja, regionalne integracije, zajedničke ekonomije i povezanosti kroz turizam.

BALKANSKA TURISTIČKA RUTA – SNAŽAN MARKETINŠKI ALAT

- Integracija Balkana u ovim pravcima je sada veoma opipljiva. Inicijativa da se kreiraju zajedničke regionalne turističke rute pokrenuta je na sastanku ministara EU, zapadnog Balkana i Turske, zaduženih za turizam. O ovoj ideji se pričalo i na sastanku u Sofiji u maju. Dogovoreno je da će Balkanske turističke rute ujediniti UNESCO lokalitete i postepeno se proširiti na druge znamenitosti. To je snažan marketinški alat za promociju regiona Balkana na tržištima Azije, severne i južne Amerike.

Kao implementaciju prioriteta „Digitalna ekonomija i veštine budućnosti“ organizovali smo međunarodni okrugli sto "Turizam i digitalna transformacija" i održana međunarodna konferencija o važnosti kulturnog turizma u našoj staroj prestonici Veliko Tarnovo, jer je kulturni turizam važan element ako želite da postanete vodeća evropska turistička destinacija na svetu.

● *Koju kampanju trenutno vodi vaša nacionalna turistička organizacija i pod kojim sloganom? Koji su vaši prioriteti u promociji turizma? Koliko je prepoznat turizam u Bugarskoj?*

- Već sam napomenula da je srpsko tržište naš prioritet. Beležimo veoma dobre rezultate, ali to nije maksimum. Ne prestajemo sa aktivnim radom na privlačenju više turista iz susednih zemalja, zbližavanju regiona i istraživanju turističkih potencijala naših zemalja.

Razvili smo ciljane marketinške kampanje krojene prema istraživanjima i navikama srpskih turista. Implementacija integrisane kampanje u Srbiji nastaviće se do maja. Ona je započeta 2018. i uključuje eksterno, štampano i internet oglašavanje.

Njena svrha je podizanje svesti o Bugarskoj kao zemlji sa mogućnostima za boravak tokom letnjih i zimskih praznika, sa



Significant in this direction is the fact that the Serbian market shows a steady growth of 37% for the period 2011-2016.

GOAL: MORE INVESTMENTS ORIENTED TOWARDS HIGH QUALITY SERVICES

● *The tourism sector in Bulgaria is flourishing. How much does your government invest in tourism? Has the EU membership of Bulgaria contributed to the development of tourism and do you think that Serbia would benefit from this type of experience?*

- Tourism is a strategic sector for the Bulgarian economy with nearly 12 percent share of Gross Domestic Product together with its branches and the creation of the independent Ministry of Tourism at the end of 2014 was a logical result. For the past three years, the sector has reported record outcomes in the history of tourism statistics in Bulgaria, which are steadily building on both the number of foreign visitors and revenues from international tourism.

Among the important preconditions for this growth are the steps to promote connectivity and infrastructure - priority areas of the Bulgarian government and key policies during the three terms of office of the Prime Minister of Bulgaria Boyko Borisov. They are also leaders in tourism sector policy.

In the first half of 2018, after 10 years of membership in the European Union, Bulgaria had the privilege to chair the EU Council for the first time. During this period our country was one of the first Member States to place tourism in the focus of the European agenda and organized a series of high-level events related to the sustainable development of the sector.

In Bulgaria over the last few years, the growth in the number of international tourists (an average of 8-10%) exceeds the growth of accommodation capacity. That is why, as an administration, we have



starom kulturom bogatom istorijskim i arhitektonskim spomenicima, sa prirodnim izvorima i prelepom očuvanom prirodom. Naša zemlja je destinacija koja nudi sigurnost i mir svojim gostima, što je veoma važan faktor za održivi rast turističkih kretanja.

Ciljna grupa koja je targetirana ovom kampanjom su porodice sa decom, mladi, turoperatori i turisti iz trećih zemalja. Do sada su odštampane brojne publikacije a planirali smo da marketinške informacije objavimo i ove godine. Postavićemo i bilborde, fokusirane na zimsku i letnju sezonu, u Beogradu i Novom Sadu, od februara do marta. Očekujemo da će to imati pozitivan efekat, kao i kampanja koja je bila tokom oktobra i novembra 2018.

Planirali smo i internet kampanju koja će biti primenjena putem raznih kanala - baneri, Facebook, Youtube oglašavanje, HTTPool video mreža...

PLOVDIV – EVROPSKA PRESTONICA KULTURE U 2019.

● *U 2019. najstariji grad u zemlji – Plovdiv proglašen je za jednu od dve Evropske prestonice kulture. Koliko će ova nominacija pomoći gradu i turizmu?*

- Izbor Plovdiva – najstarijeg živog grada ne samo u Bugarskoj, već i u Evropi, za Evropsku prestonicu kulture u velikoj konkurenciji. ekskluzivno je priznanje ne samo za grad, već i za kulturno nasleđe naše zemlje.

Ove godine ponudićemo više od 500 tematskih događaja i to će biti još jedan način da promovišemo ogromne potencijale Bugarske kao celogodišnje destinacije za kulturni i istorijski turizam. Ova inicijativa je mogućnost da prikažemo mnogo drugih vrsta specilizovane turističke ponude, visokokvalitetne i konkurentne. Očekujemo da će 2 miliona ljudi posetiti

set the goal of attracting more investments oriented towards high quality services in tourism and partnership with prestigious world brands in the hotel and restaurant industry.

We are making serious efforts to attract investments in the hotel infrastructure for high-level guests not only in the most popular summer and winter resorts of Bulgaria, but also in the balneo, spa and health, cultural, gourmet, golf and many other types of tourism. These ideas were presented at various forums within the Presidency.

In February a meeting of tourism Ministers of the EU Member States was organized in Sofia, combined with the high-level conference "Tourism and Economic Growth". They focused on the role of the tourism industry as a sustainable factor for economic growth, regional integration, shared economy and connectivity through travel.

BALKAN TOURIST ROUTE – STRONG MARKETING TOOL

- The integration of the Balkans in these directions is now truly tangible. The initiative to create a common regional tourist route was launched at the meeting of Ministers from the EU, the Western Balkans and Turkey, responsible for tourism. The idea was discussed at a meeting in Sofia in early May. It was agreed that the Balkan tourist route would unite UNESCO sites and gradually expand with other landmarks. This is a strong marketing tool for promoting the Balkan region in markets in Asia, North and South America.

In the implementation of the Digital Economy and Skills of the Future priority, we organized an international round table "Tourism and Digital Transformation" and an international conference on the importance of cultural tourism was held in our old capital Veliko Tarnovo, as the cultural tourism is an important element for establishing Europe as Tourist Destination No. 1 in the World.

● *What tourist campaign is leading your national tourism organization? What are the priorities in the promotion of tourism? How is tourism in Bulgaria recognizable?*

- I have already mentioned that the Serbian market is a priority for us. We report very good results and build on them, but this is not the maximum. We do not stop working actively to attract more visitors from our western neigh-

Plovdiv kao Evropsku prestonicu, što predstavlja mnogo više od običnog turističkog prometa. U isto vreme, oni će osetiti Bugarsku kroz prirodu, folklor, tradiciju.

Program će biti veoma raznovrstan i sigurna sam da će zadovoljiti zahteve šire publike. Veliki broj medija preporučio je Plovdiv kao najinteresantnije mesto za posetu u 2019. Proteklih meseci ime grada pojavilo se na više lista trenutno najboljih turističkih destinacija, u medijima poput CNN-a, Guardian-a, MSN-a, BBC-a.

● *Kakav je turistički promet bio 2018. u Bugarskoj? Koliko se prihodovalo od turizma? Kakva su vaša očekivanja za 2019?*

- Po prvi put u istoriji ovog sektora, više od 9 miliona stranih turista posetilo je Bugarsku u 2018, blizu 9.3 miliona, sa rastom od skoro 5% u poređenju sa prethodnom godinom, prema podacima Nacionalnog statističkog instituta.

U rangiranju zemalja iz kojih nam dolazi najviše turista vodi Rumunija, zatim ide Grčka, Nemačka, Turska, Makedonija,

bour, to bring regions closer together and to explore the tourist potential of our countries.

We have developed a targeted marketing campaign tailored to the searches and habits of Serbian tourists. By May this year the implementation of the integrated communication campaign in Serbia will continue. It began in 2018 and includes external, printed and internet advertising.

Its purpose is to raise the awareness of Bulgaria as a country with opportunities for summer and winter holidays, with an ancient culture rich in historical and architectural monuments, with mineral springs and beautiful and preserved nature. Our country is a destination offering security and peace to its guests, which is an extremely important factor for the sustainable growth of tourist flows.

The audiences targeted by the campaign are families with children, youth, tour operators and foreign tourists from third countries. So far there have been printed a number of publications and we have also planned marketing information to be published this year. We planned to place billboards in Belgrade and Novi Sad between February and March. They will have a winter and summer vision. We expect this to have a positive effect, as a similar campaign has already been implemented in October - November 2018.



Rusija, Poljska. Srbija je na 8. mestu, sa više od 421.000 poseta i rastom od 7% u poređenju sa prošlom godinom.

Prihodi od međunarodnog turizma rastu još većim tempom – iznose 7.2 milijarde u periodu januar-novembar 2018. To su najnoviji podaci Narodne banke Bugarske, koje imamo u ovom trenutku. Zabeležili su rast od 6.6% u poređenju sa periodom januar-novembar u prethodnoj godini. Predviđanja za ovu godinu ukazuju na stabilnu održivost u razvoju ovog sektora.

BUGARSKA – DESTINACIJA ZA SVE SEZONE

● *Šta biste preporučili srpskim turistima da obavezno posete i dožive u vašoj zemlji?*

- Bugarska je destinacija koja svakome može da ponudi nešto atraktivno i interesantno. Više od 40.000 artefakata otkriveno je na našoj teritoriji, što nas rangira kao treću destinaciju sa evropskim kulturnim nasleđem, uz Italiju i Grčku. Najstarije obrađeno zlato nađeno je u nekropoli u Varni. Naše tračko blago poznato je u čitavom svetu.

Bogatstvima dodajem i jedinstvena prirodna svojstva – more i planinske vrhove, oko 40 planina, planinskih venaca i masiva sa odličnim uslovima za zimski i ski turizam. Tu si i mnoge pećine, jezera, kanjoni i plodne ravnice u kojima raste jedinstvena ruža od koje se pravi ulje.

Bugarska je poznata i po letnjem turizmu. Naše veliko blago su i mineralni i lekoviti izvori – drugi smo u svetu po tom blagu, posle Islanda. Istraženo je više od 1.600 izvora, koji su veoma čisti jer izvire iz velikih dubina.

Kako bi olakšalo turistima i obuhvatilo svu tu raznovrsnost, Ministarstvo turizma je razvilo brojne tematske destinacije koje su digitalizovane i dostupne na zvaničnom websajtu.

We also have planned an internet campaign that will be implemented through various channels - display banners, Facebook, Youtube targeted advertising, HTTPool video network, etc.

PLOVDIV – EUROPEAN CAPITAL OF CULTURE IN 2019

● *In 2019, the oldest city in your country – Plovdiv was proclaimed for one of the two European Capitals of Culture. How much will this nomination help in the performance of the city and tourism as a whole?*

- The choice of Plovdiv - the oldest living city not only in Bulgaria, but also in Europe, as the European capital of culture in great competition is an exclusive recognition not only for the city but also for the cultural heritage of our country.

This year we will offer over 500 thematic events and that will be another way to popularize Bulgaria's enormous potential as a year-round destination for cultural and historical tourism. The initiative is an opportunity to showcase the many other types of specialized tourism we offer, at high quality and competitive value. We expect 2 million people to visit Plovdiv as a European capital, which is much more than the usual tourist flow. At the same time, they will feel what is it Bulgaria as nature, folklore, traditions.

The program will be extremely varied and I'm sure it will satisfy the requirements of a wide audience. A number of world media recommend Plovdiv as one of the most interesting places to visit in 2019. In recent months the name of the city has appeared in a number of charts of CNN, Guardian, MSN, BBC among the best current tourism destinations.

● *What is the statistics of Bulgarian tourism in 2018? What is the monetary income from tourism? What are the expectations for 2019?*

- For the first time in the history of the sector, over 9 million foreign tourists visited Bulgaria - by 2018 they are close to 9.3 million, a growth of nearly 5% compared to the previous year, according to data from our National Statistical Institute.





Kasnije je, uz podršku eksperata i predstavnika iz ove oblasti, formirano 7 balneo i spa destinacija, koje obuhvataju 58 naselja širom zemlje, a informacije o njima su dostupne na sajtu Ministarstva.

Ljubitelji vina i gastronomskog turizma takođe imaju šta da otkriju. Bugarska ima tradiciju gajenja vinograda i proizvodnje vina. Raznovrsnost gastronomskih specijaliteta je još veća, jer svaka regija nudi drugačija jela. Ministarstvo turizma Republike Bugarske zajedno sa Ministarstvom poljoprivrede, hrane i šumarstva razvilo je projekat "Share Bulgaria", koji uključuje 12 vinsko-gastronomskih destinacija, smeštenih širom zemlje, odnosno 55 opština, oko 120 turističkih atrakcija i vrsta vina i hrane za svaki region.

Bugarska je pravo mesto za praktikovanje eko, ruralnog, lovnog, golf, avanturističkog, festivalskog i drugih vrsta turizma. Dobra infrastruktura i komunikacija su preduslov za dinamičan razvoj gradskih tura.

Velika raznovrsnost turističkih proizvoda i visok kvalitet usluga, čine Bugarsku pogodnom i atraktivnom destinacijom za putovanja i odmore tokom čitave godine.

Pozivamo vas da nas svakako posetite, ukoliko to već niste. A vi koji ste već putovali u Bugarsku, dođite ponovo – uvek možete da otkrijete nešto novo u našoj istoriji, kulturi i da doživite novo iskustvo.

Inbound tourism ranking is headed by Romania, followed by Greece, Germany, Turkey, Macedonia, Russia, Poland. Serbia is in 8th position, reaching over 421,000 visits and a 7% growth compared to the last year.

The revenues from international tourism are growing at an even more dynamic pace - they amount to BGN 7.2 billion for the period January-November 2018. These are the latest data of the Bulgarian National Bank, which we have at the moment. The reported growth was 6.6% compared to January-November a year earlier. This year's projections indicate sustained sustainability in the sector's development.

BULGARIA - A DESTINATION FOR ALL SEASONS

● *What would you recommend to Serbian tourists in all cases to see and feel when visiting your country?*

- Bulgaria is a destination that can offer everybody something attractive and interesting. More than 40,000 artefacts have been discovered on our territory, ranking us on third place among Europe's cultural heritage alongside Italy and Greece. The oldest processed gold in the world was discovered in the Varna necropolis. Our Thracian treasures are famous all over the world.

To this wealth we add the unique natural features - sea and alpine peaks, around 40 mountains, mountain ranges and massifs with excellent conditions for winter and ski tourism. Many caves, lakes, canyons, and also fertile valleys in which grows our unique oil-bearing rose.

Bulgaria is also well-known for its summer and sea tourism. Our great wealth are also the mineral springs and healing resources - we are second to this wealth after Iceland. More than 1,600 springs have been studied, which are very clean because they spring out of great depth.

To facilitate tourists and to encompass this diversity, the Ministry of Tourism has developed a number of themed destinations that are digitized and accessible from its Website.

Later, with the support of experts and representatives of the branch, 7 balneo and spa destinations were formed. They cover 58 settlements throughout the country, and information about them is available on the official website of the Ministry.

Lovers of wine and gourmet tourism also have something to discover. The country has traditions in the cultivation of vineyards and winemaking. The variety of culinary delights is even greater, with each region offering typical dishes. The Ministry of Tourism of the Republic of Bulgaria together with the Ministry of Agriculture, Food and Forests has developed the project "Share Bulgaria", which includes 12 wine-culinary destinations, located on the territory of the whole country and include 55 municipalities, nearly 120 tourist attractions and typical wine and culinary for each region.

Bulgaria is a great place for practicing eco-, rural, hunting, golf, adventure, festival and many other types of tourism. Good infrastructure and communication are a prerequisite for dynamically developing city tours.

The great variety of tourist products and the high quality of services make Bulgaria a suitable and attractive destination for trips and vacations during the four seasons.

We invite you to visit us if you have not already done so. And for those of you who have already travelled in Bulgaria, come back again – there is always something new to discover about our history, culture and new things to experience.

Author: Marko Jelić

GLAMUROZAN KAMPING

Glamping je novi način da turisti željni boravka u prirodi iskuse kampovanje, ali bez odricanja od luksuza. Glamping podrazumeva uživanje u pogledu na zadivljujuće pejzaže, odsedanje u neobičnim objektima, neretko smeštenim u prirodi, opremljenim udobnim krevetima, luksuznim kupatilima, privatnim spa centrima... Zato i ne iznenađuje sve veća popularnos ovog vida turizma.

Preveliki broj turista na destinaciji koji ugrožavaju i stanovništvo i destinaciju, i slični problemi masovnog turizma probudili su kod putnika želju za novim, drugačijim i nesvakidašnjim iskustvima, istraživanjem drugih kultura i boravkom u prirodi. Kao odgovor na potrebe tražnje pojavio se novi vid turizma, čiji je naziv zapravo fuzija reči glamur i kamping - glamping. U najkraćem, glamping se odnosi na boravak u prirodi sa svim pogodnostima koje nude moderni hoteli – udoban nameštaj, kupatila, uslužno osoblje, spa sadržaji...

KAKO JE SVE POČELO?

Iako se termin "glamping" prvi put pojavio tek 2005. godine u Engleskoj, ovakav vid putovanja koji se odnosi na odsedanje u luksuznim šatorima zapravo potiče iz 16. veka, kada je škotski grof od Etola pripremio raskošno iskustvo u šatorima u kojima se nalazio skupocen nameštaj i detalji iz njegove kuće, a sve povodom dolaska kralja Džejmsa V i njegove majke.

Mnogo godina kasnije, tačnije 1920-ih, safari u Africi postao je veoma popularan među bogatim Britancima i Amerikancima koji, iako željni

GLAMOROUS CAMPING

Glamping is the newest way for tourist eager to stay in nature to experience the great outdoors without sacrificing luxury. Glamping means enjoying the view of stunning landscapes, staying in unusual buildings, often placed in nature, equipped with comfortable beds, luxurious bathrooms, private spa centers... That's why it is not surprising that the popularity of this type of tourism is growing.





avanture, nisu bili spremni da se odreknu komfora i luksuza – od struje i kupatila do ekskluzivne hrane i pića. Tako su nastali safari kampovi koji nude različite luksuzne sadržaje: udobne kreveti, kupatila u sobama, privatne terase i ponudu vrsnih gastronomskih specijaliteta.

Ovaj trend i dalje raste, bez znakova da bi uskoro mogao da izađe iz mode. Širom sveta, pojavljuju se nove destinacije, od kojih svaka nudi nešto drugačije i posebno. Nama su najbliže one u Sloveniji gde je glamping jedan od pravaca daljeg razvoja turizma ove zemlje, a samo je pitanje vremena kada će prvi luksuzni objekti u prirodi početi da niču i u Srbiji.

OD ŠATORA DO KUĆA NA TOČKOVIMA

Opcije koje se mogu podvesti pod termin glamping ograničene su samo našom maštom. Glamping destinacije za razliku od klasičnih kampova, nude smeštaj u prelepim šatorima sa više soba, jurtama sa solarni panelima ili neobičnim apartmanima u preuređenim avionima i prikolicama, kućama na drvetu najneobičnijih oblika, uz najviši nivo personalizovane usluge od strane kuvara, sobarica, vodiča, batlera i masera. Turisti željni avanture za ovakva zadovoljstva treba da izdvoje za jednu noć od 50 hiljada do nekoliko hiljada dolara.

Safari šatori su najstarija i najtradicionalnija vrsta glamping smeštaja i najčešće su veličine klasične hotelske sobe, ako ne i veći, sa kupatilom i prigodnim nameštajem. Većina ima drveni pod,

Over-tourism and other issues of mass tourism, have awakened the desire in travelers for new, different and unusual experiences, meeting other cultures and staying in nature. In response to this demand, a new type of tourism appeared, whose name is actually a fusion of the words glamor and camping. Glamping refers to a stay in nature with all the amenities offered by modern hotels - comfortable furniture, bathrooms, service staff, spa amenities....

HOW IT ALL STARTED?

The word "glamping" first appeared in the United Kingdom in 2005. The word is new, but the concept that "glamping" connotes, that of luxurious tent-living, is not. In the 16th century, the Scottish Earl of Atholl prepared a lavish experience for the visiting King James V and his mother. He pitched lavish tents and filled them with all the provisions of his own home palace.

Many years later, in the 1920s, an African safari became "the thing to do" among wealthy Britons and Americans. But wealthy travellers, even those in search of adventure, were not willing to sacrifice comfort or luxury - from electric generators, bathrooms, private decks and gourmet cuisine.

The glamping movement is growing, and it's showing no signs of slowing down. Across the globe, you'll find incredible destinations, each offering their own unique advantages. We notice those in neighboring Slovenia, where glamping is one of the tourism strategies, so it is only a matter of time before we see these types of luxury accommodation in nature to appear.

GLAMPING – GLOBALNI TREND ZA TURISTIČKE NOMADE



električnu energiju, bežični Internet i druge pogodnosti. Šatori kao opcija za glamping javljaju se i u obliku tradicionalnih jurti, koje su karakteristične za oblast centralne Azije, naročito Mongoliju, a sastoje se od drvene kružne konstrukcije koja je prekrivena platnom, kožom ili drugim materijalima. U ponudi su i takozvani tipi – tradicionalni šatori američkih Indijanaca. Najčešće su kupastog oblika, napravljeni od životinjske kože i drvenih greda sa mogućnošću da se u njima loži vatra.

Nešto udobnija opcija je boravak u kolibama ili brvnarama smeštenim u prostorima izrazitih prirodnih karakteristika. Cena

FROM TENTS TO HOMES ON WHEELS

The options that can be deduced under the term glamping are limited only by our imagination. Glamping destinations, unlike classic campsites, offer accommodation in beautiful tents with multiple rooms, jurts with solar panels or unusual apartments in converted airplanes and trailers, tree houses of the most unusual shape with the highest level of personalized service by chefs, maidens, guides, butlers and masseurs. Tourists eager for adventure for this kind of pleasure should spend for one night from 50 to several thousand dollars.

Safari tents are arguably the oldest, most traditional type of lodging. They're usually as big as a hotel room (if not bigger), with space for beds, nightstands, a dresser and more. Many have wood floors, electricity, WiFi, and various other luxury amenities. Yurts have been used in Central Asia (particularly in Mongolian culture) and they have an expanding wooden circular frame and a cover made from felt, canvas or other material. Tipi is a conical tent primarily used by the nomadic Native American tribes. They're traditionally constructed of animal skins and wooden poles, with two adjustable smoke flaps that allow for making campfires inside.

Cabins and cottages are more cozy, quaint, and surrounded by natural beauty and there are cabins available that are as luxurious as your budget can afford. One advantage of this type of accommodation is that you can usually find options large enough to hold families of any size.





boravka zavisi od opremljenosti i sadržaja, a jedna od prednosti ovakvog vida smještaja je mogućnost da se smesti cela porodica.

Neverovatna osećaj stapanja sa prirodom nude kuće na drveću, koje osim klasičnih drvenih konstrukcija raznih oblika i veličina danas dobijaju i krajnje nesvakidašnje oblike, poput kocki od ogledala u kojima se reflektuje šuma, te izgledaju gotovo nevidljivo, do kuća u obliku ptičjih gnezda. Kuće na točkovima su još jedna atraktivna opcija, bilo da se smeštene u stare avione, automobile, prikolice ili vagone.

“Geodome” – ili objekat pod nekom vrstom kupole, je novi tip glamping smještaja, koji je 1954. patentirao američki arhitekta Buckminster Fuller. Konstrukcija kupole čini je izrazito jakom i stabilnom, omogućavajući da se na maloj površini smesti veliki unutrašnji prostor. Ovaj vid smještaja najčešće se nalazi u mestima sa jakim vetrovima, kao što je čileanska Patagonija ili sever Finske. Prethodnih godina svedoci smo novih inovativnih hotela smještenih u pećinama, ispod vode, napravljenih od soli, leda... čime pojam uživanja u prirodi i stapanja sa njom dobija jedno sasvim novo značenje.

Treehouses offer an incredible sense of immersing yourself in nature which besides the classic wooden structures of various shapes and sizes, today also receive extremely unusual shapes, such as mirror blocks in which the forest is reflected and seem almost invisible, to houses in the shape of bird nests. Wheelhouses are another attractive option, with rooms in airplanes, cars, trailers and trains.

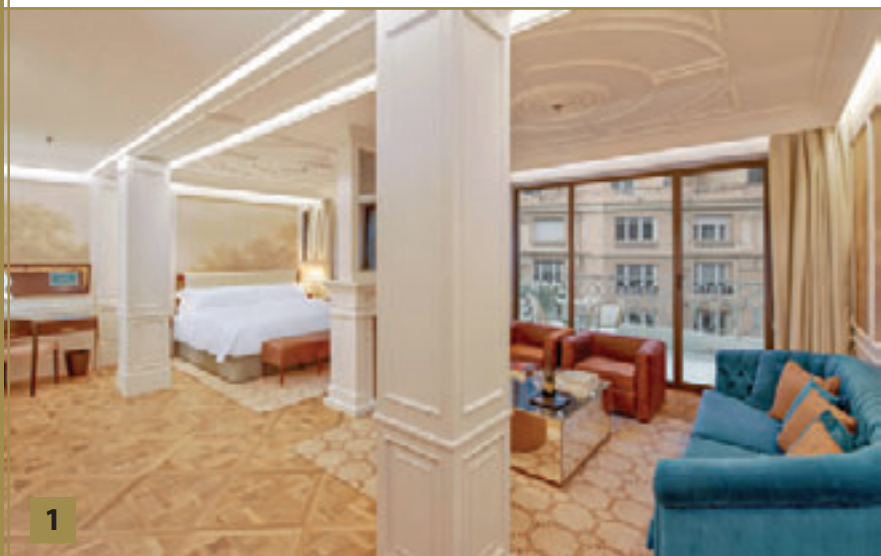
Geodomes are one of the newest types of Glamping lodging, and were patented in 1954 by American architect Buckminster Fuller. The engineering of the dome makes it extremely strong and stable, allowing for the greatest volume of space within the least surface area. This makes Geodomes a great option for housing in places with extremely high winds, such as Chilean Patagonia and Arctic Finland. Recent years have seen lodging opportunities becoming available in caves, underwater pods, ice hotels, salt hotels... making the concept of enjoying nature and merging with it to get a whole new meaning.

Marija Obradović



ZA HEDONISTE, ESTETE, VIP GOSTE ...

Ništa više ne može da ubrza puls putnika koji traži nova i nezaboravna uzbuđenja od novootvorenih hotela. Kao sveže komponovana pesma ili novorođenče oni se, naizgled niotkuda, pojavljuju i pozivaju na nova uživanja. „Turistički Svet“ vas poziva da, kroz jedinstvenu arhitekturu, zapanjujući dizajn i novu raznovrsnu gastronomiju, pređete njihov prag.



1

1. HOTEL BLESS, MADRID - ŠPANJA

Smešten u kvartu Salamanca, na korak od mnogobrojnih gradskih atrakcija, hotel Bless je otvorio svoja vrata u početkom 2019. godine. Ističe se jedinstvenim stilom, bezvremenim dizajnom, zanimljivom arhitekturom i trenutno najnaprednijom tehnologijom. Hotel sa 111 prostranih soba i apartmana pruža nova iskustva, kao što su dekoracija cveća, pogodnosti za kućne ljubimce, spavanje na bajkovitom „Blagoslovenom“ krevetu i korišćenje jedinstvenih „Kupatologijskih“ sapuna. Kulinarski užici počinju s Martinom Berazategvijem, ovenčanim Mišelin zvezdicom, koji goste hrani autentičnim i zdravim kreacijama u čijoj osnovi su baskijski korenovi.

2. HOTEL FASANO, BELO HORIZONTE - BRAZIL

Otvoren oktobra 2018. godine, hotel Fasano je kosmopolitsko utočište u užurbanom gradu Belo Horizonte. Nalazi se u kvartu Lurd, u pešačkoj zoni od gradske tržnice Mercado Central, do mnogih muzeja i destinacija kulture u ovoj oblasti. Hotel je dizajniran sa stilom i sofisticiranošću: 77 velikih soba, spa za opuštanje, fitness i biznis centri... U nagrađenom baru Baretto može se osvežiti ukusnim, stručno spremljenim, koktelima. U hotelu je otvoren prvi ugledni italijanski restoran Gero, u skladu s izvrsnom gastronomskom tradicijom hotelske porodice Fasano.

NEW HOTEL STARS IN THE WORLD

FOR HEDONISTS, AESTHETES, VIP GUESTS...

Nothing can speed up the pulse of travellers looking for new and unforgettable excitement, more than the newly opened hotels. As a freshly composed song or a newborn baby, they appear seemingly out of nowhere and introduce new pleasures. „Turistički Svet“ invites you to enter these hotels through unique architecture, amazing design and a new variety of gastronomy.



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3. HYATT CENTRIC LA ROSIERE, SAVOJA, ROZIJER – FRANCUSKA

Rozijer je skijaška francusko-italijanska oblast koja se prostire na oko 160 kilometara. Hotel Hyatt Centric la Rosiere igra na autentičnost – dekorisale su ga lokalne zanatlije. Hotel s četiri zvezdice nudi topao ambijent koji se meša sa montanjardskom tradicijom: spolja obložen tamin drvetom, u sobama sa oranž i sivom bojom. Na zidovima umetničke fotografije Filipa Roajea koje prikazuju planinarske vodiče. Šef kuhinje Reno Olivije komanduje restoranom H40 i nudi hranu koju pripremaju lokalci. Maskota hotela je slon od gvožđa. Restoran Tavola nudi francusko-italijanske specijalitete. Tu je i Summit spa – univerzum od 420 kvadrata sa saunom, hamamom, đakuzijem itd.

4. MASSIF, KURMAŽER – ITALIJA

Romantično seoce Kurmažer dobilo je decembra 2018. godine novi hotel s pet zvezdica Le Massif. Moderna alpska estetika i široki prozori nude spektakularan pogled na veličanstveni Mon Blan. Na korak od ski liftova, hotel je idealan za zaljubljenike u skijaške vratolomije, za zimsko planinarenje i pešačenje tokom leta. Epikurejci će voleti tradicionalnu planinsku hranu u glavnom restoranu i klubu Le Lodge du Massif koji zauzima ceo sprat. Alpsko odmaralište su projektovali italijanski arhitekti Fabricio Gandolfo i Inart Studio. Ukupno 78 soba i apartmana sa prirodnim materijalima, fitness centar, nekoliko restorana i barova i dečji klub u kome će mali VIP gosti uživati zajedno sa animatorima, bilo da studeluju u aktivnostima koje kombinuju učenje i igru, odmor ili užinu.

1. HOTEL BLESS, MADRID - SPAIN

Located in the Salamanca quarter, near many city attractions, Hotel Bless opened at the beginning of 2019. The hotel stands out with its unique style, timeless design, unusual architecture and latest technology. It has 111 spacious rooms and suits and offers new experiences, like flower decoration, benefits for pets, sleeping on a fairytale-like "Blessed" bed and the use of unique "Bathology" soaps. Culinary delights start with Martin Berasategui, Michelin star chef, who prepares authentic and healthy creations based on the Basque tradition.

2. HOTEL FASANO, BELO HORIZONTE – BRAZIL

Opened in October 2018, Hotel Fasano is the cosmopolitans' refuge from the busy town of Belo Horizonte. It is located in Lourdes area, in the pedestrian zone near the town market Mercado Central and many museums and cultural destinations. The hotel is designed with style and sophistication: 77 spacious rooms, spa, fitness and business centres... At the award-winning bar, Baretto, one could refresh with tasty, skillfully prepared cocktails. Gero, the first eminent Italian restaurant, is opened in the hotel, in accordance with exquisite gastronomy tradition of the Fasano hotel family.

3. HYATT CENTRIC LA ROSIERE, LA ROSIERE – FRANCE

The ski resort of La Rosiere, near the Italian border, spreads approximately 160 kilometres. Hotel Hyatt Centric la Rosiere relies on authenticity – the local craftsmen have decorated it. The 4-star hotel offers warm ambience, which is mixed with Montagnard tradition: exterior is covered in dark wood, and orange and grey colours dominate in the rooms. The artistic photographs of Philip Roaye, showing mountain guides, are hanging on the walls. Reno Olivie is the head chef at the H40 restaurant that offers food prepared by the locals. The hotel's mascot is an elephant made of grapes. La Tavola restaurant offers French-Italian specialities. There's also the Summit spa of 420 square metres, with sauna, hammam, Jacuzzi tub...

4. LE MASSIF, COURMAYEUR – ITALIA

New 5-star hotel, Le Massif, was opened in December 2018, in the romantic village of Courmayeur. The modern Alpine aesthetics and wide windows offer a spectacular view of the magnificent Mont Blanc. Located at the foot of the ski lifts, the hotel is ideal for the lovers of ski escapades, mountaineering during the winter and hiking during the summer. Fans of Epicurus will love traditional mountain food at the main restaurant and the club Le Lodge du Massif, which occupies the entire floor. Italian architects Fabricio Gandolfo and Inart Studio designed this Alpine resort. There is a total of 78 rooms and suites equipped with natural materials, a fitness centre, several restaurants and bars. Children's club is the place where young VIP guests, together with the animators, can participate in activities that combine learning and play, rest or snacks.



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5. RuMa Hotel & Residences, Kuala Lumpur – Malezija

Na hotelskom nebu, u pulsirajućem Zlatnom trouglu Kuala Lumpura, otvorio je svoja vrata RuMa Hotel & Residences. Nova moderna zgrada, na korak od poslovnog i zabavnog centra grada, ima 253 luksuzno opremljenih gostinjskih soba i apartmana. Seven Bar & Lounge smešten je u prizemlju hotela, u zimskom vrtu, promovišući moderne malezijske ukuse koristeći ih za najneverovatnije koktele, ali i za kolače, kolačiće... Hotelske sobe i apartmani su luksuzno opremljeni i mnogi imaju prekrasan pogled na čuveno nebo iznad grada.

6. Hotel Trs Coral, Kankun – Meksiko

Severno od Kankuna smestio se novembra 2018. godine hotel Trs Coral sa svojih 469 soba u stilu svetilišta, svaka s balkonom, hidromasažnim kadama i panoramskim prozorima. Pored svetlucaog bazena, spa i fitnes centra, gosti mogu da doplivaju do svog apartmana ili privatnog kluba na plaži. Mnogobrojni restorani i barovi (uključujući i sportski bar koji radi 24 sata) nude globalnu gastronomsku ponudu. A nagrađivani Chic Cabaret & Restaurant pruža impresivno iskustvo kretanja zabave kroz istoriju sveta, od pariskog Mullen Ruža, preko rokenrola iz pedesetih godina prošlog veka do popa i latino muzike.

5. RuMa Hotel & Residences, Kuala Lumpur – Malaysia

RuMa Hotel & Residences opened its doors for the first time in a vibrant Golden triangle of Kuala Lumpur. The new and modern building, near the business and entertainment centre of the city, has 253 luxury equipped rooms and suites. Seven Bar & Lounge is located on the ground floor, in the winter garden, and promotes modern Malaysian tastes using them for the most impressive cocktails, cakes, cookies... The hotel rooms and suites are luxuriously designed and many of them have a wonderful view of the famous sky above the city.

6. Hotel Trs Coral, Cancun – Mexico

Located North from Cancun, Hotel Trs Coral opened in November 2018 - with 469 rooms in the style of sanctuaries, each with the balcony, hydro massage bathtubs and a panoramic view. In addition to the luminous pool, spa and fitness centre, guests can swim to their apartment or a private beach club. Numerous restaurants and bars (including a 24-hour sports bar) offer a global gastronomic selection. Furthermore, the award-winning Chic Cabaret & Restaurant provides an impressive experience of having fun across the history of the world – from the Parisian Moulin Rouge to 50s rock'n'roll, pop and Latin music.

7. HOTEL SILVERSANDS, ST. DŽORDŽ – GRENADA

I ovaj hotel na ostrvu Grenada otvoren je novembra 2018. godine. Intimno luksuzno odmaralište nalazi se na više od sedam stotina metara od obale mora. Svaka od 52 sobe, zapanjujuće interesantnog tradicionalnog dizajna, okrenuta je ka moru. Gosti mogu da uživaju u Spa Silversands koja se nalazi pored najdužeg infinity bazena u Karibima ili da probude svoj endorfin isprobavajući čokoladu na jednoj od plantaža kaka koja Grenada obiluje. Restoran Asiatique nudi lokalnu hranu, kao i rum koji se pijuca u baru Puro.

8. HOTEL LUMIARES & SPA, LISABON – PORTUGALIJA

Istorijski kvart Bairro Alto i u njemu butik hotel Lumières & Spa, zaokružuju vibrirajući život Lisabona. Usred ove buke, između barova, restorana i otvorenih žutih tramvaja, rodio se decembra 2018. godine hotel sa 53 apartmana, od 35 do 120 kvadrata. Vlasništvo je hotelske grupe Bomporto Hotels, specijalizovane za pretvaranje lepih istorijskih zgrada u hotele. Ova zgrada, koja je pripadala grofovima Lumières, datira iz XVII veka. Iz tog vremena sačuvano je veliko stepenište, dok ostali savremeni prostor nadgleda kreativni direktor Sam Louri.

9. USKORO: CR7

Najnovija vest je da će fudbaler Kristijano Ronaldo nastaviti sa izgradnjom novih hotela CR7, zajedno s grupom Pestana sa kojom je do sada otvorio već nekoliko hotela. Ovog leta biće otvoren CR7 sa 185 soba u Njujorku, na Tajms skveru, u Madridu sa 164, isto koliko i u hotelu CR7 u Marakešu, a 2021. godine u Parizu, na levoj obali reke Sene, CR7 imaće 185 soba. Kristijano Ronaldo je vlasnik 50 odsto svih hotela, dok je Pestana odgovorna za hotelski menadžment.



7. HOTEL SILVERSANDS, ST. GEORGE – GRENADA

This hotel was opened in Granada in November 2018, as well. The intimate luxury resort is located at more than seven hundred meters from the seashore. Each of the 52 rooms of the stunningly interesting traditional design is facing the sea. Guests can enjoy Spa Silversands, located next to the longest infinity pool in the Caribbean, or awaken their endorphins by trying chocolate on one of the cocoa plantations that Grenada abounds with. The Asiatique Restaurant offers local food and rum that you can sip at the Puro bar.

8. HOTEL LUMIARES & SPA, LISBON – PORTUGAL

The historic area Bairro Alto and the boutique hotel Lumières & Spa round up the vibrating life of Lisbon. In the midst of this noise, between bars, restaurants and open yellow trams, the hotel with 53 suits was opened in December 2018 by the hotel group Bomporto Hotels, specialized in transforming beautiful historic buildings into hotels. This building, which belonged to the counts of Lumières, dates back to the 17th century. From that time a large staircase has been preserved, while the rest of the contemporary space is supervised by the creative director Sam Louri.

9. SOON: CR7

The latest news is that Cristiano Ronaldo will continue the construction of the new CR7 hotel, together with the Pestana group with which he has already opened several hotels. This year CR7 will be equipped with 185 rooms in New York and Times Square, and with 164 rooms in Madrid, the same as the CR7 hotel in Marrakech. The CR7 will have 185 rooms when it opens in Paris, on the left bank of the Sena River, in 2021. Cristiano Ronaldo owns 50 percent of all hotels, while Pestana is responsible for the hotel management.

Author: Jelena Kaličanin



SVETILIŠTE ZIMSKIH SPORTOVA

Kada je Sami Lama, hotelijer treće generacije u svojoj porodici, rešio da u švajcarskim Alpima podigne luksuzni eko hotel, znalo se da će to biti nešto neuobičajeno. Za njega, tradicionalne drvene grede i krovovi u luksuznom mestu Kran-Montana, nisu dolazili u obzir. Zato je izabrao staru, napuštenu zgradu nekadašnje žičare, na visini od 2.112 m i od nje napravio hotel „Šetceron“.

Čitavih šest godina bilo je potrebno Samiju Lami, hotelijeru treće generacije u porodici Lama, da uz veliku podršku lokalne zajednice dobije dozvolu da napuštenu zgradu stare švajcarske žičare pretvori u hotel "Šetceron". Detaljan plan pripremio je grad Lens, zadužen za dozvolu za promenu namene zgrade, pod uslovom da se ne menja njen volumen.

NEKAD...

Za razliku od drugih hotela u ovom delu Švajcarske, hotelu "Šetceron", okruženom gustim četinarima, gotovo je nemoguće prići, bar ne na uobičajeni način – automobilom ili autobusom. Ipak, na radost avanturista, do hotela se može doći pešice, biciklom, skijama ili motornim vozilom za sneg. Za njih je ovo pravi način prilaska svetilištu zimskih sportova.

Zajedno sa arhitektama iz biroa "Actescollectifs" iz Lozane, Lama je stvorio mesto koje, moglo bi se reći, odaje počast industrijskom sjaju izvorne strukture, istovremeno dajući osećaj topline i udobnosti zajedno sa okolnim divljim pejzažom. Zaista je prava milina gledati čistotu ravnih linija i kamen za razliku od davno izgrađenih planinskih kuća u Kran – Montani, čije su fasade postale veoma sumorne. Na njima su zatvoreni šaloni, a uske prepoznatljive terase su bez cveća. Lokalni stanovnici su mi objasnili da su mnogobrojne planinske kuće i hotele ovde kupili stranci sa istoka, koji ih vrlo retko obilaze. Da li zbog zauzetosti poslom ili zato što su kuće bile samo dobra prilika za ulaganje novca – ko će znati... Tek, oni ne dolaze.

Zato se zidaju ili adaptiraju novi hoteli u Švajcarskoj u geometrijskom stilu ravnih linija, a koristi se uglavnom samo kamen. Treba znati da se nekada, po zakonu, svaka planinska kuća u ovoj zemlji gradila tako što je korišćeno dve trećine drveta a samo trećina kamena.



WINTER SPORTS' SANCTUARY

When Samy Lama, a hotelier of the third generation in his family, decided to open a luxury eco-hotel in the Swiss Alps, everybody knew that this would be something unusual. For him, traditional wooden beams and roofs in the luxury Crans-Montana, were out of the question. Therefore, he chose an old, deserted building of a former cable car station, at 2.112 meters above sea-level and transformed it into hotel Chetzeron.

With the great support of the local community, it took six years for Samy Lama, a hotelier of the third generation in the Lama family, to get a license to transform a deserted building of the old Swiss cable car station into hotel Chetzeron. The detailed plan was prepared by the town of Lens, in charge of a permit to change the purpose of the building, provided that its volume does not change.

ONCE...

Unlike other hotels in this part of Switzerland, it is almost impossible to get to hotel Chetzeron, surrounded by the thick wood of conifers, at least not in the usual ways – by car or bus. However, to the delight of those adventurous, the hotel can be reached by foot, bike, skies or snow motor vehicles. For them, this is the right way to access the sanctuary of winter sports.

Together with architects of the "Actescollectifs" office in Lausanne, Lama created a place that, one might say, honours industrial gloss of the original structure, at the same time giving a feeling of warmth and comfort along with the surrounding wild landscape. It is indeed a true pleasure to watch the purity of straight lines and stone as opposed to mountain houses built long time ago in Crans-Montana, which facades have become very gloomy. They have closed blinds, and their recognizable narrow terraces are without flowers. Local residents explained to me that many mountain lodges and hotels here were bought by foreigners from the east, who rarely visit them. Whether because they are busy doing business or because the houses were just a good opportunity to invest money – who would know... They just don't come.

That is why new hotels in Switzerland are built or adapted in the geometric style of straight lines, and stone is mostly being used. It should be known that once, according to the law, every mountain house in this country was built by using two-thirds of wood and only a third of stone.



ŠVAJCARSKA: PLANINSKI HOTELI HOTEL „ŠETCERON“

...I SAD

Bilo kako bilo, nekadašnji deo žičare odakle su polazile i vraćale se kabine, postao je centralno mesto hotela i sada u potpunosti prekriveno staklom, tako da svetlost prodire duboko u ovaj prostor i omogućava sjajan pogled na dolinu reke Rone i moćne vrhove Maternhorn i Mon Blan.

Veliki otvori su urađeni od betona, a originalni zidovi od lokalnog kamena. Javni prostori su veliki i prostrani. Korišćena su načela feng šuia, te svaka od sedamnaest soba, s veličanstvenim pogledom na Alpe, nudi ušuškanost zahvaljujući plišanim materijalima i nameštaju koji jeste u alpskom, ali i u savremenom stilu. Tri spoljašnje terase na tri nivoa pored bazena s toplom vodom, upotpunju osnovne zahteve gostiju. Apartmani i sobe podeljeni su u tri grupe: tri apartmana "Junior", četiri sobe "Angel Delux" i deset soba "Vallee superieure". Tu su i dva restorana, bar s kaminom i bibliotekom, igraonica, prostor za skijaške kasete i snoubord, sala za konferencije...

Zgrada je opskrbljena najnovijim tehnologijama i energetskim materijalima zbog zaštite okoline: termički solarni paneli od 50 kvm za toplu vodu i 200 kvm fotonaponskih panela koji služe za proizvodnju električne energije neophodne za hotel i peći na

...AND NOW

Whatever the case, the former part of the cable car station, has become a central place of the hotel and now it is completely covered by glass, so the day light penetrates deep into the space and provides a great view of the River Rhône valley and mighty tops of the Matterhorn and Mont Blanc.

Large openings are made of concrete and original wall of local stone. Public spaces are big and spacious. The principals of Feng Shui are used, and each of the seventeen rooms, with the magnificent view of the Alps, offer cosiness thanks to plush materials and furniture in both Alpine and contemporary style. Three outdoor terraces on three levels next to the hot water pool complement the basic guests' needs. Suits and rooms are divided into three groups: three junior suits, four "Angel Delux" rooms and ten "Vallee superieure" rooms. There are two restaurants, a fireplace bar and a library, game room, space for ski and snowboard cassettes, conference hall...

The building is equipped with the latest technology and energy materials due to the environment protection: thermal solar panels of 50 sqm for hot water and 200 sqm photovoltaic panels which provide the electricity needed for the hotel and pellet stoves. The hotel is the winner of the "Label Minergie" award for excellent isolation, given to building owners and planners who wish for a higher level of quality, comfort and better energy usage.





pelet. Za odlično zastupljenu izolaciju hotel je dobio nagradu "Label Minergie" koja se dodeljuje vlasnicima zgrada i planerima koji žele viši nivo kvaliteta, udobnosti i bolje iskorišćenu energiju.

Vlasnici hotela "Šetceron" Sami i Napa Lama, švajcarsko-libanske nacionalnosti, i njihov tim od sedam kuvara u restoranu "Šetceron" i istoimenom baru, poverili su ishranu gostiju lokalnim kuvarima. Jer, ko bolje od njih zna da spremi njoke sa sosom od rakleta, jagnječim mesom, karamel ili šne-nokle i može da usluži i dve i dvesta osoba? Kada stigne zima, mnogi hoteli smešteni visoko u planinama se zatvaraju, ali ne i hotel "Šetceron".

Dajući novu krv ovom čarobnom švajcarskom mestu, Sami i Napa Lama stvorili su neverovatan hotel na 2.112 metara visine, zbog kojeg se svetski džet-seteri i avanturisti ozbiljno pomuču samo da ga osvoje.

The owners of hotel Chetzeron, Samy and Napa Lama, of Swiss-Lebanese nationality, and their team of seven chefs at the Chetzeron restaurant and the eponymous bar, entrusted the guest's food to local chefs. For who better than them knows how to cook gnocchi à la raclette, lamb meat, caramel or "Scheenockle" and can serve both two and two hundred people? In winter, many hotels and other accommodation facilities located high in the mountains are closed, but not hotel Chetzeron.

Giving new blood to this magical Swiss town, Samy and Napa Lama created an incredible hotel at 2.112 meters above sea-level, making world jetsetters and adventurers to work very hard in order to conquer it.

Author: **Jelena Kaličanin**
Photos: **Tomas Jančer, Nikola Sedlaček**

KRALJEVSTVO NA VRHU PLANINE

Hotel "Palas" ("Le Palace") u švajcarskom mestu Gštadu, mitsko je mesto koje već sto godina čvrsto stoji na vrhovima Saanenlanda. Nekada su ovde boravili Bil Bakli, slavni američki novinar i komentator, glumci Dejvid Niven i Rodžer Mur, violinista Jehudi Menjuhin, razne krunisane glave... U hotelu je uvek bilo elegancije, otmenosti i poštovanja... Ali dolaskom Elizabet Tejlor i Ričarda Bartona, na hotel su se sručili novinari i paparaci, a njih su pratili novokomponovani bogataši.



KINGDOM ON THE TOP OF THE MOUNTAIN

Hotel Le Palace in the Swiss town of Gstaad is a mythical place that has been standing firmly on the Saanenland's peaks for a hundred years. Bill Buckley, the famous American journalist and commentator, used to stay here, as well as actors David Niven and Roger Moore, violinist Yehudi Menuhin, many crowned heads... Elegance, stylishness and respect were always present in this hotel... But, when Elizabeth Taylor and Richard Burton appeared, many journalists and paparazzi started to orbit around the hotel, and they were followed by "nouveau riche".

Najskuplja, najprestižnija internatska škola na svetu "Le Rosey", koja je otvorena 1880. godine u Gštadu, švajcarskom planinskom mestašcu, glavni je "krivac" za slavu hotela "Palas". Naime, kada je 1911. godine hotel podignut, roditelji koji su dolazili u posetu svojoj deci, dobili su ekskluzivno mesto gde su ne samo odsedali, već imali priliku i da se međusobno upoznaju. Tako su mnogi milioneri, predsednici država, ambasadori, biznismeni... u romantičnom okruženju planinskog sela, započeli i prijateljstva i poslove. Od tada potiče mišljenje da ako nikada niste bili u lobiju hotela "Palas" – kao da nikada niste ni bili u Gštadu!

Evo kako Taki Teodorakopulos, dugogodišnji rezident u selu, novinar, plejboj, pisac, džudista, priča o životu hotela:

- Nekada su ovde boravili Bil Bakli, slavni američki novinar i komentator, glumci Dejvid Niven i Rodžer Mur, violinista Jehudi Menuhin, razne krunisane glave... slavni kompozitor Ričard Vagner, pevačica Džuli Endrjus. U hotelu je bilo elegancije, otmenosti i poštovanja. Dolaskom Elizabet Tejlor i Ričarda Bartona, sve se promenilo. Na hotel su se sručili paparaci, novinari, a njih su pratili novokomponovani bogataši. Sada je ovde Madona, ali srećom ne šeta se ulicama. Sa njima su se izgubile prave vrednosti lepog ponašanja i elegantnog oblačenja.

DRESS CODE

Da bi potkrepio svoju priču, Taki je otkrio kako je jednog dana Andrea Šerc, naslednik ovog porodičnog biznisa, u kulturnoj hotelskoj kafani "Le Grill" ugledao filmskog producenta Harvija Vajnstina bez kravate, dok mu je ispod raskopčane košulje virila

The most expensive, the most prestigious boarding school in the world, Le Rosey, opened in 1880 in the small Swiss mountain town of Gstaad, is the main responsible for the fame of Hotel Le Palace. Namely, when the hotel was built in 1911, parents who used to come to visit their children got the exclusive place to stay and the chance to meet each other, as well. Thus, many millionaires, heads of state, ambassadors, businessmen etc. had made friends and started businesses in the romantic surroundings of this mountain village. Since then, there has been a saying that if you have never been in the lobby of Hotel Le Palace – it's like you have never been to Gstaad!

Here is how Taki Theodorakopulos, a long-term village resident, journalist, playboy, writer, expert in judo, talks about the hotel's life:

- *Bill Buckley, the famous American journalist and commentator, used to stay here, as well as actors David Niven and Roger Moore, violinist Yehudi Menuhin, many crowned heads, famous composer Richard Wagner, actress and singer Julie Andrews. Elegance, stylishness and respect were always present in this hotel...* But when Elizabeth Taylor and Richard Burton appeared, many journalists and paparazzi started to orbit around the hotel, and they were followed by "nouveau riche". Today, Madonna stays at the hotel, but fortunately she doesn't go out on the streets. True values of good behaviour and elegant dressing have been lost with them.

DRESS CODE

To back up his story, Taki revealed that one day, Andrea Scherz, the successor to this family business, saw the film producer Harvey Weinstein at the famous hotel restaurant Le Grill. Weinstein had no tie and his t-shirt was sticking out underneath the unbuttoned shirt. Scherz immediately reacted and with no excuse asked





Weinstein to retire to his chambers and to return to the restaurant dressed properly.

Today, many of the heirs of former visitors continue to spend winter or summer holidays at this fairytale-like place, and as history repeats itself, their children attend above mentioned elite school, as will probably their grandchildren and great-grandchildren. Noblesse oblige! The Serbian Crown Prince Alexander II Karađorđević also attended the Le Rosey school. Even today, many of his school friends come to visit him in Belgrade.

By the way, everything started from Ernst and Silvia Scherz. Ernst was a scout, and in order to earn some pocket money he sang together with a group of boys in the village, with eyes fixed up on the fairytale-like building located above the village. That view stayed in his heart forever. Many years later, while he was working at Carlton Hotel in St. Moritz, he heard that Le Palace is looking for a hotel manager. He applied... The rest is history.

Over the decades, hotel Le Palace has undergone numerous changes, and the credit for the last one goes to Marina Nickels, interior designer. Suites at the highest, sixth floor have been renovated (room numbers end with the number 8), the combinations of colour have been changed, as well as materials and lighting... The rooms are mostly small (don't forget the hotel's age!), although some have been demolished and expanded. Some of the rooms are decorated in the Swiss rustic style, with visible beams, while others have been redecorated in a slightly modern style. The consistency in elegance and quality still remains: massive silk carpets, heavy curtains, leather sofas, tartan, chintz from India, soft beds ... Presidential and two penthouse suites are located in the towers, and the waiting list can be up to two-years-long!

The fiercest place at the hotel is the GreenGo night club, the first one in Switzerland. Its interior resembles the seventies when it was founded. Casual style, like t-shirts and wind-jackets, is tolerated.

ALPINE CHARM

Andrea Scherz remembers one of the anecdotes that often happened in the hotel where the queen of Thailand, Robbie Williams, Prince Charles, Kofi Annan, Elton John, Sofia - the queen of Spain and many others used to stay.

- Paris Hilton came one day and introduced herself by saying: Paris Hilton. I shook her hand and said: Gstaad Palace! Some people say that Elizabeth Taylor loved to sit in the hotel restaurant, because the locals sat at the same table, as well. That's how it used to be.

SWITZERLAND: MOUNTAIN HOTELS

HOTEL LE PALACE

majica. Smesta je odreagovao i bez pardona zamolio Vajnstina da se povuče u svoje odaje i pristojno obučen vrati u restoran.

Danas mnogi od naslednika nekadašnjih posetilaca i dalje zimuju ili letuju u ovom bajkovitom mestu, a kako se istorija ponavlja, danas njihova deca pohađaju pomenutu elitnu školu, kao što će to, verovatno, i njihovi unuci i prauunci. Noblesse oblige! I sam srpski prestolonaslednik Aleksandar II Karađorđević školovao se u školi "Le Rosey". I danas mnogi njegovi školski prijatelji dolaze u Beograd.

Inače, sve je počelo od Ernsta i Silvije Šerc. Ernst je bio skaut i, da bi zaradio nešto džeparca, pevao je s grupom dečaka u selu, s pogledom uprtim u bajkovito zdanje koje je nadvisivalo mesto. Taj pogled ostao mu je zauvek u srcu. Mnogo godina kasnije, dok je radio u hotelu "Karlton" u Sent Moricu čuo je da "Palas" traži upravnika hotela. Prijavio se... Ostalo je istorija.

Tokom decenija, hotel "Palas" je pretrpeo brojne promene, a za poslednju je odgovorna Marina Nikels, enterijerista. Preuređeni su apartmani na poslednjem - šestom spratu (čiji se brojevi završavaju na broj 8), izmenjena kombinacija boja, materijala, osvetljenja... Sobe su uglavnom male (ne zaboravite starost hotela!), mada su neke porušene i proširene. Neke od soba su u stilu švajcarske rustike, s vidljivim gredama, dok su druge preuređene u nešto modernijem stilu. Ali doslednost u eleganciji i kvalitetu ostaje: debeli svileni tepisi, teške draperije, kožne sofe, tartan, šinc iz Indije, meke postelje... U kulama se nalaze predsednički apartmani i dva penthousa, za koje je lista čekanja duga i po dve godine!

Najžešće mesto u hotelu je noćni klub "GreenGo", prvi u Švajcarskoj. Njegov enterijer oslikava sedamdesete godine prošlog veka, kada je i osnovan. U njemu se tolerišu majice, vindijakne, casual stil.

ALPSKI ŠARM

Andrea Šerc seća se jedne od anegdota koje se često dešavaju u hotelu u kojem su boravili tajlandska kraljica, Robi Vilijams, princ Čarls, Kofi Anan, Elton Džon, španska kraljica Sofija i ko sve još ne.

- Stigla je Paris Hilton i pruživši mi ruku predstavila se: "Paris Hilton". Pružio sam svoju i rekao: "Gštad Palas!" Kažu da je Elizabet Tejlor volela da sedi u hotelskom restoranu, jer su za istim stolom sedeli i lokalci. Tako je bilo nekad.

Hotelski cool restoran je "Fromagerie", u bukvalnom prevodu prodavnica sira, a u formalnom: mesto gde se okupljaju "lokalci" - Berni Eklestone (Formula 1), Džodž Soroš, Roman Polanski koji "oseća duboko prijateljstvo sa stanovnicima Gštada", pokojni agent 007 - Rodžer Mur koji je, posle 15 godina boravka u Sent Moricu, ovde svio svoje novo gnezdo ("zato što su Ujedinjene nacije 2007. godine u otpadnim vodama Sent Morica otkrile tragove kokaina!"). Pokojni pop pevač Majkl Džekson je, dok je bio u poseti svojoj prijateljici Elizabet Tejlor (koja je 1962. godine kupila brvnaru "Ariel"), poželeo da kupi brvnaru, čak i sam hotel. "Baš mi se dopada ovaj zamak", rekao je njegovom vlasniku Šercu. Slavni violinista Jehudi Menuhin je 1956. godine osnovao muzičke svečanosti "Les Sommets Musicaux de Gstaad". Goste su, tokom godina, zabavljali trubač Luj Armstrong i pevačica Ela Ficdžerald... a tajlandska je kraljica slušala...

Nikad dosta zabava u hotelu "Palas"!



The hotel's cool restaurant, "Fromagerie", in a literal translation – "a cheese shop", and in formal – "the place where the "locals" come" – like Bernard Charles (Formula 1), George Soros, Roman Polanski who "feels a deep friendship with the Gstaad residents", late agent 007 Roger Moore who, after 15 years of staying in St. Moritz, has settled there ("because in 2007 the UN discovered traces of cocaine in St. Moritz's wastewater!"). While visiting Elizabeth Taylor who was his friend (and who in 1962 bought the cottage Ariel), late pop music singer Michael Jackson wished to buy the cottage, and even the entire hotel. "I really like this castle", he said to its owner Scherz. In 1956, the famous violinist, Yehudi Menuhin, founded a music festival called Les Sommets Musicaux de Gstaad. Over the years, guests had been entertained by jazz musician Louis Armstrong and singer Ella Fitzgerald... while the queen of Thailand sat in the audience... There is never-ending fun at the hotel Le Palace!

Author: Jelena Kaličanin



ČARDACI

“I NA NEBU I NA ZEMLJI”

Hotelsko-apartmanski kompleks *Kraljevi čardaci SPA*, koji se Hugnezdio na Kopaoniku i to na 1.450 metara nadmorske visine, svega 2,5 km udaljen od najbliže žičare, za samo osam godina izrastao je u bajkovite čardake koji, za divno čudo, ne prestaju da rastu i da se razvijaju, čardake “i na nebu i na zemlji”.

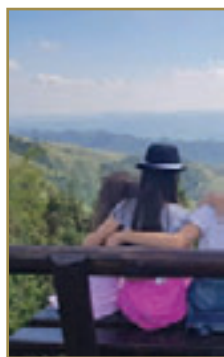
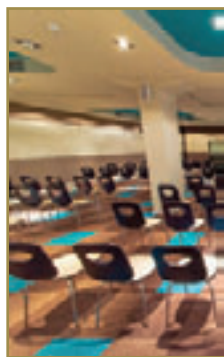
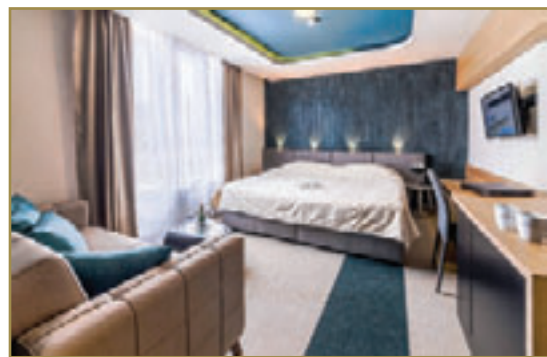
Njegov smeštajni deo čini 55 komfornih hotelskih soba i 307 moderno opremljenih apartmana, koje svake godine prati sve više sadržaja, sve bolja ponuda i sve kvalitetnija usluga. Gosti danas mogu da uživaju u različitim ambijentalnim celinama: od pansionskog i à la card restorana, kamin sale, lobi bara, pivnice, spa bara, igraonice za decu, fitness-a, do atraktivnog wellness-a i spa centra za decu i odrasle, koji se prostire na čak 1.500 kvm! U njegovom sastavu su: zatvoreni i otvoreni bazen sa jacuzzi-jem, finska i bio sauna, aroma-parno (tursko) kupatilo, hamam, slana pećina, kneipp bazen, tepidarium, sobe za masažu – zona za potpunu i savršenu relaksaciju, zona u kojoj vas “čarobnjaci” uče drevnoj veštini opuštanja i “hoda po oblacima”.

Kako su *Kraljevi čardaci SPA* – porodična priča u kojoj posebno mesto imaju porodice sa decom, ovaj kompleks je od prošle godine bogatiji za SPA Aqua park za najmlađe goste, jedinstveni u Srbiji. Kreirana je prava dečja wellness zona (za decu od dve do 12 godina), sa bebi i dečjim bazenom, toboganima i raznim drugim bazenskim atrakcijama u kojima deca mogu da uživaju bez obzira na sezonu.

I za one koji bi da spoje “business & pleasure”, *Kraljevi čardaci SPA* su idealno mesto. Za različite poslovne skupove, gostima je na raspolaganju klimatizovan, moderno opremljen kongresni centar sa 5 odvojenih celina, ukupnog kapaciteta do 500 učesnika, potpuno pokriven bežičnim internetom, kao i ceo kompleks.

Kako je ovo ipak planinski rizort, skijaši ne treba da brinu: hotel ima svoju skijašnicu i pruža uslugu rentiranja ski opreme, a ima i ski servis. Do skijališta i centra Kopaonika i nazad, hotel organizuje transfer za sve goste.

I ako ste pomislili da je zima najlepše godišnje doba u Kraljevim čardacima, treba da vidite kako izgleda leto ili, još bolje, da dođete u bilo koje vreme - sami ili s porodicom. U hotelu u kojem, zahvaljujući vlasnicima, vlada topla porodična atmosfera bez obzira na godišnje doba, svi vrlo brzo postaju – familija. I to je, iskreno, najveći kvalitet *Čardaka* i garancija da će vam, kad god zalupate na kapiju, neko drag s osmehom otvoriti vrata.



THE RESORT “BOTH IN SKY AND ON EARTH”

Kraljevi čardaci SPA resort, which is settled on Kopaonik at the altitude of 1.450 meters, just 2.5 km away from the nearest cable car, in just 8 years has grown into a fairytale setting, which continues to expand and develop - the resort “both on the sky and on earth”.

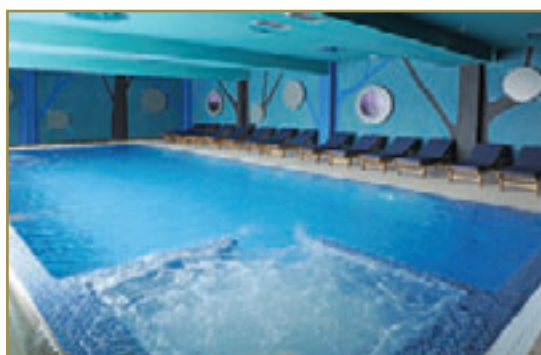
The complex has 55 spacious hotel rooms and 307 modern equipped suits, and with each year it gets new facilities, better offer and a more quality service. Guests can enjoy different areas: board and à la card restaurants, a fireplace hall, lobby bar, pub, spa bar, playground for children, fitness centre, and an attractive wellness and spa centre for children and adults, which extends to as much as 1.500 square meters! There is an indoor and an outdoor pool with a jacuzzi, as well as a Finish and bio sauna, aroma-steam (Turkish) bath, hamam, salt room, kneipp pool, tepidarium, massage rooms – the zone for a complete and ultimate tranquillity, where “wizards” teach you about the ancient skill of relaxation and “walking on the clouds”.

As *Kraljevi čardaci SPA* is family friendly location where a special place is reserved for kids and adults alike, since last year, this complex has become richer for a SPA Aqua park for children, a unique one in Serbia. A true wellness zone was created for kids aged 2 to 12 years, with a pool, slides and various water attractions for entertainment regardless of the season.

For those who would like to combine business & pleasure, *Kraljevi čardaci SPA* is the ideal place. For various business gatherings, there are modern equipped congress centres with air-condition and 5 separate areas, with the total capacity of 500 seats, completely covered by Wi-Fi, as is the whole complex.

As this is a mountain resort, skiers should not worry: the hotel has a ski storage and rents ski equipment, and has a ski service, as well. The hotel organizes transfers from and to the ski-slopes from the centre of Kopaonik.

And if you thought that winter is the most beautiful season in *Kraljevi čardaci*, you should visit it during the summer or, even better, anytime – alone or with friends and family. Thanks to the owners, the hotel has a warm, pleasant vibe regardless of the season, and everybody becomes very close and familiar in no time. And that is, honestly, the biggest quality of the resort and a guarantee that someone friendly will open the doors, whenever you come.



LJUBAV KOJA TRAJE

Arhitektura je važan faktor koji utiče na vizuelni identitet hotela, njegov imidž, ukupni doživljaj i intenzitet satisfakcije potencijalnih korisnika. Postoje smernice pri projektovanju hotela: veza sa okolinom, originalnost, red, ravnoteža, elegancija, koherencija, dizajn... Mnogi od naših arhitekata pokušali su da, držeći se ovih principa, projektuju hotele po meri čoveka. Evo najstarijih i još dobro držećih!

HOTEL KOPERNIKUS PRAG, BEOGRAD

ORIGINALNO. Ova starina od devedeset godina i dalje se ponaša kao mladić u najboljim godinama! Podignut je na imanju beogradskog advokata Radomira Milačevića, na uglu ulica Balkanske i Kraljice Natalije. Sopstvenici hotela bile su Evgenija Milačević i Natalija Marić, kćeri advokata Milačevića. Hotel je sagrađen 1929. godine po projektu arhitekta Đure Borošića, u stilu art deko. U njihovom vlasništvu hotel je ostao do 1948. god. kada ga je preuzelo Ministarstvo unutrašnjih poslova FNRJ.

Arhitektura zgrade čini spoljni izgled (omotač) hotela koji može da privuče ili odbije potencijalne kupce, bez obzira na kvalitet sadržaja. Svaki hotel ima svoje "lice" koje mora biti lepo, dobro uočljivo, privlačno, prepoznatljivo i originalno. Jedan od njih je Kopernikus Hotel Prag.

Zanimljivo je da je on jedan od retkih ugaonih hotela koji gleda na tri strane raskrsnice. Fasada je ukrašena balkonima koji se na svakom spratu razlikuju. Kada je podignut, hotel je imao četiri

A LOVE THAT LASTS

Architecture is an important factor that influences the visual identity of the hotel, its image, the overall experience and the intensity of the satisfaction of potential users. There are guidelines for the design of the hotel: connection with the environment, originality, order, balance, elegance, coherence, design ... Many of our architects tried, in keeping up with these principles, to design hotels according to the custom of man. Here are the oldest and still good keepers!

HOTEL KOPERNIKUS PRAG, BELGRADE

ORIGINAL. This ninety-year-old building still behaves like a young man in his best years! It was erected on the estate of Belgrade lawyer Radomir Milačević, on the corner of the Balkanska and Kraljice Natalije streets. The owners of the hotel were Evgenija Milačević and Natalija Marić, the daughters of lawyer Milačević. The hotel was built in 1929 according to the project of architect Đura Borošić, in the style of art deco. In their possession, the hotel remained until 1948 when it was taken over by the Ministry of Internal Affairs of the FNRJ.

The architecture of the building is an outer appearance of a hotel that can attract or reject potential buyers, regardless of the quality of the content. Each hotel has its own "face" that must be beautiful, well-seen, attractive, recognizable and original. One of them is Copernicus Hotel Prague.





sprata sa po sedam soba. Prilikom proširenja 1936. godine, na svakom spratu dozidano je još šest soba, a ujedno je dozidan i peti sprat i delimično mansarda. Na svakom spratu konstruisani su zajednički toaleti i po jedno kupatilo, što je odgovaralo standardima ondašnje hotelske arhitekture.

Danas ovaj mladić ima 82 sobe, tri konferencijske sale - Bohemia, Karlove Vari i Libuša. U otmenoj i krajnje prijatnoj atmosferi restorana hotela **Prag** gosti mogu da uživaju u ukusnim internacionalnim jelima.

HOTEL BEOGRAD, ČAČAK

RED. Dvadesetogodišnji Nemač iz Rume, industrijalac Ferdinand Kren, izgradio je i otvorio 1900. godine najstariji hotel u Srbiji – **BEOGRAD**. Svedok vremena, raznih društveno-političkih i ekonomskih uspona i padova danas obeležava 119 godina svog postojanja! Neko kaže da je hotel projekat gornjomilanovačkog okružnog inženjera Manoka koji je hotel izgradio u tada vladajućem stilu bečke secesije. Prepoznatljiv po obeležjima ovog arhitektonskog izraza, hotel je u potpunosti očuvao prvobitnu fasadu.

“U umetničkom delu, kaos mora da svetluca kroz veo reda”, kažu poznavaoци arhitekture. Simetrične zgrade su lepe, smatra Le Corbusier, jer usred očigledne nekoherentnosti prirode ili gradova, oni su mesta geometrije, oblast u kojoj praktično vlada matematika. Dovoljno je pogledati fasadu hotela BEOGRAD da bismo se složili sa ovom tvrdnjom. Oslanjanje na pravilnost i predvidivost odmara naš um.

Tokom života menjao je imena ali ne i namenu: isprva se zvao „Kren“, a posle 1945. godine hotel dobija slatko ime „Beogradčić“, a zatim „Beograd“. Vrlo brzo je postao centar

Interestingly, this hotel is one of the few that overlooks three sides of the intersection. The façade is decorated with balconies that differ on each floor. When it was erected, the hotel had four floors with seven rooms. During the expansion in 1936, there were six more rooms on each floor, and at the same time the fifth floor and a part of a mansard were added. On each floor, there were shared toilets and one bathroom, which corresponded to the standards of the hotel architecture at that time.

Today, this young man has 82 rooms, three conference rooms - Bohemia, Karlovy Vary and Libuša. In the abundant and extremely pleasant atmosphere of Prague's restaurant, guests can enjoy delicious international dishes.

HOTEL BEOGRAD, ČAČAK

ORDER. In 1900, a twenty-year-old German from Ruma, an industrialist named Ferdinand Kren, built and opened the oldest hotel in Serbia - BELGRADE. This witness of times, various socio-political and economic ups and downs, today marks 119 years of existence! Some say that this is a project by the district engineer by the name of Manoko from Gornji Milanovac, who built the hotel in the then-ruling style of the Vienna art nouveau. Recognizable by the features of this architectural expression, the hotel completely preserved its original façade.

“In the artwork, chaos must shine through the veil of the order,” architects say. Symmetrical buildings are beautiful, says Le Corbusier, because in the midst of the obvious incoherence of nature or cities, they are places of geometry, an area in which math practically rules. It is enough to look at the façade of the hotel BELGRADE in order to agree with this statement. Reliance on correctness and predictability rests our mind.

During his lifetime its name was changed but not his purpose: at first he was called "Kren", and after 1945, the hotel got a sweet

HOTELI I NJIHOVE ARHITEKTE

političkih, društvenih i ekonomskih dešavanja. Nekada su zabave bile u kafani, sa bubnjarom na sredini sale. Drvene stepenice vodile su do soba kojih danas ima 35. Arhitektura je ostala, ali se unutrašnjim rekonstrukcijama dobio dobar prostor za nova vremena.

HOTEL ZEPTER, BEOGRAD

ELEGANCIJA. U samom beogradskom centru već pet godina živi hotel ZEPTEr. Poslovni objekat na Terazijama izveden je 1931.godine. Autor, čuveni arhitekta **Đorđe Đorđević**, projektovao je „Palatu Osiguravajućeg društva Jugoslavije“. Arhitektura zgrade pripada tzv. zreлом modernizmu koji se u Beogradu formirao početkom 20. veka.

Zgradi pripada podkategorija lepote koja se može označiti kao elegancija, kvalitet koji je prisutan uvek kada arhitektonsko delo uspeva da traje sa elegancijom i snagom, a da pritom poseduje skromnost koja ipak privlači pažnju usred terazijskog vrela.

Pre pet godina izvedena je revitalizacija zgrade prema projektu arhitekta **Dušana Tešića** biroa ATD i koautorke **Dušanke Vučenović**. Ceo dizajn enterijera je suptilan i u kombinaciji luksuza i jednostavnosti - rečju, elegantan. U staroj, ali sjajno očuvanoj zgradi, s pogledom na užurbane Terazije, ovaj hotel privlači svojim modernim likom i čistim linijama. To je prvi apartmanski hotel visoke kategorije i predstavlja oazu mira, luksuza i komfora u koju je pretočena Zepeter misija zdravlja.

name "Beogradčić" (Little Belgrade) and then just "Belgrade". It quickly became the center of political, social and economic events. Sometimes the parties were held in the bar, with a drummer in the middle of the hall. Wooden stairs led to the rooms (there are 35 nowadays). Architecture has remained, but internal reconstructions made it a good place for the new times to come.

HOTEL ZEPTER, BELGRADE

ELEGANCE. In the very center of Belgrade, ZEPTEr has been living for five years. The business building on Terazije was built in 1931. The author, famous architect Đorđe Đorđević, designed the "Palace of the Insurance Society of Yugoslavia". The architecture of the building is a part of the so-called mature modernism that was founded in Belgrade in the early 20th century.

The subcategory of beauty that can be characterized as elegance belongs to this building, the quality that is always present when the architectural work succeeds in lasting elegance and





KRALJEVI ČARDACI SPA, KOPAONIK

ORIGINALNOST: *Kada je reč o projektovanju hotela neophodno je napraviti ravnotežu između osećanja avanture i osećanja „kao kod kuće“. Da bi se ostvarila različitost neophodno je težiti originalnom, autentičnom i inovativnom dizajnu hotela koj stimulise sva čula i um.*

Jedan takav hotel je hotel **KRALJEVI ČARDACI SPA** na Kopaoniku. Njegova fasada u „blagom“ bondruk stilu (vidljiv kostur od drvenih greda), podseća na stare srpske kuće. Ovakva arhitektura ukazuje na prelazni period gradnje kuće od brvnare prema savremenom graditeljstvu. Tako su vlasnici **Vesna i Milan Kostadinović** zamislili hotel, uz pomoć tima iz studija **Kon Forma**, inženjerom statičarem **Vladedom Manojlovićem** i arhitektom **Boškom Mladenom**, dok je dizajnerski deo posla pripao arhitekti **Aleksandru Aleksijeviću**. Moglo bi se reći da je kompleks apartmana i hotela zaista onakav „kakav niko drugi nema“. Projekat ovog hotela danas podseća na mali, pomalo srednjovekovni grad, koji i dalje raste: SPA deo hotela posetiocima nudi zatvoren bazen, finsku i tursku saunu, bio saunu, đakuzi, kneipp, tepidarijum, slanu pećinu, hamam, float spa kapsulu, deo za masaže, konferencijske sale...

strength, while having a modesty that still attracts attention in the middle of the well of Terazije.

Five years ago, the revitalization of the building was carried out according to the project of the architect Dušan Tešić of the ATD bureau and co-author Dušanka Vučenović. The whole interior design is subtle in the combination of luxury and simplicity – in one word – elegant. In the old, yet splendidly preserved building, overlooking the bustling Terazije, this hotel attracts with its modern character and clean lines. It is the first high-class apartment hotel and it represents an oasis of peace, luxury and comfort in which the Zepter Mission of Health is passed on.

KRALJEVI ČARDACI SPA, KOPAONIK

ORIGINALITY. *When it comes to designing a hotel, it is necessary to strike a balance between the sense of an adventure and the sense of familiarity. In order to achieve diversity, it is necessary to strive for the original, authentic and innovative design of a hotel that stimulates all senses and mind.*

One such hotel is hotel **KRALJEVI ČARDACI SPA** on Kopaonik. Its facade in the "mild" bondruk style (the skeleton of wooden beams is visible), resembles old Serbian houses. This architecture points to the transition period of building a house from a wooden cottage to a modern construction. Thus, the owners Vesna and Milan Kostadinović conceived the hotel, with the help of a team from Kon Form Stud, statistician Vlade Manojlović and architect Boško Mladen, while the design is a contribution of architect Aleksandar Aleksijević. It could be said that the complex of apartments and hotels is really "what no one else has". The project of this hotel today reminds us of a small, somewhat medieval town that is still growing: the SPA part of the hotel offers visitors an indoor swimming pool, Finnish and Turkish sauna, a bio sauna, jacuzzi, kneipp, tepidarium, salt cave, hamam, float spa capsule, massages, conference halls...

Author: Jelena Kaličanin

PERFECT PLACE FOR PERFECT EXPERIENCE

zepterhotels

Dragi prijatelji, upravo ste ušli u „Zepter svet“, ali ste naši gosti postali još onog momenta kada ste odlučili da nam poklonite svoje dragoceno vreme i provedete ga u nekom od Zepter hotela ili restorana. Zauzvrat, mi ćemo se potruditi da od prvog koraka oselite iskreno gostoprimstvo i posvećenost u svakom trenutku boravka u našim objektima. Neko će reći da to nije lako i da smo novi u hotelijerstvu, međutim, to je samo razlog više da sa nama doživite nešto sasvim novo i drugačije.

Za one sa kojima se još nismo upoznali, evo zanimljivih informacija o našoj paleti Zepter hotela sa ponudom u različitim kategorijama, za goste sa različitim afinitetima: od gradskih apart hotela do udobnih vila i banjskih zdanja.

Dear friends, you have just entered the "Zepter World", but you became our guests the moment you decided to give us your precious time and spend it in one of the Zepter hotels or restaurants. In turn, from the moment you step in, we will do our best for you to feel genuine hospitality and dedication to every moment of your stay in our facilities. Some will say this is not easy and that we are new to the hotel industry, but that's just one more reason to experience with us something completely new and different.

For those we haven't met yet, here is some interesting information about our range of the Zepter hotels of different categories, for guests with different affinities; from city hotels to comfortable villas and spa facilities.



zepterhotel
BEOGRAD



zepterhotel
VINJAZKA BANJA



zepterhotel
DUBICA - BANJA DUBICA

zepterhotel
KUPALIŠTE DUBICA



zepterhotel
PALAZA - BANJA LUKA



zepterhotel
VILA DUBICA - DUBICA



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zepterhotels

Beograd

www.zepterhotels.com



Odmorite se i opustite u superudobnom hotelu koji neguje poseban odnos prema zdraviju gostiju i nalazi se u centru grada i epicentru kulturne beogradske atmosfere. Uđite u Zepter svet, polako otkrivajući Beograd, jer je skoro sasvim izvesno da ćete mu se opet vratiti.

Have some rest and relax in a super-comfortable hotel fostering a special attitude towards health of its guests, located in the city center and the epicenter of the cultish Belgrade atmosphere. Enter the Zepter World, slowly discovering Belgrade, as it is almost certain that you will come back.



MADLENIANUM
OPERA & THEATRE

Opera i teatar MADLENIANUM osnovan je 1996. godine, kao prva privatna opera u ovom delu Evrope.

MADLENIANUM Opera and Theater was founded in 1996, as the first private opera in this part of Europe.

www.operatheatre-madlenianum.com

ME
muzej zepter



Odlukom Ministarstva kulture Republike Srbije, ova ustanova je registrovana kao prvi privatni umetnički muzej u Srbiji – MUZEJ ZEPTEP.

By the decision of the Ministry of Culture of the Republic of Serbia, this institution was registered as the first private art museum in Serbia – the ZEPTEP MUSEUM.

www.zeptermuseum.rs

PERFECT PLACE FOR PERFECT EXPERIENCE

zepterhotels

Vrnjačka Banja

www.zepterhotels.com



Jedan od najpoznatijih hotela u bivšoj Jugoslaviji (nekadašnja „Zvezda“), svojim šarmom starog gradskog, banjskog hotela u centru grada privlači brojne goste iz celog sveta već decenijama.

As one of the most famous hotels in the former Yugoslavia (the former Zvezda) with its charm of old city, spa hotel in the city center, this hotel has been attracting numerous guests from all over the world for decades.

www.zepterhotels.com

Bajina Bašta

Gradski hotel i gradska kafana, otmena oaza u zelenilu Bajine Bašte nadomak turističkih bisera, Tare i Drine.

A city hotel and a city inn, a classy oasis tucked in the greenery of Bajina Bašta, within easy reach of tourist pearls - the Tara and the Drina.



Vila Drina



Restoran Vrelo

Perućac

PERFECT PLACE FOR PERFECT EXPERIENCE

zepterhotels

Kozarska Dubica

www.zepterhotels.com



Izuzetno atraktivan hotel koji svojim gostima nudi luksuz i vrhunsku uslugu na samoj obali predivne reke Une, tik uz granicu sa Republikom Hrvatskom.

An extremely attractive hotel that offers its guests luxury and top service along the very bank of the beautiful Una River, just off the border with the Republic of Croatia.

www.zepterhotels.com

Banja Luka

Udoban i jednostavan smeštaj, u stilu pravog gradskog hotela iz zlatnih 30-tih prošlog veka, odlična je baza za upoznavanje bogatog noćnog života.

Comfortable and simple accommodation, a true city hotel from the golden 30's of the last century, is a great base for getting to know the opulent nightlife.



Jelena Nerandžić

izvršna direktorka Jump inn hotela

Rođena je u Beogradu, gde je i diplomirala na Ekonomskom fakultetu. Do 2005. godine radila je u kompaniji Delta Sport kao menadžer franšiznog zastupanja svetskih modnih brendova u Srbiji, a već 13 godina radi u kompaniji Triple Jump Group, koja je prepoznatljiva kao distributer ili franšizni partner poznatih brendova (Converse, Arena, Lindex...) za više zemalja Balkana i EU. Kada je kompanija 2012. godine, kao vlasnik sopstvenog brenda Jump inn, ušla u hotelski sektor, na inicijativu predsednika kompanije Milana Spasojevića, Jelena je postala deo preopening tima. Danas je na čelu beogradskog Jump inn hotela, koji će u martu doležiti 5 uspešnih godina od otvaranja.

DA NISTE HOTELIJER, BILI BISTE...

Trgovina je moje opredeljenje po obrazovanju. Njom sam se bavila pre nego što sam "zaplovila" u hotelijerske vode, pa bi neka vrsta trgovine uvek bila moj izbor.

KOJU ISTORIJSKU LIČNOST BISTE VOLELI DA UGOSTITE U HOTELU?

Od poznatih savremenika volela bih da ugostim Novaka Đokovića, Madonu, Džordža Klunija, a od istorijskih ličnosti Nikolu Teslu, Marilin Monro...

NA ŠTA NAJVIŠE OBRAĆATE PAŽNJU KAO GOST HOTELA?

Od kada radim u hotelu obraćam pažnju na svaki detalj. Postala sam vrlo kritična. Ali uslužno osoblje je nešto što prvo primetim i što ostavlja najjači utisak o hotelu. Čak i da postoje sitnice koje gostu mogu da upropaste boravak, zaposleni svojim stavom, uslužnošću i željom da "udovolje" gostu mogu da "izbrišu" sve što je loše.

KOJA LIČNA VEŠTINA VAS IZDVAJA OD OSTALIH HOTELIJERA?

Ne znam da li me neka veština izdvaja od kolega ili ne, ali znam šta je potrebno da bi se hotel uspešno vodio: vera u sebe, upornost, želja da se prevaziđu postignuti rezultati, dobre komunikativne i organizacione sposobnosti, sagledavanje čitavog sistema, sposobnost vođenja tima i negovanje dobre atmosfere u kolektivu.

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

Od svega po malo.

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

Najveća vrednost u poslu je znanje koje se stiče svaki dan, tim sa kojim radim, kao i poslovni kontakti. Motiviraju me dobri rezultati, zadovoljni gosti, pohvala i podrška pretpostavljenih. Privatno, najveća vrednost, motiv i ono što mi daje energiju da budem uspešna i na poslu je - moja porodica.

OD KOGA STE DOBILI NAJDRAGOCENIJU POSLOVNU LEKCIJU?

Svaki dan učim. U svoje poslovno ponašanje utkala sam roditeljsko vaspitanje i njihove lekcije, a najvrednije poslovne lekcije i savete dobijam svakodnevno od predsednika naše kompanije.

O ČEMU JOŠ UVEK SANJATE?

Ne sanjam previše, ali zato živim svoje snove.

DA IMATE VIŠE VREMENA, U ŠTA BISTE GA INVESTIRALI?

Pre svega u porodicu, putovanja, prijatelje, dodatne edukacije...

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

Verujem da i u poslu i u životu treba biti: uporan, marljiv, posvećen, konstantno učiti...

A kad bolje razmislim, moj moto je: veruj u sebe, budi uporan jer samo tako možeš da prevaziđeš i neočekivano.

Jelena Nerandžić

Executive manager at Jump Inn Hotel

She was born in Belgrade, where she graduated at the Faculty of Economics. Until 2005 she worked in Delta Sport Company as a manager of franchise representation of world fashion brands in Serbia. For the previous 13 years she has been working at the Triple Jump Group, the company known as distributor and franchise partner of famous brands (Converse, Arena, Lindex...) for many countries in the Balkans and the EU. When in 2012 the company entered the hotel business, as the owner of its brand Jump Inn, Jelena became the part of the preopening team, on the initiative of the company president Milan Spasojević. Today, she is the manager of Belgrade's Jump Inn Hotel which, in March this year, will mark the fifth anniversary since its opening.

IF YOU WERE NOT A HOTELIER, YOU WOULD BE...

Trade is my preference by education. I dealt with it before I entered the hotel business, so some kind of trade would always be my choice.

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

Among famous contemporaries I would like to host Novak Đoković, Madonna, George Clooney, and among historical figures Nikola Tesla, Marilyn Monroe...

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

Since I've began working at the hotel, I started to pay attention to every detail. I've become very judgmental. The first thing I notice is the service staff, which leaves the biggest impression about a hotel. Even if there are little things that can spoil the stay, employees can erase all the negative with their attitude, service and desire to "please" a guest.

WHICH PERSONAL SKILL SETS YOU APART FROM OTHER HOTEL MANAGERS?

I do not know if a certain skill separates me from my colleagues or not, but I know what it takes to manage a hotel successfully: self-confidence, perseverance, the desire to overcome the accomplished results, good communicative and organizational skills, perception of a system as a whole, the ability to lead a team and foster a good atmosphere in the team.

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

Little bit of everything.

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

The highest value in the business is the knowledge which is acquired every day, the team I work with, as well as business contacts. I am motivated by good results, satisfied guests, praise and support from our superiors. Personally, the highest value, motive and what gives me the energy to be successful at work is my family.

WHO GAVE YOU THE MOST VALUABLE BUSINESS LESSON?

I am learning every day. The lessons from my parental upbringing are embedded in my behavior. The most valuable business lessons and advice are the ones I receive from the president of our company on a daily basis.

WHAT ARE YOU STILL DREAMING OF?

I don't daydream too much, but I live my dreams.

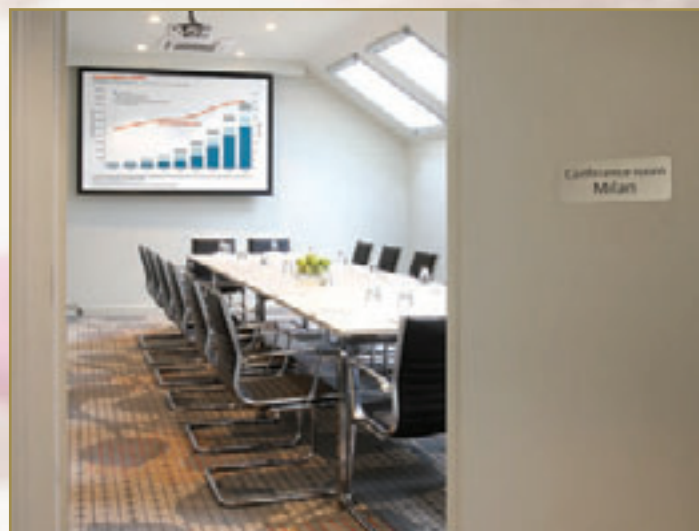
IF YOU HAD MORE TIME – WHERE WOULD YOU INVEST IT?

First of all, in my family, travelling, friends, additional education...

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

I believe that in life and business one should be: persistent, hard-working, dedicated, willing to constantly learn...

And when I think about it, my motto is: believe in yourself, be persistent, because only in this way you can overcome the unexpected.



FILOLOG U HOTELIJERSTVU

Njena ljubav prema hotelijerstvu razvijala se uz rad, uporedo sa studijama na Filološkom fakultetu. Danas je na ozbiljnoj funkciji u jednom od najlepših tek otvorenih hotela u Beogradu sa četiri zvezdice, potpuno posvećena poslu i karijeri. Rad sa zaposlenima je omiljeni deo njenih svakodnevnih aktivnosti, a stav da su samo zadovoljni radnici dobri i profitabilni – osnova je njene poslovne filozofije. Ovo je Nevena Debelica, gm beogradskog hotela AMSTERDAM.

• *Kada ste mi otkrili da ste filolog, prvo pitanje koje mi se nametnulo bilo je: Da li vaš obrazovni i poslovni „background“ podržava vašu sadašnju poslovnu poziciju? Otkud ta ljubav prema hotelijerstvu?*

- Godine 2005. upisala sam Filološki fakultet u Beogradu i te iste godine se zaposlila kao recepcioner u jednom beogradskom city hotelu, misleći da će mi to biti sezonski posao. Ispostavilo se da će mi to biti poslovno opredeljenje i velika ljubav.

Tokom svoga rada upoznala sam se sa svim aspektima hotelskog poslovanja. Ono što je univerzalno je činjenica da se uspeh gradi uz strast i posvećenost.

Svoju karijeru posvetila sam stalnom unapređenju standarda u ugostiteljstvu i nadam se da ću jednog dana većinu svojih ideja sprovesti u delo.

Da li je filolog u hotelijerstvu dobar obrazovni background, pitanje je, ali iskustvo koje sam ovih godina stekla, poslovni saradnici koji su me mnogo čemu naučili, hoteli u kojima sam radila konsalting, specijalizovani treninzi i kursevi, i na kraju dobar tim koji me godinama prati, sigurno jeste.

SVAKODNEVNO USAVRŠAVANJE

• *Kako je to biti generalni menadžeri, naročito kada si mlad? Šta je po vama najvažnije u hotelskom poslu i na vašoj poziciji?*

- Od mene umnogome zavisi uspeh poslovanja hotela Amsterdam, te se trudim da sve svoje veštine na pravi način iskoristim. Očekivanja od gm-a su uglavnom ista: povećanje prihoda, kredibiliteta hotela i kvaliteta usluga.



PHILOLOGIST IN THE HOTEL INDUSTRY

Her love for hospitality has developed while working, along with studies at the Faculty of Philology. Today, she works on a serious position in one of the most beautiful, newly opened four-star hotel in Belgrade, devoted completely to work and career. Working with employees is a favourite part of her daily activities, and the view that only satisfied employees are good and profitable - is the basis of her business philosophy. We present you Nevena Debelica, GM at the Belgrade's hotel AMSTERDAM.

Poznavanje marketinga, finansija i naprednih tehnologija, kao i određivanje prioriteta, to je ono čega nisam bila u potpunosti svesna kada sam prihvatila ovu poziciju. Ali svakakodnevno radim na svom usavršavanju i trudim se da ono što ne znam naučim, a da ono što znam još bolje savladam. I redovno se konsultujem sa kolegama koji su ceo svoj životni vek proveli u ovom poslu, te pre nego što donesem neku važnu odluku svakako potražim savet.

SAMO ZADOVOLJAN RADNIK JE DOBAR I PROFITABILAN

• *Na čemu se temelji vaš menadžerski stil? Šta je osnova vaše poslovne filozofije kada su u pitanju zaposleni, gosti i vlasnik..?*

- Obuka hotelskih radnika je moj omiljeni deo radnog dana. Volim da delim i razmenjujem stečena znanja i iskustva. Volim da motivišem i inspirišem druge ljude kao što su mene neki sjajni ljudi ranije.

Zadovoljstvo gostiju hotela je svakako najvažnije. Uvek imam na umu da mi postojimo zbog njih, te da je naš zadatak da osiguramo da svaki novi boravak bude bolji od prethodnog, a profesionalno obučeni radnici su pravi put ka tom cilju.

S druge strane, radnici čiji se zahtevi i potrebe ignorišu ne mogu da pruže svoj maksimum na poslu. To se odražava na uslugu ka gostima koji, nakon iskustva sa takvim radnicima, ostavljaju negativne kritike o hotelu.

Na pitanje može li radnik da izađe na kraj sa poslodavcem u periodu prvobitne akumulacije kapitala, odgovor bi bio: može, ali treba razviti svest tog poslodavca da su zaposleni resurs u koji treba ulagati, a ne trošak koji treba smanjiti. Po mom mišljenju, samo zadovoljan radnik je dobar i profitabilan. I to je osnova moje poslovne filozofije.

Volela bih da objedinim želje i ideje vlasnika sa znanjem i sposobnostima zaposlenih, to je jedini put da napravimo dobar rezultat. U ovom slučaju imamo sreću da su nam vlasnici vetar u leđa i velika podrška, što često u našem poslu nije slučaj.

AMSTERDAM - MIKS TRADICIONALNOG I MODERNOG

• *Da li se vi dobro osećate u svom hotelu? A gosti? Šta im se najviše dopada?*

- Svaki detalj u hotelu, od najsitnijeg do najbitnijeg, tretiramo na način kako bismo mi voleli da to doživimo. Ne želimo da budemo slični bilo kojem velikom lancu hotela, grupaciji ili individualnom hotelu, već pokušavamo da od svakog uzmemo ono što nam se najviše sviđa.

Hotel AMSTERDAM je zvanično otvoren u oktobru 2018. godine. Pored izvanredno dizajniranog Market bara i Mokum restorana, hotel ima ukupno 41 sobu i jedan predsednički apartman, 2 konferencijske sale, SPA

• *When you said you are a philologist, the first question that came to my mind was: Does your educational and business background supports your present work position? Where did this love for hospitality came from?*

- In 2005. I enrolled at the Faculty of Philology in Belgrade and in the same year started a new job as a receptionist in one hotel in Belgrade, thinking that it would be just a job for one season. It turns out to be my business orientation and great love.

During my career, I have experienced all the aspects of the hotel business. Universal is the fact that you build your success with passion and dedication.

I dedicated my career to constant improvement of standards in catering industry and I hope that one day I will realise most of my ideas.

I don't know if a philologist in hospitality is good educational background, but I am sure that it certainly is the experience I have gained over years, business associates that have taught me many things, the hotels I have worked for as a consultant, specialized trainings and courses and at least a good team that has been following me for years.

DAILY IMPROVEMENTS

• *What is it like to be a general manager, especially when you are young? What is the most important for you in hotel business and your work position?*

- The success of the Amsterdam hotel business depends largely on me, and I try to use all my skills in the right way. Expectations from GM are generally the same: increase in revenue, hotel credibility and quality of services.

Knowing marketing, finance and advanced technologies, as well as prioritizing, that's what I was not completely aware of when I accepted this position. But every day I work on my training and I try to learn what I do not know, and improve my present knowledge. And I regularly consult with colleagues who have spent their entire lifetime in this business, and before making any important decision, I certainly seek advice.

ONLY A SATISFIED EMPLOYEE IS GOOD AND PROFITABLE

• *What is your management style based on? What is the basis of your business philosophy when it comes to employees, guests and the owner?*

- Training of the employees is the favourite part of my working day. I like to give and share the acquired knowledge and experience. I like to motivate and inspire other people like some great people have inspired me earlier.

Guests satisfaction is certainly the most important. I always have in mind that we exist because of them, and that our task is to ensure that every new stay is better than the previous one, and professionally trained employees are the right path to that goal.

On the other hand, employees whose demands and needs are ignored cannot give their maximum at work. This reflects on service to guests who, after experiencing such employees, leave negative reviews about the hotel.

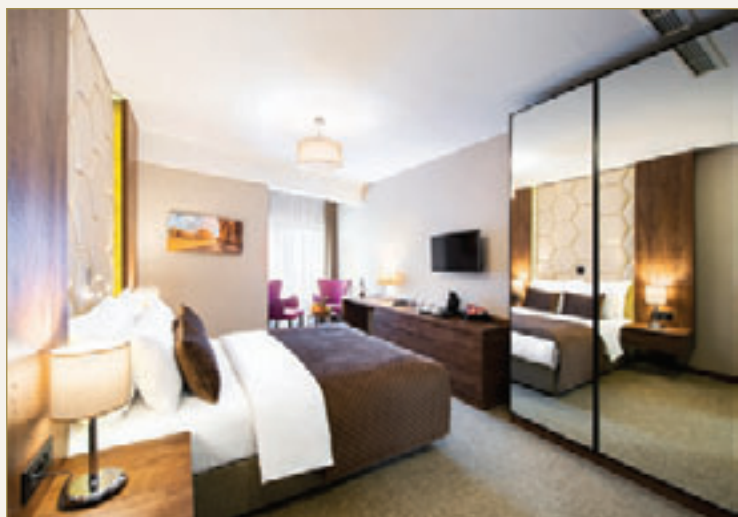
When asked if a worker can deal with an employer in the period of initial capital accumulation, the answer would be: maybe, but the employer's awareness should be developed that the employed resource is to be invested, not the cost to be reduced. In my opinion, only a satisfied worker is good and profitable. And this is the basis of my business philosophy.

I would like to consolidate the wishes and ideas of the owners with the knowledge and skills of employees, this is the only way to make a good result. In this case, we are fortunate that the owners are supportive, which isn't often a case in this industry.

AMSTERDAM – MIX OF TRADITION AND MODERN

• *Do you feel good at your hotel? And guests? What do they like most?*

INTERVJU: NEVENA DEBELICA, GM HOTELA „AMSTERDAM“



kompleks (bazen, saunu, parno kupatilo), kao i parking. Ovo je gradski hotel visoke kategorije, namenjen gostima koji žele najviši nivo usluge. U svakom detalju hotela može se videti miks tradicionalnog i modernog, koji, uz vrhunsku uslugu, ovaj hotel čini autentičnim. Gosti obožavaju naš rooftop restoran koji priča svoju priču. Pogled sa 7. sprata na Beograd i reku, potpuno nas izdvajaju i čine drugačijim.

• *I, na kraju, kako vidite hotel Amsterdam za, recimo, pet godina? Jeste li još uvek tu ili...?*

- Za pet godina vidim sebe kao generalnog direktora grupacije hotela AMSTERDAM, dakle, verujem i nadam se da je ovo tek prvi hotel koji smo postavili na noge i radujem se novim projektima i izazovima.

- Each detail in the hotel, from the smallest to the most important one, we treat in a way we would like to experience it. We do not want to be similar to any big hotel chain, group or individual hotel, but we are trying to take what we like most.

Hotel AMSTERDAM is officially opened in October 2018. In addition to the exquisitely designed Market Bar and Mokum restaurant, the hotel has a total of 41 rooms and one presidential suite, 2 conference rooms, SPA complex (swimming pool, sauna, steam bath) as well as parking. This is a high-class city hotel designed for guests who want the highest level of service. In every detail of the hotel you can see a mix of traditional and modern, which, with top service, makes this hotel authentic. Guests adore our rooftop restaurant that tells its own story. The view from the 7th floor to Belgrade and the river, completely separate us and make us different.

• *And, in the end, how do you see the hotel Amsterdam for, say, five years? Are you still there or...?*

- In five years, I see myself as the GM of hotel group AMSTERDAM, so, I believe and I hope that this is just the first hotel we opened and I am looking forward to new projects and challenges.

Author: **Ljiljana Rebronja**

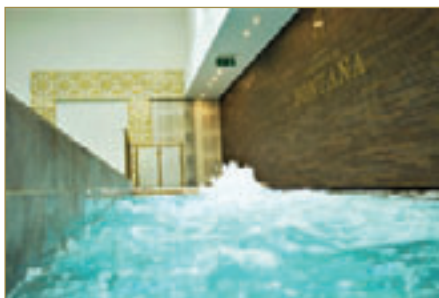
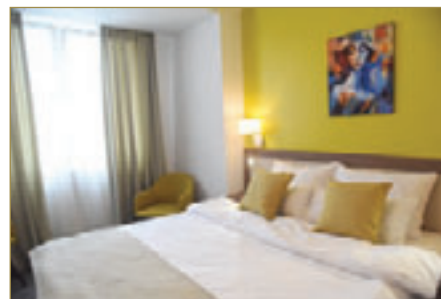


HOTEL FONTANA

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ZA USPOMENE KOJE SE DUGO PAMTE - HOTEL FONTANA VRNJAČKA BANJA!



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NOVO RUHO 60-IH

Sa sve češćom i intenzivnijom smenom modnih trendova, dizajn enterijera svake godine bude obogaćen novim trendom, koji ne mora uvek biti potpuno nov. Poslednjih godina se u modu vratilo nasleđe dizajna iz doba komunizma, kada je nameštaj bio glomazan, masivan, a zidovi oblagani drvetom. Verujem da se svi sećamo sofa presvučenih plišom, masivnih plakara koji su sluzili kao vitrine i bifei za piće. Svi ovi elementi vratili su se u prostor u novoj sofisticiranijoj formi.

Kako su nove tehnologije sve dostupnije, tako je i razvoj trendova mnogo jednostavniji a izbori veći. Nakon ekspanzije "industrijskog stila", koji je nekoliko godina harao svojom ogoljenošću, okrećemo se toplim prirodnim materijalima, drvetu, mermeru i nečemu što mnogo više naginje ka luksuzu.

Jednobojni pliš kao ulimativni "must have", pojavljuje se na elegantnim sofama, bogato tapaciranim, ali bez previše detalja, samo uz naglašen volumen i stamenu formu. Drvo ili furniri, pretežno oraha i hrasta, polirani su u visokom sjaju, čime se dodatno naglašava prirodna boja i tekstura drveta. Zidne obloge karakteristične za predsedničke kabinete 60-ih godina, ponovo dobijaju svoj šarm, uz primenu novih tehnologija i materijala u kojima se zid stapa sa vratima, pa dobijamo utisak beskonačnog prostora bez jasnih podela, uz istovremeni osećaj ušuškanosti i topline koju ovakav tretman enterijera ostavlja. Vrata sa masivnim štokovima su nešto što će svaki, a pogotovo javni prostor,

HOTEL INTERIOR DESIGN: TRENDS

COMEBACK OF THE 60s

With more often and intensive changes in fashion trends, interior design each year becomes richer for a new trend that doesn't necessarily need to be completely new. The heritage of design from the time of communism, when furniture was big, massive and walls were covered in wood, has made a comeback in the last few years. I believe that we all remember sofas covered in plush, massive closets that were used as glass cases and buffets. Once again, all these elements are a part of interior design, but in a new sophisticated form.





izdvojiti kao luksuzan i pažljivo dizajniran. Mesing se vraća na velika vrata i to je još jedan od trendova koji dolazi iz sredine prošlog veka, a koji svojim zlatnim sjajem zamenjuje do skoro modernu čeličnu bravariju.

Izuzetno je važno pratiti trendove prilikom dizajniranja restorana, kafića, hotela i objekata koji na goste i posetioce treba da ostave utisak nečeg novog i interesantnog a pritom ne biti slepo u trendu, već ostaviti snažan pečat koji neće izbledeti sa prolaznošću trenda.

Ne treba da zaboravimo da živimo u vremenu kada trend nije samo prolazna moda, već vrednost koja pokazuje luksuz, stil i mogućnosti onoga ko ga prati i u njemu uživa. Živimo u eri vizuelnog, u kojoj se kroz estetiku pokazuju emocije, opredeljenost, status... Zato ne smemo da zanemarimo njegovu važnost u dizajnu enterijera.


As new technologies become more accessible, the development of trends is much simpler and the selections are wider. After the expansion of the "industrial style", which has been present with its bareness for several years, we are turning towards warmer, natural materials, wood, marble and something that is more inclined towards luxury.

Monochrome plush, as the ultimate "must-have", is visible on the elegant sofas, richly upholstered, but without too many details - only with highlighted volume and a strong form. Wood or veneer, mostly made of walnut and oak, are polished in high gloss, making the natural colour and texture of wood more emphasized. Wall coverings, characteristic for presidential cabinets in the 60s, got their charm back, with the use of new technologies, as well as materials which make the wall merge with the door, so we get the impression of infinite space with no clear partitions, with a simultaneous sense of cosiness and warmth which is ensured by this kind of treatment. The doors with massive frames are something that will make each space, especially a public one, stand out as being luxury and designed with care. Brass makes a big comeback and this is another trend that comes from the middle of the last century, and its golden gloss replaces recently modern doors and windows made of steel. It is very important to follow trends when designing restaurants, cafés, hotels and properties that should leave an impression of something new and interesting - while not following the trend at any cost, but leaving a strong signature mark that will not fade away with the trend going out-of-date.


We must not forget that we live in a time when a trend isn't just a temporary fashion, but a value that connects luxury, style and possibilities of the one who is following it and enjoying it. We live in the visual era, in which emotions, definitions, status... are shown through aesthetics. Therefore, we should not neglect its importance in interior design, as well.

Tamara Štrbac,
dizajner enterijera / interior designer

SVETLOSNA ČAROLIJA



Svetlo je ono što oblike čini vidljivim, od postanka sveta svetlo se povezuje sa misticizmom, dobrotom, znanjem. Simbolično, ali i realno, uz pomoć svetla razaznajemo svet oko nas. U doba prvog čoveka jedino svetlo dolazilo je od sunca i nebeskih tela, kasnije i od vatre. Danas imamo na raspolaganju nebrojeno mnogo različitih tipova svetlosnih izvora, ali svetlo i rasveta i dalje igraju važnu ulogu u ljudskom poimanju stvari, pa tako i u dizajnu enterijera, s obzirom da prosečan čovek većinu svog vremena provede u zatvorenom prostoru.



“Lako je oprostiti detetu koje se plaši tame; prava tragedija u životu je kada se čovek plaši svetlosti.”
Platon

THE MAGIC OF LIGHT

Light is that what makes the forms visible, from the beginning of the world, light is connected with mysticism, goodness, knowledge. Symbolically, but also realistically, with the help of light, we unravel the world around us. At the time of the first man, only light came from the sun and celestial bodies, and later from fire, too. Today, there are countless different types of light sources available, but light and lighting still play an important role in the human understanding of things, and thus in the interior design, since the average person spends most of his time indoors.

U arhitekturi, i u enterijerima hotela, bez obzira na veštačko osvetljenje, ne bi smeli da zanemarimo značaj i ulogu prirodnog svetla. Ono oblikuje prostor i, na poseban način, stvara arhitekturu. Spoljni izgled zgrade je igra svetlosti i senke, punog i praznog. U odnosu na tipologiju prostora, projektant postavlja otvore – prozore, a količina dnevnog svetla i način osvetljenja zavisi od njihove pozicije i odnosa sa geometrijom enterijera.

Odnos dnevnog svetla i arhitekture, dizajnira isključivo arhitekta, ali kada u kontekst dodamo veštačko osvetljenje, u proces uključujemo i elektro-inženjere, ali i light-designer-e. U današnje vreme tehnologija nam pruža brojne mogućnosti, kako u estetskom i funkcionalnom smislu, tako i u smislu kontrole potrošnje energije i racionalizacije osvetljenja.

ZA UGODNU ATMOSFERU: TOPLE NUANSE

Po definicijama tipova svetla razlikujemo ambijentalno, usmereno i svetlo kao akcenat.

Ambijentalno svetlo, svetlo difuznog karaktera služi da generalno osvetli prostor. Najčešće se smešta na plafon, tako da su izvori svetla ravnomerno raspoređeni. Ne bi trebalo da stvara dramatične kontraste i senke, a dizajneri najčešće biraju svetlosni spektar koji je sličan sunčevoj svetlosti – toplo beli.

Usmereno svetlo je koncentrisano i dolazi uvek iz jednog izvora. Može biti posebno svetlo koje ima konkretnu funkcionalnu ulogu, kao što je svetlo lampe za čitanje, svetlo koje osvetljava pult zaposlenima iza recepcije ili svetlo koje osvetljava sto u restoranu. Osim toga, usmereno svetlo može da ima i čisto estetsku primenu, kao kada je usmereno da naglasi određeni objekat ili scenu, kao što je svetlo kojim osvetljavamo skulpturu, fotografiju, sliku, logotip hotela ili slično.

Svetlo kao akcenat u prostoru, takođe, samo po sebi može biti atrakcija u enterijeru. Takvi primeri su svetlosne skulpture,

in architecture, and in the interior of the hotels, regardless of artificial lighting, we should not ignore the importance and the role of natural light. It forms space and, in a special way, creates architecture. The outer appearance of a building is a game of light and shadow, of full and empty. In relation to the typology of the space, the designer sets up holes - windows, and the amount of daylight and the way of lighting depends on their position and relation with the interior geometry.

The relation of daylight and architecture is designed exclusively by an architect, but when we add artificial lighting to the context, we include electrical engineers as well as light-designers. Nowadays, technology provides many possibilities, both in aesthetic and functional sense, and in terms of controlling energy consumption and rationalizing lighting, as well.

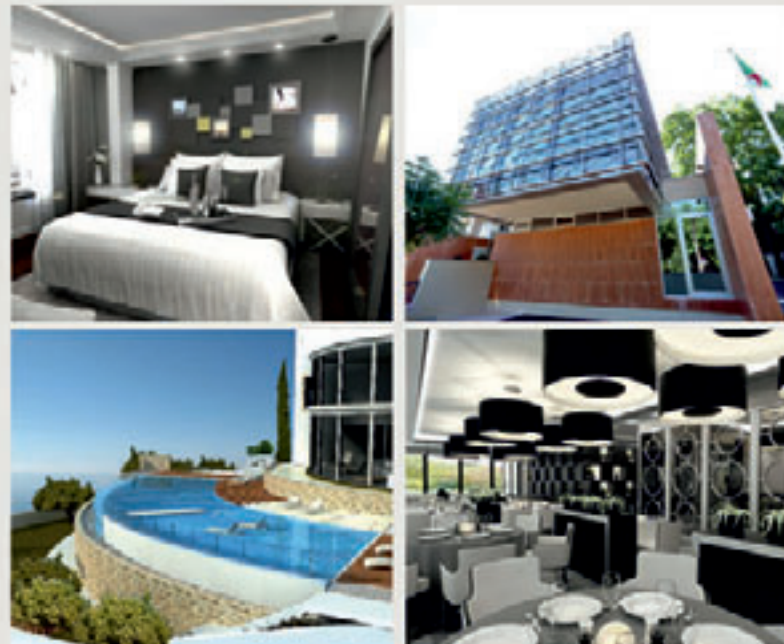
FOR A PLEASANT ATMOSPHERE: WARM SHADES

By the definition of light types, we distinguish ambient, directional and light as an accent.

An ambient light, diffused, serves to lighten the space in general. It is most often placed on the ceiling, so the light sources are evenly distributed. It should not create dramatic contrasts and shadows, and designers most often choose a light spectrum similar to the sunlight - warm white.

The directional light is concentrated and always comes from one source. It can be a special light that has a specific functional role, such as a reading lamp, a light that illuminates a desk behind the reception, or the one that lightens up a table in the restaurant. In addition, the directional light may also have a purely aesthetic application, like when it is directed to emphasize a particular object or scene, such as a light that illuminates a sculpture, photo, image, hotel logo, etc.

Light as an accent in space, too, can in itself be an attraction in the interior. Such examples are light sculptures, illumination lines of various intensities and colors, as well as lighting fixtures as



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sculptures. Frequently, in the interior of the hotel, especially in public areas such as halls and restaurants, we come across fantastic examples of chandeliers that are the main accent in the interior.

The other two types of bright, focused and light accent, according to the color spectrum and strength, can be very different, depending on the purpose and design of the interior. However, in rooms, restaurants and spa centers, interior designers usually choose warm shades of light. With such a choice, a pleasant atmosphere is created and the possibility of an error is reduced to a minimum.

SIMPLE SOLUTIONS ARE THE BEST

With the right choice and installation of lighting, the space of the hotel can be enhanced and raised to a higher level. This specific element of the interior should not be taken for granted, but should be left to the experts. Interior designers with the help of light-designers, with different methods and tools, optimize interior lighting, and with professional 3D simulations and visualizations, the investor can know in advance how the light will look in his space and whether it suits him.

Simple lighting solutions, which will not exaggerate aggressively in the interior, usually are the best, especially in rooms and bathrooms. Certainly, some dramatic accent is allowed in halls and restaurants. The flexibility and the possibility of using layered



lighting are also significant. In this way, the space can be multifunctional, or easily adapted to different guest profiles. In the same space with strong light and the inclusion of all sources of light simultaneously, we achieve the impression of a public space, we influence alertness and concentration, while by reducing the illumination we increase the sense of intimacy. Proper installation of lighting should allow the possibility of lighting combination.

Also, one should think about the diversity and use of different types of lighting and light sources in other parts of the hotel. By position, not only by type, ceiling, table, wall and floor lighting can be combined. Light sources can be built-in or superstructured, hidden, or free-standing. In this way, despite some unified or ready-made models, the quality of interior design can be affected.

RECOMMENDATION: "ECO FRIENDLY" LIGHTING

One of the general rules for lighting design in the interior is to avoid the sources of illumination at the level of human eye or on the floor, with a beam focused on the eyesight, due to the possible danger of blindness and the user's unpleasant feeling.

svetlosne trake raznih intenziteta i boja, ali i rasvetna tela kao skulpture. Neretko u enterijerima hotela, posebno u javnim delovima kao što su holovi i restorani, nailazimo na fantastične primere lusterata koji su glavni akcenat u enterijeru.

Druga dva tipa svetla, usmereno i svetlosni akcenat, po spektru boja i po jačini mogu biti veoma različita, zavisno od namene i dizajna enterijera. Ipak, u sobama, restoranu i spa centrima dizajneri enterijera se najčešće odlučuju za tople nijanse svetla. Sa takvim izborom stvara se ugodna atmosfera i mogućnost greške svodi na minimum.

JEDNOSTAVNA REŠENJA NAJBOLJA

Pravilnim izborom i ugradnjom rasvete, prostor hotela se i te kako može oplemeniti i podići na viši nivo. Ovaj specifičan element enterijera ne treba olako shvatiti, već ga treba prepustiti stručnjacima. Dizajneri enterijera uz *light-designer-e*, različitim metodama i alatima optimizuju rasvetu u enterijeru, a uz profesionalne 3d simulacije i vizuelizacije, investitor može unapred da zna kako će izgledati svetlo u njegovom objektu i da li mu to odgovara.

Jednostavna rešenja rasvete, koja neće preterano agresivno delovati u enterijeru, su najčešće i najbolja, naročito u sobama i kupatilima. Svakako je po neki dramatičan akcenat dozvoljen u holovima i restoranima.

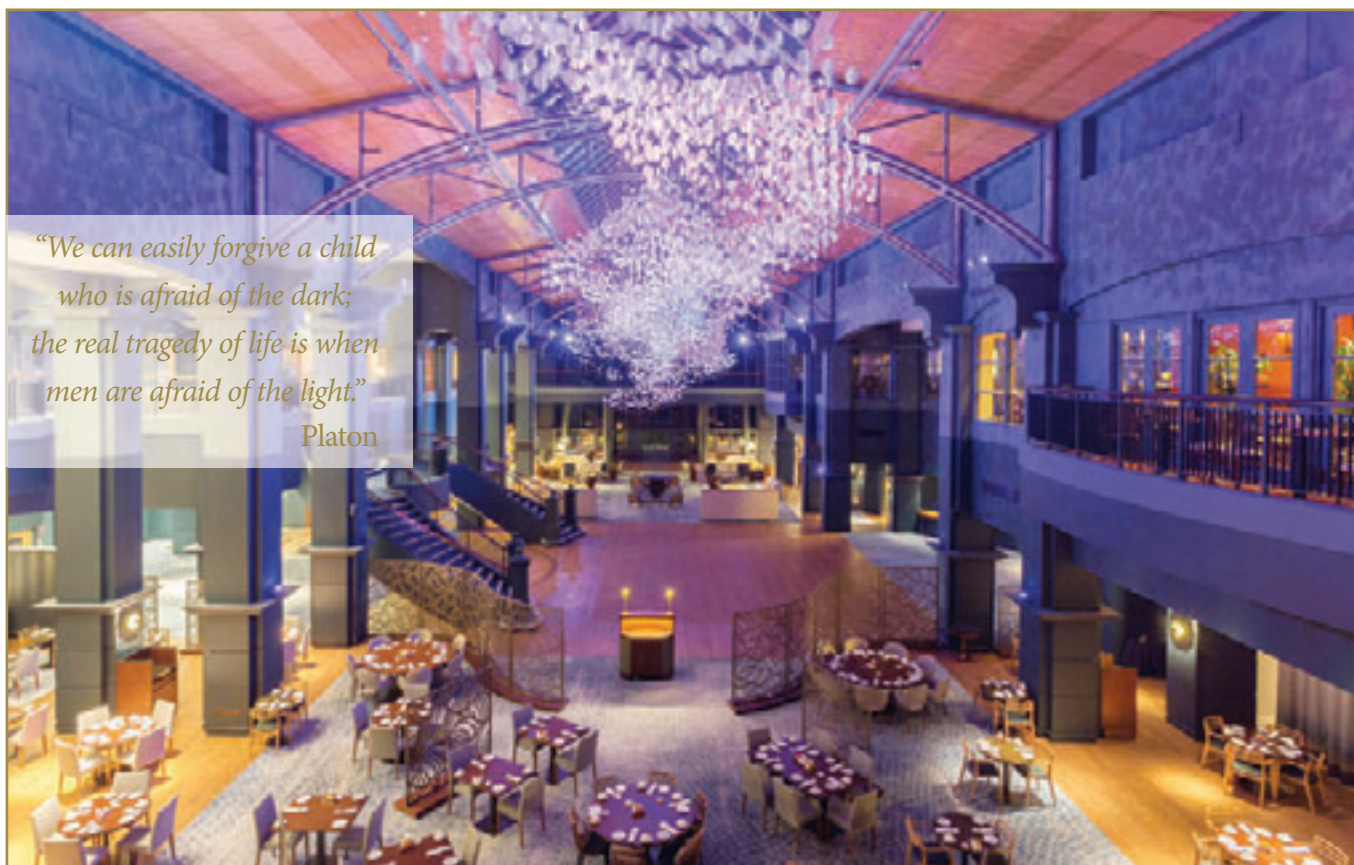
Fleksibilnost i mogućnost slojevitog korišćenja rasvete, takođe su značajni. Na taj način prostor može biti multifunkcionalan, ili se lako prilagoditi različitim profilima gostiju. U istom prostoru jakim svetlom i uključivanjem svih izvora svetla jednovremeno, postizemo utisak javnog prostora, utičemo na budnost i koncentraciju, dok, smanjenjem osvetljenja i utopljanjem dobijamo na intimnosti. Pravilnom instalacijom rasvete treba omogućiti mogućnost kombinovanja rasvete.

Takođe, treba razmišljati i o raznolikosti i korišćenju različitih tipova rasvete i svetlosnih izvora u različitim delovima hotela. Po položaju, ne samo po tipu može



With proper design and installation of lighting, it is also important to maintain it regularly, in order to avoid major failures in electrical installations or damage to the interior, but also to prevent unnecessary increase in energy consumption.

In all segments of design, installation, use and maintenance of lighting in hotels, ecological solutions should always be supported. Installing



*“We can easily forgive a child
who is afraid of the dark;
the real tragedy of life is when
men are afraid of the light.”*

Platon

se kombinovati plafonska, stona, zidna i podna rasveta. Svetlosni izvori mogu biti ugradni ili nadgradni, skriveni, ili slobodnostojeći. Na taj način, i pored nekih unificiranih ili konfekcijskih modela, može se uticati na kvalitet dizajna enterijera.

PREPORUKA: RASVETA „ECO FRIENDLY“

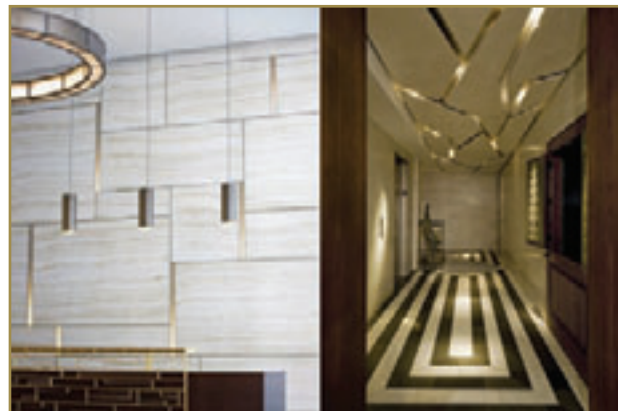
Jedno od opštih pravila kod dizajna rasvete u enterijeru jeste da treba izbegavati izvore svetla u nivou ljudskog oka ili na podu, sa snopom koji je usmeren ka pogledu, zbog mogućeg efekta zaslepljivanja i neprijatnog osećaja korisnika.

Uz dobar dizajn i pravilnu instalaciju rasvete, veoma je važno i njeno redovno održavanje, kako bi se izbegli veći kvarovi na elektroinstalacijama ili oštećenja u enterijeru, ali i sprečilo nepotrebno povećanje potrošnje energije.

U svim segmentima dizajniranja, ugradnje, korišćenja i održavanja rasvete u hotelima, uvek treba podržavati ekološka rešenja. Ugradnja LED rasvete, uštedeće 80% energije, imaće duži rok trajanja od standardne, ali će imati bolji efekat i na okruženje.

U sobama, toaletima i pomoćnim prostorijama hotela, preporučuje se korišćenje senzora za rasvetu koja se uključuje samo ukoliko je potrebno. Naprednija tehnologija pametnih zgrada omogućava i kontrolu, i uspostavljanje konstantnog nivoa osvetljenja u prostorima, senzori prepoznaju koliko je dodatnog svetla potrebno i automatski uključuju i isključuju ili dimuju izvore svetla.

Mogućnosti igre svetlom i dizajna su fantastične. Isti predmeti pod različitim osvetljenjem izgledaju drugačije. I kao što se lice u oku posmatrača pravilnim osvetljenjem može podmladiti, tako se i prostor u rukama profesionalaca može ulepšati, učiniti zanimljivijim ili prijatnijim.



LED lighting, saving 80% of energy, will have a longer lifetime than standard, but will also have a better effect on the environment.

In rooms, toilets and auxiliary rooms of the hotel, it is recommended to use a light sensor that only switches on if necessary. The advanced smart building technology allows for control, and the establishment of a constant level of illumination in the premises, the sensors recognize how much additional light is needed and automatically switch on and off or dim the light sources.

The possibilities of the game of light and design are fantastic. The same objects under different lighting look unlike. And as the face in the eye of the observer can be rejuvenated by proper illumination, so the space in the hands of professionals can beautify, make it more interesting or pleasant.

Author: **Ivana Banović Đorđević** d.i.a.



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LUKSUZNI, TEHNOLOŠKI NAPREDNI HOTELSKI KOMPLEKSI

U 2018. u Srbiji je otvoreno 28 novih hotela, dok su mnogi hoteli započeti. U 2019. s uzbuđenjem se očekuje otvaranje novih, modernih, tehnološki visokosofisticiranih hotela visoke kategorije, po svom dizajnu, opremi, sadržajima i usluzi – u skladu s svetskim trendovima u industriji. Evo nekoliko projekata na kojima se uveliko radi.

Grand hotel *Tornik Zlatibor*, jedini hotel sa 5 zvezdica na Zlatiboru, otvorio je vrata za prve goste početkom juna prošle godine. Raspolaze sa 129 smeštajnih jedinica, a gostima hotela dostupni su pansionski restoran, loby i wine bar, kao i kongresni centar na 400 kvm sa najsavremenijom tehnikom. Tu je i spa i wellness centar na 2.250 kvm! To je prvi deo grandioznog projekta *Tornik*.

Drugi deo, pod nazivom *Tornik Sky*, sa 220 soba, biće otvoren u prvoj polovini ove godine. Grandiozni kompleks *Tornik* imaće ukupno oko 40.000 kvm i biće 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

LUXURIOUS, TECHNOLOGICALLY ADVANCED HOTEL COMPLEXES

Twenty-eight new hotels were opened in Serbia in 2018, while many other are under contraction. With unhidden excitement, we are expecting the openings of new, modern, technologically highly sophisticated high-category hotels in 2019, in accordance with the global industry trends by their design, equipment, contents and service. Here are a few projects which are under construction...





igraonicu za decu i još mnogo drugih sadržaja. Panoramski lift vodi do rotacionog restorana od 650 kvm, koji je po površini – najveći na svetu (prvi sledeći ima 425 kvm), odakle može da se gleda celi Zlatibor. Taj isti lift vodi i do terase sa nezamislivim panoramskim pogledom. Restoran je izuzetno tehnički rešen: nema vibracija i apsolutno je nečujan! Kada bude gotov, biće to apsolutna atrakcija, čiji će kvalitet umeti da prepoznaju gosti koji su imali priliku da obidu najveće svetske destinacije i tornjeve sa rotirajućim restoranima.

U strogom centru Beograda, na jesen ove godine, najavljeno je otvaranje butik **Hotela Indigo**, specifičnog po tome što će enterijerom oslikavati našu lokalnu tradiciju i kulturu, "puls i ritam" prestonice. U hotel *Indigo Beograd* biće uloženo 20 miliona evra i imaće ukupno 46 smeštajnih jedinica, od čega jedan apartman, jednu sobu za osobe sa posebnim potrebama i 44 standardne sobe, podeljene u tri različita tipa, sa kvadraturama od 19 do 22 kvm. Restoran hotela Indigo nalaziće se u atrijumu i pružaće poseban užitek zbog svog specifičnog izgleda i lokalnog menija. Inicijalni koncept uradio je tim *Delta Real Estate-a*, razrada projekta je poverena

Grand hotel **Tornik Zlatibor**, the only five-star hotel in Zlatibor, was opened in June last year. It has 129 rooms, a restaurant, a lobby and a wine bar, and a congress centre of 400 m² with the latest equipment. There is also a spa and a wellness centre of 2.250 m²! This is the first part of the grand project of *Tornik*.

The other part, under the name *Tornik Sky*, with 220 rooms, is expected to open in the first half of this year. The grand complex *Tornik* will have a total of 40.000 m² and at the same time it will be the biggest hotel congress centre, not just in Serbia, but in the region, as well. There is no other hotel with such structure: grand halls, restaurants, an exquisite spa and pool area, an indoor Aqua Park and a large playroom for children and many other contents. The panoramic elevator leads to a rotating 650-square-meter restaurant, which is the largest in the world (the second is 425 square meters), from where you can see the entire Zlatibor. That same elevator leads to the terrace with unimaginable panoramic views. The restaurant is brilliantly technologically designed: there are no vibrations and it is completely silent! When finished, it will be an absolute attraction, the quality of which will be evident for the guests who had the opportunity to see the the most beautiful world destinations and towers with rotating restaurants.

NOVI HOTELI U SRBIJI U 2019

kompaniji *Centroprojekt* iz Beograda, dok projekat enterijera za hotel radi studio *Artelior* iz Zagreba. Prvi Indigo hotel otvoren je 2004. u Atlanti, a danas ih ima 64 širom sveta. Hoteli *Indigo* pripadaju grupi butik hotela, karakteriše ih nesvakidašnji i inspirativan dizajn, kao i česte promene u detaljima enterijera, umetničkim delima, muzici, mirisima...

Tokom 2017. godine, započeta je izgradnja novog beogradskog hotela **Mona Plaza**, kompanije *Mona Hotel Management*, lociran u jezgri Starog grada. Hotel kategorije 4 zvezdice, na 20.000 kv, gradi se po najsavremenijim svetskim tehnološkim rešenjima u hotelijerstvu. Njegovo otvaranje zakazano je za septembar ove godine. Gostima će biti na raspolaganju 152 smeštajne jedinice, dva restorana, fitness centar, kao i garaža na dva nivoa ispod zemlje. Kongresni kapaciteti hotela su do 1.000 osoba za različite vrste događaja i poslovne susrete.

U turističku ponudu Vrdnika krajem ove godine biće uvršten još jedan turistički kompleks pod nazivom **Fruškogorske terme**, u čijem sastavu će biti hotel sa oko 400 ležaja, deset bazena, restoran na bazenima sa 100 mesta, restoran za 290 osoba, spa i wellness centar, konferencijske sale i sve to na površini od 28.964 kv. S obzirom na izuzetnu lokaciju, budući gosti hotela, osim u bazenu,

Boutique **Hotel Indigo** will be opened in the centre of Belgrade, in the autumn of 2019. It will be specific because of the imprinted local tradition and culture in the interior, the "pulse and rhythm" of the capital. Twenty million euros will be invested in *Hotel Indigo* and it will have a total of 46 accommodation facilities, including one suite, one room for guests with disabilities and 44 standard rooms, divided into three different types, ranging from 19 to 22 square meters. The hotel's restaurant will be located in the atrium and it will offer a special experience for its distinctive look and local menu. The initial concept was done by the team of *Delta Real Estate*, the project development was entrusted to the company *Centroprojekt* from Belgrade, while the interior design was done by *Studio Artelior* from Zagreb. The first Indigo hotel was opened in 2004 in Atlanta, and there are 64 hotels worldwide. *Indigo* hotels belong to a group of boutique hotels, characterized by unusual and inspiring design, as well as frequent changes in interior details, works of art, music, scents...

The construction of a new hotel in Belgrade, **Mona Plaza**, owned by *Mona Hotel Management*, started during 2017. The 4-star hotel is located in the city centre and encompasses 20.000 m². It's being built according to the latest technological solutions in the hotel industry. Its opening is scheduled for September this year. The hotel will have 152 accommodation units, two restaurants, a fitness centre, and a two-level garage below the ground. The hotel's congress capacities are for up to 1.000 people for various types of events and business meetings.

At the end of this year, another tourist complex called **Fruškogorske terme** will be added to the tourist offer of Vrdnik. It will include a





istovremeno će moći da uživaju u imponantnom pogledu na Frušku goru.

Novosadska kompanija *Galens Invest* krajem 2017. započela je izgradnju turističkog kompleksa **Zlatiborski biser** u strogom centru Zlatibora. Završetak izgradnje ovog turističkog kompleksa na 40.000 kvm planiran je za poslednje dane 2020. godine. U okviru kompleksa nalaziće se hotel sa pet zvezdica sa 180 moderno opremljenih soba, apart hotel sa 150 smeštajnih jedinica, restorani, kao i kongresni centar sa više od 300 mesta. Spa i wellness centar imaće četiri bazena, od kojih jedan plivački, prostranu plažu sa 220 ležaljki, teretanu i mnoštvo pratećeg sadržaja na više od 3.000 kvm. Kompleks će raspolagati sa 220 parking mesta u okviru podzemne garaže na dva nivoa, a u prizemlju objekta predviđen je i poslovni prostor za iznajmljivanje.

hotel with approximately 400 beds, ten swimming pools, a restaurant by the pools with 100 seats, a restaurant for 290 persons, a spa and a wellness centre, conference halls – and all of that on the surface of 28.964 square meters. Given the extraordinary location, future guests of the hotel will enjoy the pool and the impressive view of Fruška gora, as well.

In late 2017, the company *Galens Invest* from Novi Sad started to build a tourist complex **Zlatiborski biser** in the centre of Zlatibor. The completion of the construction of this tourist complex of 40.000 square meters is planned for the end of 2020. There will be a five star hotel with 180 modern equipped rooms within the complex, as well as an apart-hotel with 150 accommodation units, restaurants, and a convention centre with more than 300 seats. The spa and wellness centre will have four swimming pools, one of which is a swimming, spacious beach with 220 deck chairs, a gym and a multitude of accompanying facilities on more than 3.000 square meters. The complex will have 220 parking spaces within the underground two-level garage, and a business renting space on the ground floor.

Author: **Nevena Vučić**

IZ BEOGRADA U - SVET!

Ekskluzivna vinska večera, u okviru globalne turneje "Château Gruaud Larose – Retrospective" koja se organizuje svake druge godine u odabranim gradovima širom sveta, održana je u Radisson Collection Hotel-u, Old Mill Belgrade...

Po prvi put u svojoj dugoj istoriji, koja seže sve do 1725. godine, menadžment poseda *Gruo Laroz* iz Bordoa predstavio je u Beogradu retrospektivni odabir vina iz izvanrednih berbi, pa su prisutni imali priliku da uživaju u vrhunskim vinima iz šest berbi: 2009, 2005, 1999, 1995, 1989, pa čak i iz 1975. godine! Flaša vina iz poslednje navedene berbe nikada nije napustila vinski podrum poseda sve do trenutka kada je Beograd izabran kao prva destinacija za retrospektivu. Svaka flaša je doneta direktno iz privatne kolekcije vina samog Šatoa.

Šefovi kuhinje hotela *Radisson Collection, Old Mill Belgrade* i somelijeri kreirali su jelovnik od pet sledova, naglašavajući ukuse svakog *Château Gruaud Larose* vina. Oni koji su imali privilegiju da budu gosti na ovom događaju, mogli su da probaju neobične,



*FROM BELGRADE
TO - THE WORLD!*

An exclusive wine dinner, as part of the "Château Gruaud Larose - Retrospective" global tour, which is organized every other year in selected cities around the world, was held at the Radisson Collection Hotel, Old Mill Belgrade...



pomalo bizarne ali svakako sofisticirane delicije, među kojima su: pralina sa junećim srcem, terin od teletine, ganache od teleće džigerice, sladoled od mozga, konfitiran smuč u hrskavom testu, kreker od tetiva, svinjski obrazi u glazuri od kostiju i drugo.

-Kako se radi o večeri na kojoj glavnu ulogu igraju vina, hrana preuzima pomoćnu ulogu isticanja pojedinih karakteristika i upotpunjavanja užitka bez nadjačavanja vina. Snažno i karakterno vino treba da prati hrana koja oplemenjuje i daje dodatnu vrednost. Sledeći sugestije i opise kolega somelijera kreirali smo meni koji je baziran na lokalnim životnim namirnicama. To daje lokalni pečat samom događaju, spajajući dva podneblja. Ovom prilikom *OMB Larder + Lounge* je spojio karakter

For the first time in its long history, dating back to 1725, the management of the property of *Gruaud Larose* from Bordeaux presented in Belgrade a retrospective selection of wines from extraordinary harvests, so the attendees had the opportunity to enjoy the top wines from six harvests: 2009, 2005, 1999, 1995, 1989, and even from the year of 1975! The bottle of wine from the last mentioned harvest never left the wine cellar until the moment Belgrade was selected as the first retrospective destination. Each bottle is made directly from the private collection of wine from Château itself.

The chefs from *Radisson Collection Hotel, Old Mill Belgrade*, with the help of sommeliers, created a five-course menu, highlighting the tastes of each *Château Gruaud Larose* wine. Those who had the privilege of being guests at this event had the opportunity to try unusual, somewhat bizarre, but certainly sophisticated delicacies, among which were: beef heart praline, veal terine, veal liver ganache, brain ice cream, perch confit on a crunchy dough, tendon cracker, glazed pork cheeks and other.



Balkana i Bordo regije - istakao je **Vanja Puškar**, kreativni lider tima kuhinje hotela *Radisson Collection, Old Mill Belgrade*.

Da 7 najekskluzivnijih flaša *Château Gruaud Larose* datira iz davne 1815. godine, saznali smo od gospodina **Nikolasa Sinoketa**, generalnog direktora *Château Gruaud Larose* i eksperta za vina, koji je za "Turistički Svet" izjavio da je stvaranje vina pravi timski rad u kojem prestanto uživa.

-Ukus i aroma vina variraju iz dana u dan i zavise od mnogo faktora. Mi ovom prilikom nudimo vina koja su stara od 10 do 40 godina! *Terroir* je ključ za uspeh, ali *terroir* nije samo zemlja, već i klima, ljudi i iskustvo. Tražimo izvrsnost u svakom koraku procesa stvaranja vina i svačiji doprinos se računa. Beograd je centar istočne Evrope. Ovo je istorijsko mesto i ljudi znaju dosta o vinu, pa je sasvim prirodno što smo našu svetsku turneju započeli ovde - izjavio je Nikolas Sinoket. - I nismo se pokajali - dodao je.

-In the case of a dinner in which the wine plays a major role, food takes on an subsidiary role in highlighting certain characteristics and completing pleasures without overcoming the wine. Strong and specific wine should be accompanied by food that refines and gives added value. The following suggestions and descriptions of somelian colleagues created a menu based on local foods. This gives the local mark on the very event, connecting the two climates. On this occasion, *OMB Larder + Lounge* has merged the nature of the Balkans and the Bordeaux region - said **Vanja Puškar**, the creative leader of the *Radisson Collection Hotel Club, Old Mill Belgrade*.

That the 7 most exclusive bottles of *Château Gruaud Larose* date back to 1815, we have learned from Mr. **Nicolas Sinoquet**, the general manager of *Château Gruaud Larose* and a wine expert, who told "The Tourist World" that making wine represents a true teamwork in which he constantly enjoys.

- The taste and aroma of wine varies day by day and depends on many factors. On this occasion we offer wines that are aged 10 to 40 years old! *Terroir* is the key to success, but *terroir* is not just the soil, but also the climate, the people and their experience. We look for excellence in every step of the process of winemaking and every contribution counts. Belgrade is the center of Eastern Europe. This is a historic place and people know a lot about wine, so it's quite natural that we started our world tour here - said Nicolas Sinoquet. - And we did not regret - he added.

Author: **Dušan Veselinović**

EVOLUCIJA SVESTI I POVRATAK PRIRODI

Eksperti predviđaju budućnost – od razvoja „lečenja prirodom“ i ulaska wellness-a u modnu industriju do novih istraživanja o vrstama meditacija i važne uloge mirisa i aroma na emocionalno zdravlje.

Istraživači Svetskog wellness instituta objavili su početkom godine izveštaj o wellness trendovima za 2019. godinu. Reč je o provokativnim novim pravcima za koje smatraju da će imati značajan uticaj na 4.2 biliona dolara vrednu svetsku wellness industriju.

1. WELLNESS MODA

Gotovo je nemoguće preterati kada je reč o nabranjanju negativnih efekata koje modna industrija ima na životnu sredinu i ljude: radnici su slabo plaćeni, tri od pet odevnih predmeta koji se kupe u istoj godini se i baci, a fabrike modne industrije emituju zapanjujuću količinu gasova koji utiču na efekat staklene bašte. Svaki deo u modnom procesu - od toga kako se odeća/obuća dizajnira, proizvodi, kupuje, održava i na kraju baca u otpad – nije dobroćudan po nas i našu okolinu. Ali 2019. godina će biti prelomna za promenu, sa novim talasom održive, etičke, inteligentnije, zdravije i inkluzivnije mode. Doći će do radikalnih inovacija u održivom tekstilu, gde će odeća i obuća biti izrađeni od recikliranih plastičnih flaša, algi, pečuraka i otpadaka od hrane, a biće i sve manja upotreba prirodnog krzna i kože. Kultura „kupi pa baci“ ustupa mesto revoluciji reciklaže: modni brendovi će nagrađivati kupce koji donesu staru garderobu, a biće i sve više internet sajtova za iznajmljivanje garderobe. Sledeća generacija „pametne,

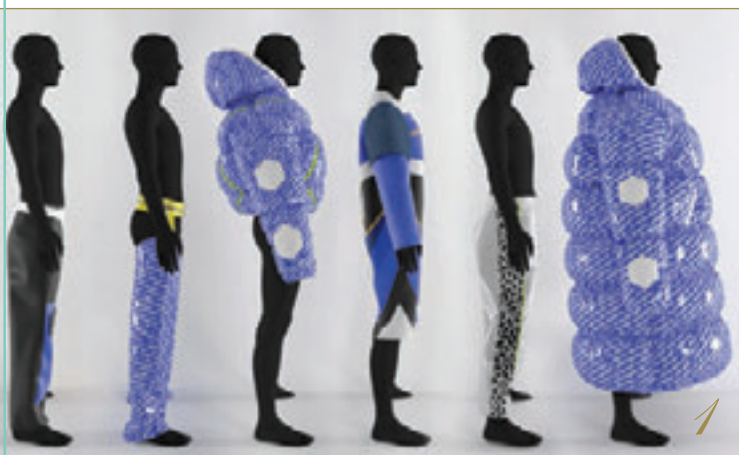


WELLNESS TRENDS FOR 2019

EVOLUTION OF CONSCIOUSNESS AND RETURN TO NATURE

Experts predict the future – from prescribing nature and wellness remaking the fashion industry to “meditation going plural” and scent playing a more dramatic role in our emotional health.

Wellness researchers from the Global Wellness Institute released their top wellness trends for 2019 —the provocative new directions they feel will have the most meaningful impact on the \$4.2 trillion global wellness industry.





3

povezane i zdrave“ garderobe koja aktivno pospešuje wellbeing onoga ko je nosi, polako ulazi na tržište. Videćemo antibakterijsku odeću koja se sama čisti, odevne komade koji sadrže kolagen i revitalizuju telo tokom dana, garderobu koja očitava vaše raspoloženje, pidžame koje vam pomažu da zaspate, kao i tkanine ispunjene Ajurvedskim medicinskim biljkama.

2. WELLNESS KAO REŠENJE ZA „OVERTURIZAM“

Overturizam (preveliki broj turista na jednoj destinaciji) je trenutno jedan od najvećih problema sa kojim se suočava turistički sektor. Problem kod porasta turističkih kretanja je u hiper-koncentraciji: gotovo polovina svih putnika ide u samo 100 destinacija širom sveta. Svi žele da vide Mona Lizu i Maču Pikču, Ginzu u Tokiju i kanale u Veneciji... Šteta koja nastaje na infrastrukturi i prirodnoj sredini ovih destinacija (kao i njihovih stanovnika) je veliki wellness problem: od zagađivanja i prevelike buke, do oštećenja lokalnog nasleđa i kulture.

U borbi protiv overturizma wellness će imati važnu ulogu: ne samo što su wellness rizorti smešteni u prirodnim, izolovanim sredinama, već je i sve više nacionalnih turističkih organizacija koje pokreću razne inicijative, kao što je slučaj u Japanu, gde se razvijaju nove wellness turističke rute kako bi se turisti odvratili od popularnih gradova i usmerili ka destinacijama bogatim istorijom i toplim izvorima ili drugim iskustvima u prirodi.

3. SVE BOJE MEDITACIJE

Meditacija, donedavno smatrana ličnim, privatnim iskustvom doživće svojevrsnu evoluciju usled promene poimanja njenih specifičnih vrsta i jedinstvenih uticaja na mozak. Poput joge ili drugih vežbi koje se sprovode u grupama u fitness centrima, tako će i časovi meditacije i njeno praktikovanje postati grupni doživljaj. Istraživanja su pokazala da se meditacija deli na tri

1. WELL FASHION

It's impossible to overstate the disastrous effect that the fashion industry has on the environment and humans: workers paid 50 cents an hour, three in five garments bought getting chucked within a year, and an industry spewing 1.2 billion tons of greenhouse gas emissions annually. Every touch-point in the cycle—how clothes/shoes are designed, made, acquired, cared for, experienced and disposed of—has been broken. But 2019 will be the pivotal year for change, with a huge wave of sustainable, ethical, intelligent, healing, more inclusive, and meaningful fashion on the rise. We'll see radical innovation in sustainable textiles, with clothing/shoes made from recycled plastic bottles, algae, mushrooms and food waste with less fur in use. Buy-and-trash culture is giving way to a recycle and re-wear revolution: from brands rewarding you for bringing in all those dead dresses to a surge in online fashion platforms that let you rent your entire wardrobe. The next-gen of smart, connected and healing clothes that actively boost your wellbeing is straight ahead. We'll see antibacterial clothes that clean themselves, collagen-infused clothes that moisturize your body all day, clothes that broadcast your mood, pajamas that help you sleep—even clothes suffused with Ayurvedic medicinal plants.

2. WELLNESS TAKES ON OVERTOURISM

Overtourism—when a crush of tourists overwhelms a destination—is the #1 issue in the travel industry today. The problem is that this tourism expansion is hyper-concentrated: Roughly half of all travelers go to just 100 global destinations; everyone wants to see the Mona Lisa and Machu Picchu, the Ginza in Tokyo and Venice's canals. The damage to those destinations' infrastructure and environment (and to their residents' lives) is a terrible wellness issue: from pollution and noisy, garbage-filled landscapes to the destruction of local heritage and culture to pricing locals out of the property market. Wellness tourism will be one key antidote: Not only are the majority of wellness resorts, by nature, in nature but now a growing number of national tourism boards are smartly launching

osnovne vrste: usmeravanje pažnje („rasčišćavanje uma od suvišnih misli), svesna meditacija i tiho izgovaranje mantri. Svaka od ovih vrsta meditacije je posebna i aktivira različite talase i promene u mozgu dovodeći da drugačijih rezultata. Predviđa se sve više kliničkih istraživanja ovih vrsta meditacije, kao i odabir jedne od njih radi ostvarenja nekog posebnog cilja — bilo da su u pitanju rasejane misli ili razvoj kreativnosti. Doći će i do razvoja “meditativne tehnologije”, kao što je „Muse 2“ traka za kosu koja prati šeme rada mozga, otkucaje srca i pokrete kako bi se optimizovala meditacija, dok „Healium“ set za virtuelnu realnost prevodi talase u mozgu i otkucaje srca u ličnu vizuelnu meditaciju. Budućnost je u meditaciji prilagođenoj individualnim potrebama.

4. LEČENJE PRIRODOM

Dominantno digitalan način života ljude lišava nekih osnovnih, veoma važnih benefita boravka napolju, odnosno u prirodi, koja je neophodna našem telu i umu. Primetni su rezultati mnogih inicijativa o povratku prirodi. Naime, doktori u Škotskoj od 5. oktobra 2018. imaju dozvolu da svojim pacijentima propisuju boravak u prirodi umesto farmaceutskih lekova, sa ciljem da se smanji pojava kardiovaskularnih bolesti i anksioznosti, te poveća osećaj zadovoljstva kod obolelih od dijabetesa, mentalnih bolesti... Postoji čitava lista predloga za lečenje prirodom, koji su često zabavni, šarmantni i ponekad nekonvencionalni, od učestvovanja u kreativnim radionicama na plaži, šetnje pasa (ukoliko nemaju svog psa, preporuka je da ga pozajme od prijatelja), preko opuštanja na travi do druženja sa životinjama (na primer sa ponijima) i hranjenja ptica.

initiatives to combat overtourism. Japan is developing new wellness tourism routes to coax travelers away from the popular cities, to destinations rich in history and hot springs and other nature experiences.

3. MEDITATION GOES PLURAL

Meditation will evolve from a singular to a plural practice, from a generic concept to understanding specific types and their unique brain impacts, just as this explosive market blooms—like yoga and boutique fitness before it—into many varieties. There are three core types/mechanisms of meditation: focused attention (clearing the mind of thoughts), mindfulness meditation, and silent mantras. Each is a different practice, activating different brain waves and changes leading to different outcomes. More clinical trials will study these core types more people will grasp that different meditation practices can help them reach different goals—whether you’ve got a badly scattered mind or need a creative breakthrough. There will be more “meditation technologies”, like The Muse 2 headband that tracks your brain patterns, heartbeat and movement to optimize your meditation session, while Healium, a virtual reality headset, translates your brainwaves and heartbeat into personal visual meditations. The future is meditations, more types tailored to what you need most.

4. PRESCRIBING NATURE

Digitally dominated world is depriving humankind of some very basic, very important nourishment that comes from being outdoors. Our bodies and our minds need nature. A growing number of doctors are “medicalizing nature” because of the medical evidence for its benefits: the National Health Service in Shetland, Scotland, recently rolling out a whole “nature prescription” program that seeks to reduce blood pressure, anxiety, and increase happiness for those with diabetes, a mental illness, stress, heart disease, and more. There is a whole leaflet of nature prescription suggestions that accompanies the program, filled with amusing, charming, sometimes seemingly off-kilter suggestions: creative workshops at the beach, dog walking (if you don't have a dog, borrow one from a friend), relaxing on the grass and spending time with animals, like ponies or



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Dokazi o benefitima boravka u prirodi na mentalno i fizičko zdravlje su brojni. Ukoliko osoba provede 90 minuta dnevno u šumovitoj okolini, to će uzrokovati smanjenje aktivnosti u delu mozga uobičajeno povezanim sa depresijom. Provođenje vremena u prirodi ne samo da smanjuje krvni pritisak i anksioznost već i agresiju, simptome poremećaja pažnje, te poboljšava kontrolu bola, imuni sistem...

5. MIRIS JE NAJVAŽNIJE ČULO

Čulo mirisa doživljava wellness renesansu. Nekada je smatrano za najmanje važno od pet čula, a danas i nauka ukazuje na moćni uticaj mirisa na naše fizičko i emocionalno blagostanje. Istovremeno, nastaju nove arome, poput „Glossier You“ personalizovanog parfema koji pospešuje prirodni miris kože. Najavljuje se uvođenje proizvoda zasnovanih na mirisima, kao što je „Aeroscena“ - osveživač vazduha koji se primenjuje kada nismo dobro raspoloženi, ali i drugi funkcionalni mirisi za kuću i kancelariju koji predstavljaju jednu vrstu alternative farmaceutskim lekovima. Tu su naravno i mirisne sveće i ulja koja podstiču evociranje pozitivnih sećanja i mirisi koji se koriste kao dopuna u „mental wellness“-u (kompanija „Nue Co“ uvodi anti-stres suplement u formi mirisa). Ima sve više istraživanja koja se bave uticajima mirisa na kognitivno zdravlje, kao što je otkriće da pijenje i mirisanje vina vežba mozak bolje od matematike.

Arome koriste i luksuzni hoteli poput nedavno otvorenog Fendi hotela u Rimu gde goste podstiču da iz ponuđenog menija izaberu personalizovani miris u sobama.

6. KINEZI – NOVA WELLNESS NACIJA

Kina će imati najveći uticaj na budućnost wellness ekonomije. Sa 1.4 milijarde stanovnika, rast srednje klase u Kini će biti značajan: od današnjih 430 miliona do 780 miliona do 2025. godine.



5

feeding birds. The evidence for the benefits of nature on mental and physical health are numerous. If you spend 90 minutes of your day outside in a wooded area, there will be a decrease of activity in the part of your brain typically associated with depression. Spending time in nature not only reduces blood pressure, anxiety, and increases happiness, but it reduces aggression, ADHD symptoms, improves pain control, the immune system...

5. SENSE OF SMELL IS THE MOST IMPORTANT

The sense of smell is having a wellness renaissance. Once dismissed as the least relevant of the five senses, today, evidence-based studies around scent's powerful impact on our physical and emotional wellbeing are being released. At the same time, new aromas are being discovered, including Glossier You's personalized perfumes to enhance your own skin's scent. New scent-based applications and products are being announced, such as Aeroscena's gel pods diffusers that are used not only for feel good, functional scents in homes and offices but are also being tested as alternatives to pharmaceuticals. There are candles and oils to evoke a precise sense of place (to trigger positive memories) and scents used as mental wellness supplements (Nue Co. is marketing an anti-stress supplement as fragrance). There's simply ever more research that scent impacts cognitive health, such as the discovery that tasting and smelling wine works the brain harder than a math problem. Scent is being used in

Ova zemlja trenutno doživljava wellness (i beauty) revoluciju, o čemu govore podaci da više od 70 odsto pripadnika srednje klase redovno vežba i kupuje organsku hranu, da 104 miliona Kineza ima bar jednu fitness aplikaciju na telefonu, dok se 41 odsto svih kozmetičkih korekcija u svetu uradi upravo u Kini. Vlada ove zemlje uvela je veoma ambicioznu inicijativu "Healthy China 2030" u kojoj se navodi cilj da do 2030. godine 530 miliona više stanovnika redovno vežba.

Kineski turisti odbacuju tradicionalne ture zasnovane na šopingu/razgledanju i okreću se ka autentičnim kulturnim i wellness iskustvima. S druge strane, kineske tradicionalne wellness prakse i jedinstvene destinacije imaju sve veću pažnju drugih naroda, od novih autentičnih wellness turističkih destinacija preko sve većeg broja terapeuta specijalizovanih za tradicionalnu kinesku medicinu. Porašće tražnja za odmorom u hramovima, gde će se turisti baviti svojim mentalnim wellness-om i jesti zdravu hranu sa budističkim, konfučijanskim i taoističkim monasima.

7. PERSONALIZOVANA ISHRANA

Ono što unosimo u svoj organizam, bilo da je u pitanju hrana, piće ili suplementi, nikad nije bilo više proučavano nego sada. Mnogi se ne bi složili da je taj opsesivni fokus—od toga odakle dolazi hrana, njenog nutritivnog sastava do jačanja veganizma, ishrane bez mlečnih proizvoda i glutena, kao i pojava keto, paleo i sličnih dijeta — zaista doveo do zdravije svetske populacije.

Ulazimo u doba personalizovane ishrane, u kojoj nauka, medicinska istraživanja i nove tehnologije određuju koja hrana nam najviše odgovara, ne samo za regulisanje telesne težine, već i poboljšanja zdravstvenog stanja. Time se već bave kompanije „Habit“ i „Nutrigenomix“, koje na osnovu analiza krvi i DNK određuju koja hrana najviše prija određenom organizmu.

Novi aparati, na primer „Lumen“, analiziraju CO2 koji izbacujemo iz organizma kako bi ustanovili koju hranu treba da jedemo i šta nedostaje našem organizmu. Sasvim je sigurno da ćemo u bliskoj budućnosti znati mnogo više o ogromnom ekosistemu koji postoji u svakom od nas, uključujući koliko rekreacije nam zaista treba i kako će naše telo reagovati na određene namirnice.

8. PRIHVATANJE SMRTI

Teško je predstaviti trend koji u svom nazivu sadrži reč "smrt". Simptomatično je za modernu kulturu da retko i nerado govori na tu temu, čemu je doprinela i moderna nauka sa težnjom da „izleči smrt“, odnosno drastično produži životni vek, kao i sama wellness industrija sa



hotels, including a recently opened Fendi hotel in Rome, are empowering guests to personalize their room's aroma from a scent menu.

6. CHINA –NEW WELLNESS NATION

No country will have a bigger impact on the future global wellness economy than China. With a population of 1.4 billion, China's middle class will skyrocket from 430 million today to 780 million by 2025. China is undergoing a wellness (and beauty) revolution. Over 70 percent of its middle class exercise regularly and purchase organic food, 104 million Chinese have at least one fitness app on their phones, and China accounts for 41 percent of all global cosmetic procedures. The government has launched a super-ambitious "Healthy China 2030" initiative with wellness targets such as having 530 million more people take part in regular exercise. Chinese tourists will rewrite the wellness travel market: They're now rejecting

the old shopping/sightseeing tours to embrace authentic cultural and wellness experiences. On the other hand, China's indigenous wellness traditions and unique destinations will increasingly grab the world's attention, from new, authentic wellness travel destinations to TCM practitioners. More people will seek temple getaways, where they reset their mental wellness and diet with Buddhist, Confucian and Taoist gurus.

7. NUTRITION GETS VERY PERSONALIZED

What we put in our bodies—whether it's food, drink or supplements—has never been more scrutinized. Many would argue that this obsessive focus—from where our food is sourced to its nutritional content to the rise of vegan, dairy-free and gluten-free diets to the growing food tribes of keto, paleo and the like—has led to a healthier population. Enter the age of personalized nutrition where science, low-cost medical testing and new technologies identify what foods are right just for us—not only for

VELIKA BRITANIJA U BORBI PROTIV USAMLJENOSTI

Osećaj usamljenosti, koji između ostalog u velikoj meri izaziva i prekomerna upotreba pametnih telefona i društvenih mreža, utiče na pojavu depresije, anksioznosti, suicida... Nakon otkrića da je usamljenost smrtonosna isto koliko i konzumiranje duvanskih proizvoda, Velika Britanija uvela je Ministarstvo za usamljenost, koje je predložilo novu strategiju za borbu protiv usamljenosti, u kojoj se umesto lekova preporučuje niz društvenih aktivnosti – kao što su klubovi za šetanje i časovi kuvanja ili umetnosti. Novo istraživanje koje je sproveo BBC pokazalo je da mladi uzrasta od 16 do 24 godine više pate od usamljenosti u odnosu na druge uzraste. Procenjuje se, nažalost, da će do 2025-2026. više od dva miliona ljudi starijih od 50 godina patiti od jakog osećaja usamljenosti i izolacije!



anti-ageing programima. Ali iznenada se pojavljuje pokret “pozitivne smrti”, koji se zalaže za humaniji proces umiranja, promenu u načinu kako se obavljaju sahrane do praksi za istraživanje/prihvatanje smrti radi našeg mentalnog zdravlja. Poput babica koje asistiraju prilikom porođaja, tako su novi trend wellness terapeuti koji brinu o osobi koja umire, fokusirajući se na unutrašnje stanje spokoja. U tome mogu da pomognu i „magične“ pečurke koje otklanjaju emocionalani stres usled skore smrti, a naučnici smatraju da će „psilocybin“ iz tih pečuraka postati legalan za nekoliko godina. Sahrane će biti sve manje formalne i više personalizovane. Koristiće se ekološke opcije za sahranjivanje poput sahrana u biorazgradivim kapsulama u kojima telo služi kao seme iz kojeg će izrasti drvo.

weight management but, more importantly, to boost overall health and wellbeing. This includes companies such as Habit and Nutrigenomix, which rely on blood and DNA analyses to specify what foods are right for you. New devices, such as Lumen, which uses your CO2 to measure how you're burning fuel and suggests which foods you should eat, are now available to help you understand exactly which nutrients your body needs. In the near future, we will know much more about what the enormous ecosystem inside each of us is telling us, including how much exercise you really need to how our bodies react to specific nutrients.

8. DYING WELL

It's difficult to present a trend with “dying” in the title. It's symptomatic of our modern death-denying culture where the (f)act of death is hidden and terrifying and two very modern forces are complicit in exacerbating the death-denial problem: a Silicon Valley biotech industry that aims to “cure death” and radically extend life, and the wellness market itself, with its endless don't-age, never-die messages. But suddenly a “death positive” movement is here with everything around death and dying getting rethought, from making the dying process more humane to the radical reinvention of the funeral to active death exploration/acceptance practices becoming part of a mentally healthy life. Death doulas, wellness practitioners are dedicated to delivering better, more meaningful and peaceful deaths—are gaining serious traction around the world. With rising evidence for psychedelic magic mushrooms' power to relieve the emotional distresses of those facing end-of-life, and researchers predict psilocybin could become legal medicine in five years. Funerals are becoming less formal, and deeply personal, like eco-friendly “burial” options: biodegradable burial egg-pods where your body/ashes grow the tree you most want to become.

Text edited: Marija Obradović

SAN SERVULO RESORT - PRVI BEER SPA U ISTRI

RAJ ZA LJUBITELJE PIVA

Porodična pivara u mestu Buje u Hrvatskoj, koju su 2013. godine osnovala braća Simon i Goran Grbac, ubrzo je stekla popularnost, najvećim delom zbog visokog kvaliteta nefiltriranog, nepasterizovanog svetlog, crvenog i tamnog piva.

Danas se, na malom brdu iznad Buja nalazi hotel San Servulo Resort i moderna pivara – Beer House San Servulo, koja je poznata i po restoranu sa selekcijom jela koja se odlično slažu uz pivo. Rizort sadrži 14 luksuzno opremljenih soba sa atraktivnim pogledom. Polovina soba je uređena u tradicionalnom stilu, dok je ostatak soba moderno opremljen.

Ono što ovaj objekat izdvaja od ostalih i čini jedinstvenim u toj regiji jeste „beer spa“ – prvi takve vrste u Istri, koji u ponudi ima pивske kupke, saune, fitness prostor i unutrašnji bazen sa pogledom na idiličan istarski pejzaž.

Za istinske ljubitelje piva, osim kupanja u pivu u ponudi je i razgledanje pivare, procesa spravljenja ovog napitka i naravno degustacija.



TRI DECENIJE U MISIJI LJUBAVI

Treba zaista biti miljenik i zemaljskih i nebeskih sila, pa trajati punih 30 godina u jednom poslu i s godinama bivati bolji, napredovati i doprinositi napretku drugih, hrabro i časno koračajući svetom, biti lučonoša u mraku neznanja, predvodnik u misiji ljubavi, alhemičar kome je dato da razume tajni jezik graditelja svetova... Da je to moguće, **Peđa Filipović**, osnivač Škole masaže „Professional“ i Wellness akademije PF, pokazuje već tri decenije, izgrađujući posve autentičnu karijeru učitelja masaže, koji je, ne prestajući da istražuje i obogaćuje sopstveno znanje, na „putovanju do središta duše“ svoju „vatru“ preneo na čak 30.000 učenika! Njegova „deca“ danas su menadžeri wellness i spa centara širom sveta, rade kao terapeuti na krizerima ili imaju svoje salone... A on, sa istom energijom kao na početku svog puta, ne prestaje da otvara nove prostore. Autor je brojnih originalnih wellness koncepata, brendova i novog wellness pravca - „Art masaža“, a sofisticirana autorska kozmetička linija „Dodir duše“ – kruna je njegove višedecenijske posvećenosti masaži. Ovaj harizmatični učitelj, prvi je u istoriji wellness ambasador Srbije i Crne Gore, a uskoro i prvi doktor nauka u Srbiji u oblasti wellness-a.



THREE DECADES IN THE MISSION OF LOVE

One really needs to be a favourite of both the earthly and the celestial forces in order to last for 30 years in the business and become better in time, to progress and contribute to the progress of others, walking across the world bravely and honourably, to be the light in the darkness of ignorance, the leader in the mission of love, the alchemist who understands the secret language of world creators... **Peđa Filipović**, the founder of the Massage School „Professional“ and the Wellness Academy PF, has been showing this is possible for three decades, by building an authentic career of a massage teacher, who, through his „journey to the soul“, has transferred his „fire“ to 30.000 students, without stopping to explore and enrich his own knowledge! Today, his „children“ are successful managers of wellness and spa centres across the globe, they work as therapists on cruise ships or have their own massage studios... He, with the same energy as at the beginning of his journey, does not cease to open new spaces. He is the author of many original wellness concepts, brands and the new wellness movement – „Art massage“. The sophisticated cosmetics line „Dodir duše“ is the crown of his decades-long commitment to the art of massage. This charismatic teacher is the first wellness ambassador of both Serbia and Montenegro, and he will soon become the first doctor of science in Serbia in the field of wellness.

"PROFESSIONAL" AND THE WELLNESS ACADEMY PF:

Kada je pre 30 godina, tačnije 28. maja 1989. godine, sa nepunih 23, u Radničkom univerzitetu „Đuro Salaj“ u Beogradu pokrenuo Školu za masažu „Professional“, **Peđa Filipović**, u to vreme mlad, ambiciozan, pun snova, bio je siguran da je to prava priča za njega.

- I sad se sećam: bilo je to zlatno vreme stare Juge. U školu su dolazili ljudi iz Hrvatske, Slovenije i Bosne. A ja sam, zamislite, bio mlađi od svih svojih đaka – kazuje Peđa. Bila je to prva škola za masažu na prostorima bivše Jugoslavije koja je radila na drugačiji, sveobuhvatniji način, povezujući fizičko, mentalno i duhovno, s jasnom idejom da je masaža putovanje u središte duše.

I tada i danas, moj recept je bio: budi svoj, budi autentičan, pevaj svojom bojom glasa, ne kalkuliši onim što nosiš u sebi, ne manipuliši i budi svestan toga da stalno moraš da radiš na sebi, da učiš i da se razvijaš. Nekako sam od prvog trenutka verovao u tu svoju priču. Škola je bila smeštena u skromnom podrumskom prostoru, ali na to niko nije obraćao pažnju, jer su svi izlazili puni dobre energije, spremni da menjaju život i, ono što je najvažnije, upoznavali su sebe. Jer, škola masaže jeste jedno čarobno putovanje do središta sebe. U školi se tokom ovih 30 godina, kao i dan-danas, dešava jedna savršena sinergija, razmena energije, razmena ljubavi, bez obzira na godine, profesiju, socijalni i kulturni status... Zato se ljudi kroz školu, pored toga što nauče masažu, a sada i wellness tehnike i ostalo, toliko oslobađaju tih unutrašnjih blokada, nesigurnosti, kompleksa, da se jednostavno prolepsaju, da zrače.

U TRAGANJU ZA ZNANJEM

Priznaje da je uvek bio svestan toga da drugome ne možete dati mnogo ako ne spoznate sebe, ako ne radite i ne učite, ako ne idete u korak s vremenom.

- Mislim da je masaža biser u ogrlici koja se zove „zdrav život“. Pored masaže, neophodno je da radimo na sebi, da negujemo unutrašnju lepotu, da se hranimo kako treba i da se krećemo. Da bih spoznao sve druge bisere u ogrlici, izučavao sam ih da bih u svojim predavanjima to što sam saznao mogao da prenesem ljudima. Zato sam i upisao Akademiju za instruktora joge, kao i subedukacije za šiacu kod čuvenog profesora Ohašija, gde sam se susreo sa jednim od najvećih imena u svetu: Japancem koji mi je bio idol kad sam bio dete i dok sam studirao. Uz sve to izučavao sam i tehnike koje se rade u vodi,

When he founded the Massage School "Professional" 30 years ago, more precisely on the 28th of May 1989, at the age of 23, at the Radnički University "Đuro Salaj" in Belgrade, **Peđa Filipović**, at the time young, ambitious man full of dreams, was certain that it was the right thing to do.

- I still remember: it was the most prosperous time in former Yugoslavia. Students came from Croatia, Slovenia and Bosnia. And I was younger than all of my students, can you image that – says Peđa. It was the first massage school in former Yugoslavia, that worked in a different, more comprehensive way, connecting physical, mental and spiritual, with the clear idea that a massage is a journey to the soul.

Then and now, my recipe was: be yourself, be authentic, sing with your own voice, don't manipulate and be aware of the fact that you have to work on yourself, to learn and develop. I believed in my story from the first moment. The school was located in a modest basement space, but nobody was paying attention to that, because everyone came filled with good energy, willing to change their lives and, most importantly, to get to know themselves. The massage school is a magical journey to the centre of yourself. During the past 30 years, there is a perfect synergy, an exchange of energy and love, regardless of the age, profession, social and cultural status... That is why people, through this school, in addition to learning massage skills, wellness techniques etc., lose their internal blocks, insecurities, complexes, and simply become more beautiful, radiant.

IN SEARCH OF KNOWLEDGE

He acknowledges that he was always aware that you can't give much to other people if you don't get to know yourself first, if you don't work and learn, if you do not keep up with trends.

- I think that a massage is like a pearl in a necklace called "healthy life". In addition to massage, it is necessary to work on ourselves, to nourish our inner beauty, to eat properly and to move. In order to know all the other pearls in the necklace, I have studied them so I could transfer my knowledge to my students. That is the reason I enrolled at the Yoga Instructors Academy and sub-education for shiatsu by the famous professor Ohashi, where I met one of the biggest names in the world: a Japanese who was my idol when I was a child and later a student. In addition to all of this, I also learned water-based techniques, first Ai chi

KREATOR „ART MASAŽE“

Osim škole masaže, Peđa je, kao i danas, imao još mnogo snova. Jedan od njih bio je – gluma. Da bi ostvario svoj mladalački san, upisao se na studije glume u klasi profesorke Radmile Andrić, u prvoj generaciji na Akademiji umetnosti BK. Priznaje da je to bilo jedno čarobno četvorogodišnje putovanje na kojem je otkrio i saznao mnogo toga što je kasnije inkorporirao u svoje projekte.

- U novom wellness pravcu "Art masaža", čiji sam idejni tvorac i kreator, objedinio sam masažu sa poezijom, klasičnom muzikom i umetnošću pokreta za oslobađanje tela od napetosti i stresa, i uspostavljanje harmonije duše, uma i tela. Ovo sam pretočio u performans „Telo umetnosti živi kroz muziku“, sa kojim sam se 2006. godine predstavio na festivalu „Grad teatar“ u Budvi.

DUGOGODIŠNJE VOLONTERSKE AKCIJE

- Oficijelni terapeuti, polovinom devedesetih godina, na Beogradskom maratonu bili su studenti Škole masaže „Professional“. Danas su na Beogradskom maratonu oficijelni terapeuti WAPF u timu Bel Hospice – i dalje volonteri.
- Polovinom devedesetih, studenti Škole masaže „Professional“ volonteri masiraju baletske umetnike Narodnog pozorišta u Beogradu i Teatra T.
- Krajem devedesetih, studenti Škole masaže „Professional“ organizuju humanu volonterku akciju masaže stanovnika Doma za stare na Bežanijskoj kosi.

prvo Ai chi tehniku kod čuvenog učitelja Đunkona, koju sam uspeo da inkorporiram u naše banje. Poseban utisak na mene ostavilo je izučavanje tehnike "Healing dance" kod Aleksandra Georgiasa. U toj tehnici povezani su ples, masaža i disanje. Sve se odvija u termalnoj vodi bazena, gde terapeut, pokretima koji nalikuju plesu, vodi klijenta u najskrivljeniji kutak njegovog univerzuma. Da bih sebe spoznao, a da bih opet na taj način još bolje i više razumevao i druge ljude, kod profesorke Ljiljane Klisić upisao sam telesnu psihoterapiju, postdiplomske studije.

Iskreno, kad se osvrnem, ponosan sam što je ovih 30 godina rada obeležilo kontinuirano učenje koje se nastavlja. Što sam više spoznao svet oko sebe, sve mi se više vrata otvaralo. I postajao sam sve jednostavniji, skromniji, svestan da moja dela treba da govore više od reči da bih mogao da budem svetionik mladim ljudima koji mi veruju kao učitelju.

„KRALJIČINA SNAGA“ – PRVI WELLNESS BREND U SRBIJI

Davne 1993. godine edukovao je terapeuta za masažu u Prolom banji, uvodeći klasične, anti-celulit metode i šiacu. Iz ove perspektive, bio je to začetak nečega što se danas zove wellness. Ipak, pravi pionir wellness-a u zdravstvenom turizmu u Srbiji je Specijalna bolnica Banja Koviljača.

- Na Božić 2005. godine započeli smo saradnju i krenuli da stvaramo osnove nečega što je danas postament wellness-a u zdravstvenom turizmu Srbije, koji je reprezentativan iz prostog razloga što ima sjajne ljude, izvrsne lekare i što je to jedan fenomenalan kapacitet. Smatram svojim velikim uspehom to što sam kreator i nosilac autorskih prava wellness brenda Banje Koviljače "Kraljičina snaga". Tada je klasična medicina moj rad po prvi put zvanično verifikovala. I ta saradnja na kontinuiranoj obuci terapeuta, evo, traje već 14 godina u kontinuitetu!

Za Banjom Koviljačom došla je i Ribarska banja, a zatim Lukovska banja. Svaka je imala svoju specifičnu priču i koncept. U svaku sam ubacio autentičnost, iako su to zaštićeni, autorizovani wellness rituali, potrudio sam se da u svaki deo ubacim nešto lokalno. Moram da napomenem da sam sa "Merkurom" iz Vrnjačke Banje još početkom 2000. godine radio refleksologiju, limfnu drenažu i anti-celulit program, što je u to vreme bilo pionirski poduhvat.

Kada sam 2015. godine proglašen za prvog wellness ambasadora Srbije, u organizaciji „Turističkog Sveta“, osećao sam da sam time dobio priznanje za životno delo. Kasnije sam postao i prvi wellness ambasador Crne Gore. Kreće i edukacija wellness terapeuta u Crnoj Gori, u saradnji sa Medical spa asocijacijom Crne Gore i Klasterom zdravstvenog turizma Crne Gore.

U hotelu „Mediteran“ u Bečićima, 2005. godine bio sam stručni konsultant u projektovanju wellness centra i kreator prvog crnogorskog wellness koncepta - Mediteran koncept. To je brendirana "Montenegro Mediteran" masaža - ritual u koji sam spojio, pored talasa i pokreta koji daju doživljaj mora, i disanje, razgibavanje, tople kamenčiće, vrećice sa mediteranskim biljem: mirisnom lavandom, ruzmarinom, pomorandžom. Za renomirani Institut „Dr Simo Milošević“ u Igalu napravio sam njihov wellness brend ritual pod nazivom „Igalu“, u koji sam ubacio bubnjić koji daje zvuke talasa i šuma mora, maslinovo ulje sa mediteranskim biljem, pokrete elemenata joga, tai, šiacua i sve to pokriveno

technique, which I incorporated in our spas. The study of "Healing dance" technique by Alexander George has left a special impression on me. This technique consists of dancing, massage and breathing. It all takes place in the thermal water pool, where a therapist using moves similar to dancing, leads a client into the most secret corner of his universe. In order to get to know myself and to better understand others, I enrolled in physical therapy, postgraduate studies by professor Ljiljana Klisić.

Honestly, when I look back, I am proud that these 30 years of work has been marked with a continuous education. The more I learned about the world around me, the more opportunities were in front of me. And I became more and more simple, more modest and aware that my work should speak more than words so that I could be a beacon to young people, who trust their teacher.

“THE QUEEN’S STRENGTH” – THE FIRST WELLNESS BRAND IN SERBIA

In 1993 he educated a massage therapist in Prolom banja, introducing classical, anti-cellulite methods and shiatsu. From this perspective, it was the beginning of something that is nowadays called wellness. However, the real pioneer of wellness in health tourism in Serbia is the Banja Koviljača Special Hospital.

- It was the Christmas of 2005 when we started the cooperation and began to create the basics of what is now the posture of wellness in the health tourism of Serbia, which is representative for the simple reason that it has great people, excellent physicians and phenomenal capacities. I am the creator and the author of the wellness brand of Banja Koviljača "The queen's strength", which I consider to be my great success. That was the time when the classic medicine officially verified my work. And this cooperation on the continuous training of therapists has been ongoing for 14 years!

After Banja Koviljača came Ribarska banja, and then Lukovska banja. Each had its own story and concept. I incorporated authenticity in each one. Although they are protected, authorized wellness rituals, I tried to put something local in each of them. I must mention that in "Merkur" from Vrnjačka Banja in early 2000 I worked on reflexology, lymphatic drainage and anti-cellulite program, which at the time was a pioneering project.

In 2015, when I was declared as the first wellness ambassador of Serbia, by the "Turistički Svet" magazine, I felt like I received an award for lifetime achievement. I later became the first wellness ambassador of Montenegro. I began working on the education of wellness therapists in Montenegro, in cooperation with the Medical Spa Association of Montenegro and the Cluster of Health Tourism of Montenegro.

In 2005, at the hotel "Mediteran" in Bečići, I worked as the expert consultant during the construction of wellness centre and the creator of the first wellness concept in Montenegro – Mediterranean concept. It is the brand of "Montenegro Mediterranean" massage – the ritual in which I incorporated,



esencijalnom aromaterapijom. Preko savez fizioterapeuta Crne Gore radio sam i edukacije limfne drenaže.

A pre gotovo šest godina dobio je poziv za edukaciju terapeuta iz wellness centara "Terme Tuhelj" u Hrvatskoj i „Terme Olimia“ u Sloveniji, koji je tada nosio priznanje najboljeg wellness centra u Evropi.

- Pošto su oni u Evropskoj uniji, moj rad je automatski dobio evropsku verifikaciju. U ovim wellness centrima kreirao sam antistres tretman "Kalma", "Dodir Tuhlja" i inkorporirao refleksoterapeutski tretman "Hod po oblacima", Ai chi, Šiacu tretmane, Panta rei drenažu. Trenutno saradujem sa "Termanom Laško", gde je u top 10 tretmana uključena Panta rei limfna drenaža Wellness akademije „Peđa Filipović“.

Uporedo s tim, radim edukaciju svojih kolega u Zagrebu, Banjaluci, ali i u Skoplju. Moram da kažem da sam zaista ponosan, jer je jedan divan student otvorio svoj salon „Professional“ u srcu Skoplja, u kojem svi rituali kojima sam ga naučio žive njegovom dimenzijom, lepotom i posvećenošću.

„SPOZNAJ SAMOGA SEBE“ – PRVI SELFNESS KONCEPT U SRBIJI

Sa hotelijerima je saradnja krenula nešto kasnije. Prvi hotel u Srbiji koji mu je otvorio vrata, predložio saradnju i ukazao potpunu kreativnu slobodu sa željom da zajedno rastu, bio je hotel „Kraljevi Čardaci Spa“ na Kopaoniku i njegovi vlasnici Vesna i

in addition to waves and moves that give the impression of the sea, breathing, stretching, warm pebbles, bags with the Mediterranean herbs: lavender, rosemary, orange. For the eminent Institute "Dr Simo Milošević" in Igalo, I created a wellness brand ritual called "Igalo", in which I put a little drum that gives sounds of waves and sea, olive oil with Mediterranean herbs, yoga, tai and shiatsu elements, covered by essential aromatherapy. In the cooperation with the Association of Physiotherapists of Montenegro I also worked on lymph drainage education.

And almost six years ago, he received a call for the education of therapists from the wellness centres "Terme Tuhelj" in Croatia and "Terme Olimia" in Slovenia, the latter was the best wellness centre in Europe at the time.

- Since they are in the European Union, my work automatically received the European verification. In these wellness centers, I created an anti-stress treatment "Kalma", "Dodir Tuhlja" and incorporated the reflex-therapeutic treatment "Hod po oblacima", Ai chi, Shiatsu treatments, Panta rei drainage. Currently, I work with "Termana Laško", where Panta rei lymph drainage of the Wellness Academy "Peđa Filipović" is in the top 10 treatments.

At the same time, I am educating my colleagues in Zagreb, Banja Luka, but also in Skopje. I must say that I am really proud because one of my students opened his professional salon in the heart of Skopje, in which all the rituals I have taught him live by his dimension, beauty and dedication.



Milan Kostadinović. Danas su oni ne samo poslovni partneri, već, pre svega, divni prijatelji koji dele osećaj da pripadaju istoj porodici, porodici „Čardaka“.

- Tu sam napravio prvi „selfness koncept“ u Srbiji – „Spoznaj samoga sebe“ koji i danas živi zahvaljujući, pre svega, timu terapeuta koji su prepoznali znakove pored puta, spoznavali sebe, gradili i učili. Ne bez razloga, hotel „Kraljevi Čardaci Spa“ proglašen je prošle godine za najbolji hotel sa 4 zvezdice na Balkanu.

I wellness terapeuti „Grand Hotela Tornik“ na Zlatiboru i „Izvora“ u Arandelovcu prolaze edukaciju za tri autorska tretmana kreirana za ove hotele.

U Beogradu WAPF ima divnu saradnju sa hotelima „Saint Ten“ i „BAH“. Veoma sam ponosan što znam da se u ovim hotelima, u kojima živi moj koncept i rade moji ljudi, ostvaruju sjajni rezultati, da su gosti zadovoljni i da na pravi način predstavljamo i Srbiju i našu struku.

Pre nekoliko godina pozvao me je vlasnik "Jai Thai Spa centra" u Beogradu, koji je želeo da, pored Tajlandana, u ovom hramu lepote ponudi i domaći wellness koncept potpisan mojim imenom. Doživeo sam to kao veliko priznanje za svoj rad.

KRUNA „PUTOVANJA“ – KOLEKCIJA „DODIR DUŠE“

- Nakon 28 godina rada, kada definitivno i nepograšivo znam šta hoću, osmelio sam se da započnem saradnju sa firmom „Hedera Vita“ iz Loznice. Kreativna gospođa Olgica Samoilović angažovala je čitav tim tehnologa da bismo zajedno krenuli u pravljenje kolekcije „Dodir duše“. Svoj dugogodišnji rad smatram *putovanjem do središta duše*, a kolekcija

“GET TO KNOW YOURSELF” – THE FIRST SELFNESS CONCEPT IN SERBIA

The cooperation with hoteliers came later. The first hotel owners in Serbia that proposed cooperation and pointed out the complete creative freedom with the desire to grow together, were Vesna and Milan Kostadinović, the owners of the hotel “Kraljevi Čardaci Spa” in Kopaonik. Today, they are not only business partners, but above all, wonderful friends who share the feeling that they belong to the same family.

- There I made the first “selfness concept” in Serbia – “Get to know yourself” that continues to live thanks to the team of therapists who recognized the significance and work on self-improvement. There is a reason why, last year, the hotel “Kraljevi Čardaci Spa” was declared for the best 4-star hotel in the Balkans.

Wellness therapists at “Grand Hotela Tornik” on Zlatibor and Hotel “Izvora” in Arandelovac are also being educated for the three brand treatments, created especially for these hotels.

In Belgrade, WAPF has a wonderful cooperation with hotels “Saint Ten” and “BAH”. I am very proud that these hotels, in which my concepts live and people work and achieve great results, guests are satisfied and we present Serbia and our profession in the right way.

A few years ago, I was invited by the owner of the "Jai Thai Spa centre" in Belgrade, who wanted to, beside the Thai people, offer a local wellness concept, signed by me. I experienced it as a great recognition for my work.

„Dodir duše“ - sublimacija je svih znanja stečenih na tom putu, iskustava, emocija... U pitanju je sofisticirana, lagana, meka, nepretenciozna kozmetička linija koja nema ideju da bude globalno rasprostranjena, nego da prosto ima tu vibraciju da je ljudi prepoznaju i biraju bez ikakvog nametanja, i to onda kad jednostavno oseite i požele taj pačuli, našu vanilu ili ulje od kanabisa... Tokom svih ovih godina, nijedan koncept nisam vezivao za svoju kozmetiku, kako bih na taj način zarađivao na svojim preparatima. Svoje učenike podučavam tehnici koju mogu da primenjuju u svom radu, a sa čime će raditi - to je njihov izbor. Jer preparati su samo pomoćnici u našem poslu. Da sam drugačije mislio i radio, a mogao sam, pitanje je koliko bih trajao i kakvu bih lekciju „odozgo“ dobio.

Za 30 godina mnogo se toga dogodilo, pokrenulo, napravilo. Mnogo toga i propustilo, naročito u privatnom životu. Da li je vredelo - pitamo, a on odgovara:

- Uvek poželim ljudima da traju, jer trajanje je ne samo pokazatelj uspeha, već i toga koliko si sebe iskreno davao, koliko si se razmenjivao sa ljudima. Da tih 30 godina nisam dobijao pažnju i podršku, da nisam osećao želju ljudi da od mene uče, da nije bilo razumevanja i kada sam bio u top formi i kada mi je padala koncentracija... - pitanje je da li bih i koliko izdržao. U životu ima i silaznih i uzlaznih faza, one se smenjuju, kraće ili duže traju ali - prolaze. Kontinuitet čini život. „Show must go on“ i to je najvažnije. Kad bolje razmislim, za tih 30 godina bilo je strašnih situacija, velikih iskušenja, bilo je zabijanja noževa u leđa, bilo je i poteza koji su me i ponizili na pojedinim skupovima, kao već afirmisanog stručnjaka, ali znate čime se ponosim? Nisam dozvolio da mi išta od toga okrzne dušu. Sve što se dešavalo uvek je bilo postament za nešto novo. I svaki put kada neko nešto pokuša kroz destrukciju, moj intuitivni odgovor je - nova i snažnija priča. Tako je nastala kolekcija „Dodir duše“, tako je nastala Wellness akademija, kao i nove metode koje sam pravio, ne iz inata, nego kao impuls slobode i životne kreativnosti.

Sada sam pred jednim od najvećih izazova u svom životu: pred odbranom doktorske disertacije na temu inovativnih koncepata wellness-a i njihovog značaja za razvoj zdravstvenog turizma u Srbiji, na Privrednoj akademiji u Novom Sadu i fakultetu MEF u Beogradu. Ovom disertacijom konačno sam zaokružio svoj tridesetogodišnji rad u zemlji i regionu.



THE CROWN OF THE „JOURNEY“ – COLLECTION „DODIR DUŠE“

- After 28 years of work, when I definitely and unbearably know what I want, I have decided to start a cooperation with the company "Hedera Vita" from Loznica. Creative Ms. Olgica Samoilović hired a whole team of technologists to create the "Dodir duše" collection. I consider my long-term work as a journey to the heart of the soul, and the collection "Dodir duše" is a sublimation of all the knowledge acquired on this path, experience, emotion... It is a sophisticated, light, soft, unpretentious cosmetic line that does not have the idea of being globally widespread, but simply to have this vibration that people recognize and choose without any imposition, even when you simply feel and want patchouli, our vanilla or cannabis oil... During all these years, I have never tied cosmetics to any of my concepts, so that I would make money. I teach my students the technique they can apply in their work, but what will they use in their approach - that is their choice. Because the products are only assistants in our business. If I thought differently and worked differently, which I could, the question is how long would I last and what would be the lesson from the "above".

For 30 years, much has happened, started, made. Much has been missed, especially in private life. Was it worth it - we ask, and he answers:

- I always want people to last, because the duration is an indicator of success and how much you honestly gave yourself, how much you exchanged with people. If I did not get the attention and support for these 30 years, if I did not feel the desire of people to learn from me, if there was no understanding, and when I was in the top form and when my concentration dropped... - the question is whether and how much I would endure. There are ups and downs in life, they shift, last longer or shorter, but they also - pass. Continuity makes life. "Show must go on" and that is the most important concept. When I think about it, for the past 30 years there have been terrible situations, great temptations, there have been knives in the back, there have been moves at some gatherings that have humiliated me as a renowned expert, but do you know what I am proud of? I did not allow any of this to bite my soul. Everything that was going on was always a postament for something new. And every time someone tries something through destruction, my intuitive answer is - a new and a powerful story. This is how the „Dodir duše“ collection was created, as well as the Wellness Academy and new methods that I did not out of spite, but as an impulse of freedom and life creativity.

Now I am facing one of the biggest challenges in my life: before defending a doctoral dissertation on innovative concepts of wellness and their importance for the development of health tourism in Serbia, at the Economy Academy in Novi Sad and the MEF Faculty in Belgrade. With this dissertation, I finally circled my thirty years of work in the country and the region.

Authors: LJR / BBO

I POSLE 182 GODINE:

SOKOBANJA – U SAMOM VRHU TURISTIČKE PONUDE SRBIJE

Četiri veličanstvene planine - Ozren, Rtanj, Devica, Bukovik, dva jezera - Vrmadžansko i Bovansko, bistra i plahovita reka Moravica, lekoviti izvori, prekrasni pejzaži, čist vazduh, bogata istorija, temperamentni meštani - čine Sokobanju, jedinstvenom i, sudeći po konstantnom rastu turističkog prometa, jednom od najatraktivnijih destinacija u Srbiji. Zbog svojih prirodnih dragocenosti, već 182 godine, koliko se turizmom u Sokobanji bave organizovano, to je omiljena destinacija svih onih koji bi da poprave zdravlje ili kondiciju, a u novije vreme sve je popularnija među ljubiteljima aktivnog odmora, dobre zabave i relaksacije.

AFTER 182 YEARS:

SOKOBANJA – ON THE TOP OF THE SERBIAN TOURISM OFFER

Four magnificent mountains – Ozren, Rtanj, Devica, Bukovik, two lakes – Vrmadžansko and Bovansko, the clear and hotspur River Moravica, healing water springs, beautiful sceneries, clear air, rich history, temperamental locals – make Sokobanja unique and, judging by the constant tourism traffic growth, one of the most attractive destinations in Serbia. Due to its natural treasures, for 182 years of organized involvement in tourism in Sokobanja, it has been a favourite destination to all those who would like to improve their health or fitness, and today it is also popular among fans of active holidays, fun and relaxation.

Ostvarivši najviši rast u broju dolazaka turista od čak 87,6%, u odnosu na 2017. godinu (prema podacima Republičkog zavoda za statistiku), u 2018. godini svrstala se u top 3 turističke destinacije u zemlji. U periodu januar- decembar 2018. godine u Sokobanji je registrovano 101.167 gostiju koji su ostvarili oko pola miliona noćenja, tačnije 498.463, odnosno rast od 90,3 odsto u ukupnom broju noćenja! Od ovog broja u Sokobanji je boravilo ukupno 13.193 stranca, koji su ostvarili 37.153 noćenja, što je skoro pet puta više nego 2017. godine! Pritom, Sokobanja ima oko 2.500 ležaja u hotelima, a više od 12.000 u domaćoj radinosti, što je svojevrsan rekord kada su u pitanju destinacije u Srbiji.

Međutim, procena Turističke organizacije Sokobanja je takva, da je realan rast turističkog prometa u Sokobanji u 2018. godini nešto niži, negde oko 30%, što je svakako izuzetan rezultat, ostvaren pre svega zahvaljujući profesionalnoj i organizovanoj promociji turističke ponude Sokobanje koju sporovodi TO Sokobanja, uz veliku podršku Turističke organizacije Srbije.

PRELAZAK IZ "CRNE" U "BELU ZONU"

Zapravo, ovako visok rast turističkog prometa koji je statistika evidentirala, rezultat je, pre svega, realizacije podele subvencionisanih vaučera Ministarstva trgovine, turizma i telekomunikacija Republike Srbije. Zahvaljujući dobro organizovanim aktivnostima u lokalnoj zajednici, pre svega na promociji akcije podele vaučera i edukacijama pružaocima usluga smeštaja, koje je organizovala TO Sokobanja u 2017. i 2018. godini, veliki broj nekategorisanih objekata i ležajeva u prethodne dve godine prevedeno je iz „crne“ u tzv „belu zonu“, kako bi stanodavci imali mogućnost da se nađu na listi objekata resornog Ministarstva, u kojima mogu da se realizuju subvencionisani vaučeri. Iz tog razloga znatno je viši i broj zvanično prijavljenih gostiju/noćenja, odnosno visok rast u zvaničnom turističkom prometu. Sokobanja je inače i prva destinacija u zemlji po broju realizovanih subvencionisanih vaučera, u kojoj je u prošloj godini realizovano više od četvrtine izdatih vaučera od strane Ministarstva.

Veoma bitan, a možda i najvažniji podatak, koji je objavio Republički zavod za statistiku, je da je u Sokobanji najviši proseki dužine boravka gostiju na jednoj destinaciji u Srbiji. Naime, u Sokobanji se turista prosečno zadržava 5 noći, što govori u prilog tezi da se radi o destinaciji sa brojnim i raznovrsnim turističkim sadržajima, idealnoj za aktivan odmor u prirodi.

Jer Sokobanja definitivno ima gotovo sve što jedno kontinentalno turističko mesto može da ima: planine, reke, dva jezera, lekoviti faktor, nezagađenu sredinu, vazduh najvišeg kvaliteta, tradiciju i zanimljivu istoriju... Tu se nalaze arheološka nalazišta iz doba Vizantijskog carstva, zidine srednjovekovnih srpskih tvrđava, posebno Sokograda po kojem je i dobila ime, ali i Otomanske imperije, Kneževine i Kraljevine Srbije... Turisti mogu da uživaju ili učestvuju u nekoj od brojnih tradicionalnih manifestacija, koje se održavaju tokom leta u Sokobanji:



Having achieved the highest growth in the number of tourist arrivals of 87.6%, compared to 2017 (according to the Statistical Office of the Republic of Serbia) It was ranked as one of the top 3 tourist destinations in the country in 2018. From January to December 2018, 101.167 guests were registered in Sokobanja, which made about half a million overnight stays, or more precisely 498.463, or a growth of 90.3 percent in the total number of overnight stays! As a part of this number, 13.193 foreigners stayed in Sokobanja, who made 37.153 overnight stays, which is almost five times more than in 2017! In addition, Sokobanja has about 2500 beds in hotels and more than 12.000 in private homes, which is a record when it comes to tourist destinations in Serbia.

However, the assessment of the Sokobanja Tourist Organization is that the real growth of tourist traffic in Sokobanja in 2018 is somewhat lower, approximately 30%, which is certainly a remarkable result, primarily due to the professional and organized promotion of Sokobanja tourist offer by Tourism Organization of Sokobanja, with great support from the Tourist Organization of Serbia.





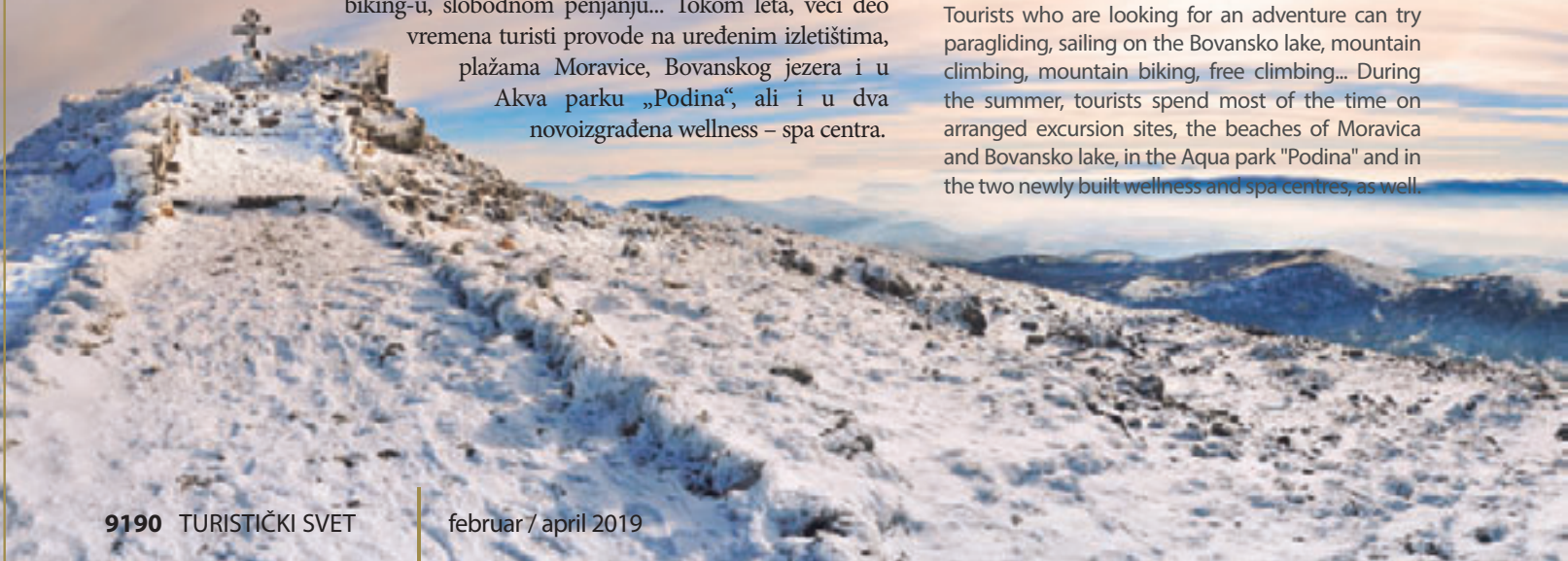
SOKOBANJA

FROM "BLACK" TO "WHITE ZONE"

In fact, the high tourist turnover recorded by the statistics is the result of, first of all, the realization of the division of subsidized vouchers from the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia. Thanks to the well-organized activities in the local community, primarily on the promotion of voucher distribution and education of accommodation service providers, organized by TO Sokobanja in 2017 and 2018, a large number of unclassified buildings and beds were transferred from "black" to, so-called "white zone", so that landlords would be able to find themselves on the list of facilities of the line ministry in which subsidized vouchers can be realized. For this reason, the number of officially registered guests / nights, ie high growth in official tourist traffic, is considerably higher. Sokobanja is also the first destination in the country by the number of subsidized vouchers realized a quarter of which was issued by the Ministry last year.

Possibly the most important data, published by the Statistical Office of the Republic of Serbia, is that the highest average length of stay was in Sokobanja. Namely, in Sokobanja, tourists spend 5 nights on average, which speaks in favor of the destination with numerous and varied tourist attractions, ideal for an active holiday in nature. Sokobanja definitely has almost everything that a continental tourist place can have: mountains, rivers, two lakes, healing factor, unpolluted environment, air of the highest quality, tradition and an interesting history... There are archeological sites from the time of the Byzantine Empire, the walls of the medieval Serbian fortresses, especially Sokograd, after which it was named, but also from the Ottoman Empire, the Principality and the Kingdom of Serbia... Tourists can enjoy or participate in one of the many traditional events that take place during the summer in Sokobanja: "Sv. Jovan Biljober" for nature lovers and "Zlatne ruke" for the admirers of tradition, or music festivals "Green Heart Fest" and "Prva harmonika Srbije", as well as the unique tourism-entertainment event "Maraton želja". Tourists who are looking for an adventure can try paragliding, sailing on the Bovansko lake, mountain climbing, mountain biking, free climbing... During the summer, tourists spend most of the time on arranged excursion sites, the beaches of Moravica and Bovansko lake, in the Aqua park "Podina" and in the two newly built wellness and spa centres, as well.

manifestaciji „Sv. Jovan Biljober“ za ljubitelje prirode i „Zlatne ruke“ za sve ljubitelje tradicije, ili muzičkim festivalima „Green Heart Fest“ i „Prva harmonika Srbije“, kao i jedinstvenoj turističko-zabavnoj manifestaciji „Maraton želja“. Turisti koji su u potrazi za avanturom mogu da se oprobaju u paraglajdingu, jedrenju na Bovanskom jezeru, mountain climbing-u, mountain biking-u, slobodnom penjanju... Tokom leta, veći deo vremena turisti provode na uređenim izletištim, plažama Moravice, Bovanskog jezera i u Akva parku „Podina“, ali i u dva novoizgrađena wellness – spa centra.





KONAČNO I PRVI HOTEL S PET ZVEZDICA!

U toku su pripreme za izgradnju prvog hotela sa pet zvezdica, kapaciteta 340 ležajeva. Početak izgradnje očekuje se do leta 2019, a završetak investicije do kraja 2020. godine. Sokobanja ove godine dobija i novi multifunkcionalni objekat – Letnju pozornicu „Vrelo“, zahvaljujući podršci Ministarstva trgovine, turizma i telekomunikacija Republike Srbije, koja kofinansira projekat. MFK „Vrelo“ podrazumeva izgradnju nekoliko objekata: letnju pozornicu – scenu sa pratećim sadržajima, sa 1.500 sedećih mesta i 3.500 za stajanje, malu scenu sa 600 mesta, koju od velike razdvajaju vizitorski centar „Prve harmonike Srbije“, vodeni slapovi i tri jezera, od kojih se najveće tokom zime pretvara u klizalište, čija je izgradnja, takođe, u toku.

FINALLY, THE FIRST FIVE-STAR HOTEL!

Preparations are being made for the construction of the first five-star hotel, with a capacity of 340 beds. The start of the construction is expected by the summer of 2019, and the completion of the investment by the end of 2020. This year, Sokobanja will receive a new multifunctional facility - Summer stage "Vrelo", thanks to the support of the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia, which co-finances the project. MFK "Vrelo" involves the construction of several facilities: a summer stage - a scene with accompanying contents, with 1,500 seats and 3,500 standing places, a small scene with 600 seats, which is divided from the large-scale visitor center of the "Prve harmonike Srbije", waterfalls and three lakes, of which the largest in the winter turns into a skating rink, whose construction is also in progress.

Author: **Ljubinko Milenković**



OAZA ZDRAVLJA, KREATIVNOG RADA I - OPUŠTANJA

Na samo 230 km od Beograda, na 1.000 m nadmorske visine, na Zlatiboru - modernom turističkom centru, o zdravlju, snazi, lepoti i odmoru gostiju, brine centar zdravlja i odmora ČIGOTA®.

Ova renomirana, pre svega, medicinska ustanova sa međunarodnom reputacijom kada su u pitanju bolesti štitaste žlezde i metabolizma, već godinama osmišljava i dopunjuje svoju ponudu i medicinskih i nemedicinskih usluga namenjenih svima onima kod kojih je stres bliski pratilac poslovnih i životnih aktivnosti.

Kako, naročito poslovni ljudi, najmanje vremena posvećuju svom zdravlju, za njih je ČIGOTA® idealno mesto. A evo i zašto: boravak u savremenim i udobnim sobama opremljenim za odmor i opuštanje, prilika je da se brzo i uz maksimum komfora izvrši i provera trenutnog zdravstvenog stanja. Uz pomoć

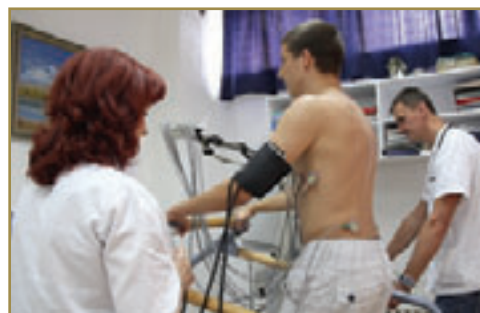
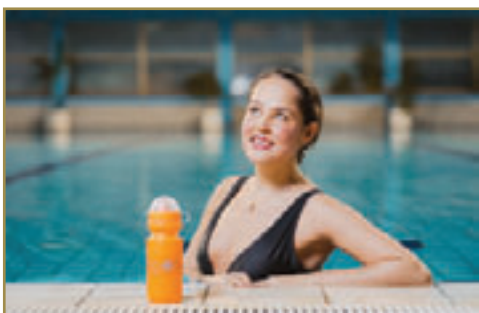
Just 230 km from Belgrade, at the altitude of 1.000 m, on Zlatibor - a modern tourist hotspot, the health and relaxation centre ČIGOTA® cares of the guests' health, strength, beauty and rest.

For years, this renowned, first and foremost, medical institution with international reputation for thyroid gland and metabolic diseases has been creating and complementing its offer and medical and non-medical services intended for all those associated with stress in business and personal activities.

As most business people spend less time on health care, ČIGOTA® is the ideal place for them. And here is why: staying at modern and comfortable rooms designed for relaxation and rest is the right occasion to check current health condition quickly and with maximum comfort. With the help of modern equipment, medical professionals from different fields give precise diagnoses and, if necessary, appropriate therapy. In the shortest period of time, laboratory analyses are made,



OASIS OF HEALTH, CREATIVE
WORK AND - RELAXATION



savremene opreme, medicinski stručnjaci različitih specijalizacija daju precizne dijagnoze i, ako je neophodno, odgovarajuću terapiju. U najkraćem vremenu rade se laboratorijske analize, pregled u Kabinetu za kardiološki i ergo test, zakazuje razgovor sa psihologom, konsultacije sa lekarima specijalistima i subspecijalistima, a u program se uključuje i konzumiranje ČIGOTINE® zdrave hrane.

Zahvaljujući efikasnosti ČIGOTINIH® uigranih medicinskih timova, ostaje dovoljno vremena i za korišćenje ostalih sadržaja, kao što je, recimo, novi Spa i Wellness centar Čigota, na usluzi i naprobirljivijim gostima. U vodenom bloku svoje zadovoljstvo nalaze svi koji vole da plivaju (u bazenu dugom 25 m), da koriste saunu, hamam i ruske kupke. U tišini slane sobe lako se nalazi ravnoteža duha i tela, a raznovrsni tretmani lica (između ostalog i plemenitim metalima) i tela (raznovrsne masaže i pakovanja) učiniće boravak u ovom centru zaista – nezaboravnim!

Za one koji smatraju da je “posao i zadovoljstvo” ipak najbolja kombinacija, u ČIGOTI® imaju odličnu logistiku. Kvalitetno organizovani poslovni susreti i edukacije, podržani od raspoloženog ČIGOTINOG® osoblja, razlog su zbog kojeg se organizatori vrlo često odlučuju da baš tu organizuju domaće i međunarodne skupove. Stručnost, ljubaznost i nesebična posvećenost korisniku usluga, samo dopunjuju ovu izuzetnu sliku o ČIGOTI®, kao mestu gde svaki gost, uz ODMOR i ZDRAVLJE, dobija i SNAGU i LEPOTU!

examinations in the Cardiology and Ergo Testing Office are scheduled, as well as consultations with a psychiatrist, doctor specialists and subspecialists. ČIGOTA® health food is also added in the programme.

Thanks to the efficiency of the ČIGOTA® well-coordinated medical teams, there is enough time left for other amenities, such as new Spa and Wellness centre Čigota, suitable for even the most demanding guests. The hydro area will give pleasure to all those who love to swim (in the pool 25 m long), use sauna, Turkish and Russian baths. In the peace of the salt room one can easily find the balance of body and spirit, and different facials (with precious metals, among other things) and body treatments (various massages and wraps) will make the stay in this centre truly – unforgettable! Those who find that “work and satisfaction” is the best combination, have the best logistics in ČIGOTA®. Highly organized business meetings and lectures, supported by the friendly ČIGOTA® staff, are the reason why organizers often choose this place when they have to tend to local and international meetings.

The expertise, kindness and selfless dedication to the user of the service only complement this extraordinary image of ČIGOTA®, as a place where every guest, along with REST and HEALTH, also gets STRENGTH and BEAUTY!

Author: **Đ. Đorđević**



MANASTIRSKA RIZNICA

THE MONASTERY TREASURY



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

Minuli vekovi ostavili su Raški bogato kulturno-istorijsko nasleđe, manastire i crkve iz ranog srednjeg veka – prave bisere srpske srednjevekovne arhitekture i umetnosti: manastire Gradac, Stara i Nova Pavlica, Končul, lokalitet Nebeske stolice, srednjevekovni grad Brvenik.

Manastir Gradac (XIII vek) zadužbina je srpske kraljice Jelene, žene kralja Uroša I. Nalazi se na padinama planine Golije, 21 km udaljen od Raške. Manastirski kompleks čine: Velika Bogorodičina crkva, manji hram Svetog Nikole, trpezarija sa kuhinjom, konaci i ekonomske zgrade. Manastirska crkva sadrži sva bitna obeležja raških hramova, sa elementima gotike. Lepota slikarstva koje je samo u fragmetima sačuvano posebno se može videti u sceni Rođenja Hristovog. U ovom hramu kraljica Jelena sahranjena je 1314. godine.



Photo: Josif Raspopović



The past centuries left to Raška rich cultural and historical heritage, monasteries and churches from the early Middle Ages – pure pearls of Serbian medieval architecture and art: the monasteries Gradac, Stara and Nova Pavlica, Končul, Nebeske stolice, the medieval town of Brvenik.

The monastery Gradac (XIII c) is the foundation of the Serbian Queen Jelena, the wife of King Uroš I. It is situated on the slopes of the Golija Mountain, 21 km away from Raška. The monastery complex consists of: Great Church of the Holy Virgin, a small temple of St. Nicholas, a dining room with a kitchen, lodging and economic buildings. The monastery church contains all the important features of Raška's temples, with the Gothic elements. The beauty of painting, which is only saved in fragments, represents the beautiful scene of the Birth of Christ. In this temple Queen Jelena was buried in 1314.

„VEDING TURIZAM“

FILMSKO „DA“ U LAGUNAMA IZ SNOVA

„Veding turizam“, jedan od najpopularnijih vidova turističkih putovanja u svetu, u ogromnoj je ekspanziji, najviše zahvaljujući holivudskoj industriji „pokretnih slika“.

SAY “YES” IN A LAGOON OF YOUR DREAMS

Wedding tourism, one of the most popular types of tourist traveling in the world, is in expansion, mostly due to the Hollywood motion pictures industry.

There are essays, books and TV channels dedicated to weddings. Since the time when Hollywood's mages had made a film about the famous wedding of the first officer of the legendary ship „Bounty“, Mr. Christian, with a beautiful Polynesian princess, the daughter of a king of one of the paradise islands in the Pacific – movie dreams came to life. This, in the opinion of the experts, encouraged the development of today's industry, bringing together tourism and weddings into an unbreakable symbiosis that will, in all likelihood, last - "eternally".



Čitavi eseji, knjige i TV kanali posvećeni su venčanjima. Još od vremena kada su magovi Holivuda na filmskom platnu prikazali čuveno venčanje prvog oficira legendarnog broda „Baunti” gospodina Kristijana i polinežansku princezu, lepoticu, kćer kralja jednog od ostrvskih rajeva na Pacifiku - snovi sa platna počeli su da žive. To je, po mišljenju stručnjaka, i podstaklo razvoj današnje industrije, spojivši turizam i venčanja u neraskidivu simbiozu koja će, po svemu sudeći, trajati - „večno”.

EKSPANZIJA GLAMUROZNIH VENČANJA

Ljudi se venčavaju u vazduhu, pod vodom, na leđima slonova, na krovu sveta Mont Everestu, Tibetu, Kilimandžaru, po obodima aktivnih vulkana Havaja, u lodževima na safariju, u krošnjama 50 metarskog drveća kišnih šuma Amazona, roneći uz ajkule u tirkiznim lagunama te iste Polinezije od koje je i krenula ekspanzija glamuroznih venčanja. Još je ostao svemir, kao sledeća pozornica, u inscenaciji difuzne svetlosti, koja se odbija o površinu meseca, a onda će, verovatno, marketinški čarobnjaci pronaći neko novo mesto, neotkriveno i neiskorišćeno za sudbonosno „da”. Iako potroše na desetine ili stotine hiljada dolara na fantastičnim mestima za venčanja, obično se malo zna šta se dalje zbivalo sa većinom mladenaca. O dugovečnosti tako sklopljenih brakova, sa koliko dece su nastavili da žive posle tako glamuroznih, filmskih početaka...

Jedan od hotelijera koji je na vreme shvatio euforiju i da je ova vrsta turizma u porastu, je i Muzafer Konakçi, vlasnik i osnivač hotela „Klub Meri”, jedinog u čuvenoj laguni Olu Deniz, u istoimenom nacionalnom parku na jugozapadu Turske. Ta naj-slikanija plaža Turske obale postala je pre neku godinu zvanični

GLAMUROUS WEDDING'S EXPANSION

People get married in the air, under water, on elephants' backs, on the top of the world - Mont Everest, Tibet, Kilimanjaro, on the slopes of the active volcanoes in Hawaii, in safari lodges, on fifty meters high trees in the rainforests in the Amazon, while diving with sharks in the turquoise lagoons of the same Polynesia from which the expansion of glamorous weddings began. Only the space is left as a next stage, on the scenery of diffused light which reflects on the surface of the Moon, and then, the marketing experts would probably find another place, yet undiscovered and unused for the fateful "yes". Although people spend tens or hundreds of thousands of dollars for amazing wedding locations, we usually don't know what happens with the most of the newlyweds - how long the marriage lasts, do they have children after such glamorous, movie-style beginnings...

One of the hoteliers who understood the euphoria in time and that this type of tourism is on the rise is Muzafer Konakçi, the owner and founder of Hotel „Club Mary”, the only one in the famous Olu Deniz lagoon, in the same-named national park in the southwest of Turkey. A few years ago, this most photographed beach in Turkey became the official trademark of the entire Mediterranean. This entrepreneurial man, along with his sons, at the end of one of the most picturesque lagoons of the world, in a building on the heritage estate by the beach, next to the lagoon of unreal beauty, built elevated terraces in greenery and flowers - one of the most beautiful places for wedding tourism on these shores. He acknowledges that the investment has paid off and that now almost a quarter of the total revenue comes from this type of tourist business.

WORLDWIDE EUPHORIA

According to this entrepreneurial man, the largest number of married couples is from Great Britain, since the English own most of the apartments, which have been built for decades on the highland



zaštitni znak čitavog Mediterana. Ovaj preduzumljivi čovek je zajedno sa sinovima, kraj jedne od najslikovitijih laguna sveta, u zdanju na generacijski nasleđivanom imanju uz plažu, kraj lagune nestvarne lepote, izgradio uzdignute terase u zelenilu i cveću - jedno od najlepših mesta za „veding turizam“ na ovim obalama. Priznaje da se ulaganje isplatilo i da im sada već skoro četvrtina ukupnog prihoda dolazi iz ove vrste turističkog posla.

PLANETARNA EUFORIJA

Po rečima ovog preduzumljivog čoveka, najveći broj sklop-ljenih brakova je iz Velike Britanije, s obzirom da su Englezi i najveći vlasnici stanova koji se već deceniju grade na visovima iznad najslikovitijih plaža Mediterana, u brdovitom zaleđu šumovitog, sjajno očuvanog nacionalnog parka. Tako, nakon venčanja i svadbi iz snova u laguni na terasama hotela „Klub Meri“, u pravim malim kolonijama gaje decu uz guvernante, poslugu, šofere i obezbeđenje. Uz dobru povezanost auto putem do 80 kilometara udaljenog aerodroma, sjajne internet veze i održavanje konferencijskih i drugih poslovnih sastanaka sa pomoćnicima u hladnoj i maglovitoj Engleskoj, ovi moderni poslovni ljudi ostaju da žive na fantastičnim mestima, upravo tamo gde su se i venčali.

Sigurno da je „veding turizam“ još razvijeniji po Americi, Australiji, Kanadi ili drugim delovima sveta. Jedna čuvena agencija Torontu iz Kanade organizuje bajkovita venčanja na Severnom polu, na ivici polarnog kruga u eskimskim naseljima i igloima specijalno pripremljenim za tu priliku, u



above the most picturesque beaches of the Mediterranean in the hilly forest hinterland of a well preserved national park. Thus, after the fairytale-like wedding in the lagoon on the terraces of the Hotel “Club Mary”, their children are brought up with the help of governesses, servants, chauffeurs and security. With a good highway connection to an airport which is 80 kilometres away, good internet connection and many conferences and other business meetings held with associates in cold and misty England, these modern businessmen continue their lives in these fantastic places, exactly where they were married.

Wedding tourism is definitely more developed across the USA, Australia, Canada and other parts of the world. One famous agency in Toronto, Canada, organizes fairy-tale weddings in the North Pole, on the edge of a polar circle in Eskimo settlements and igloos specially prepared for this occasion, in cottages next to the amazing lakes, with dogs and carriages





traperskim brvnarama kraj fantastičnih jezera, uz pse i zaprege, koje nose mladu i mladoženju u odvojenim sankama... Njeni vlasnici su toliko razvili posao da razmišljaju da se potpuno posvete „veding turizmu“.

ALI ŠTA BIVA KAD SE PRETERA?

Poznato je da i u današnjem svetu, isti vid marketinga koji je i započeo čitavu „veding“ turističku priču ima odlučujući uticaj gde će se budući srećni par venčati, a to su filmovi i TV serije. Naime, samo pojavljivanje fotografije jednog zaljubljenog para, koji se venčao ispod čuvenog vodopada na Jamajci, upravo na mestu gde su se venčali i glavni glumci velikog blokbestera „Koktel“ (u glavnim ulogama Elizabet Šu i Tom Kruz), dovelo je dotle da su vlasti morale da zabrane venčanje ispod ovog filmski slavnog vodopada, jer je hiljade parova iz čitavog sveta odjednom odlučilo da kažu subonošno „da“ baš na mestu gde su snimljeni malo slobodniji kadrovi, na čuvenom ostrvu. Isto je i sa revirima na Novom Zelandu, gde su snimane neke od scena kultne sage „Igra prestola“, kao i zidine stare luke u Dubrovniku, koje opsedaju mladenici upravo zbog kadrova iz ove legendarne serije. Svakako da su još jedan dokaz ove „veding euforije“ i ostrva Skijatosa i Skopelos u Grčkoj gde je sniman film „Mama mija“ uz neprolazne hitove švedske grupe „Abba“. Crkvice na steni ostrva Skopelos je i zvanično zatvorena veći deo godine, upravo zbog najezde mladenaca iz svih krajeva sveta, zahvaljujući filmu koji je doživeo veliku popularnost.

I kod nas ima toga. Mnoge bajkovite destinacije u Srbiji atraktivna su mesta za venčanja, ali je malo organizatora, kao i objekata sa odgovajućim kapacitetima koji mogu da prime veći broj zvanica i pruže vrhunski komfor onima koji su se odlučili za takvo ekstravagantno venčanje. Za sada, samo nekoliko hotela može da reklamira filmska venčanja iz snova, među kojima je u ovom trenutku sigurno najeksluzivniji i najluksuzniji „Grand Hotel Tornik“, novootvoreni hotel na Zlatiboru sa pet zvezdica. Kada uskoro bude otvoren drugi deo ovog hotela u čijem sastavu je rotirajući panoramski restoran, po svojim gabaritima – najveći na svetu, „Grand Hotel Tornik“ biće ubedljivo najatraktivnije mesto za organizaciju venčanja ne samo u Srbiji, već i u regionu i šire.

that pull the bride and the groom in separate slates... The owners developed this job to the extent that they are planning to devote completely to the “wedding tourism”.

BUT WHAT HAPPENS WHEN ONE GOES TOO FAR?

It is known that in today's world, the same kind of marketing that has started the entire wedding tourism story has a decisive influence where the future happy couple will get married, which are movies and TV series. Namely, just the appearance of a photograph of a couple who married under the famous waterfalls in Jamaica, right where the main actors of the big blockbuster "Cocktail" (in the lead roles of Elisabeth Shue and Tom Cruise) were married, led the authorities to ban the weddings under this film-famous waterfall, as thousands of couples from all over the world suddenly decided to say "yes" exactly at the place where a bit explicit scenes were filmed, on this famous island. The same goes to the locations in New Zealand, where some scenes from the famous TV series "Game of Thrones" were filmed, as well as the walls of the old harbour in Dubrovnik, which are visited in great numbers by the couples just because of the legendary TV series. Certainly, the examples of this wedding euphoria are islands Skiatos and Skopelos in Greece where the movie „Mama Mia“ was filmed, with the evergreen hits of the Swedish group „Abba“. The little church on the island Skopelos has officially been closed for the most part of the year, due to the newlyweds' invasion from all over the world, thanks to the movies that had such great popularity.

Serbia also has many fairytale-like destinations that are attractive for weddings, but there are only a few organizers and properties with the suitable capacities that can accommodate larger number of guests and provide supreme comfort to those who have decided on such an extravagant wedding. For now, only a few hotels can promote movie-style dream weddings, among which the most exclusive and luxurious is "Grand Hotel Tornik", the recently opened five-star hotel on Zlatibor. Soon, when the other part of the hotel with the rotating panoramic restaurant – in size the largest in the world, is opened, "Grand Hotel Tornik" will be the far most attractive venue for weddings, not only in Serbia, but in the region and beyond, as well.

Text and photo: D. K. –I.

MOJ UM JE MOJA PLODNA ZEMLJA

Ona je hrabra mlada žena sa uzbudljivom biografijom koja nije tipična za osobu njenih godina. Živela je i rasla između Srbije, Britanije, Saudijske Arabije i Grčke. Završila je Finansije i investicije na The Reading University i master studije iz Internacionalnog marketinga na The King's College-u u Londonu, a posao pronašla u kompaniji Bechtel. Radeći u korporacijskom svetu, **Tara Dinić** je počela da slika. Slikarstvo je prvo bilo njen hobi, ali je vremenom postalo njeno glavno zanimanje.

● *Od koga ste dobili najveću podršku kada ste rešili da napustite siguran posao u Bechtel-u, započnete privatni biznis i uplovite u svet slikarstva, a potom i mode?*

- Moja najveća podrška svakako dolazi od mojih roditelja i brata Petra. Moram da kažem da sam blagoslovena sa mojim roditeljima, jer oni uvek sve vide kao izazov, a izazovi se, za razliku od problema, s lakoćom rešavaju. Volim da kažem da je um kao plodna zemlja, jer ono što posadite - to i izraste. Srećna sam što su moji roditelji podržavali sve moje pozitivne ideje koje su se polako razvijale.

● *Kako biste opisali svoje slike?*

- Radim sa akrilnim bojama na platnu. Često crtam i provokativne političke detalje, ali i ono što me inspiriše tokom putovanja. Moji radovi su od 2018. predstavljeni u galerijama: The Art Dose (Atina) i Imitate Modern (Mayfair, London). Do sada je većina mojih slika prodana privatnim licima ili dizajnerima koji opremaju luksuzne apartmane i jahte, pa veliki broj mojih umetničkih dela u stvari „plovi“ po svetu.



MY MIND IS MY FERTILE LAND

She is a brave young woman with an exciting biography that isn't typical for a person of her age. She grew up and lived between Serbia, Britain, Saudi Arabia and Greece. She graduated in the field of Finance and Investment at The Reading University and got the masters degree in International marketing at The King's College in London. She got a job in Bechtel company. While she was working in the corporate world, Tara Dinić began painting. At the beginning, painting was her hobby, but in time it has become her main occupation.

TARA DINIĆ – FROM THE CORPORATE WORLD TO ART AND FASHION

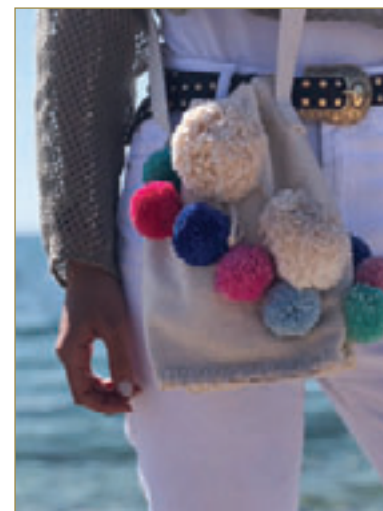
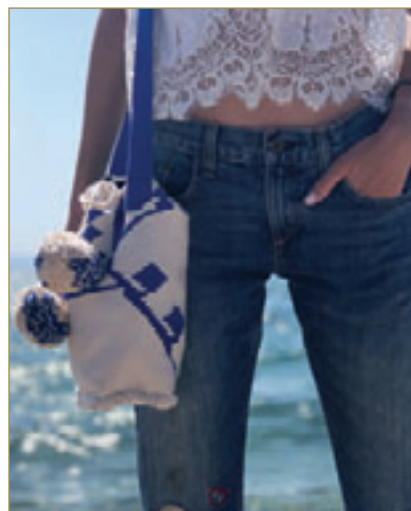
MUDRA VIZIJA TRŽIŠTA

● *Imajući u vidu vašu ljubav prema štafelaju i bojama, kako se rodila ideja o modnom biznisu? Već nekoliko godina kreirate bunde.*

- Još dok sam radila u Bechtel-u došla sam na ideju da dizajniram bunde i to, verovali ili ne, baš za Bliski Istok - Saudijsku Arabiju, Katar, Kuvajt... Možda zvuči paradoksalno, jer šta će ženama bunde na +50°C? Ali znajući da te žene mnogo putuju i da vole da nose najkvalitetnija krzna, odlučila sam da one budu moja klijentela. Sada posle tri godine na tom tržištu i mesta koje moje bunde imaju u najprestižnijim buticima, skromno mogu da kažem da sam imala mudru viziju tržišta. Svake godine kreiram novu kolekciju, bunde se proizvode unikatno i ručno u Kastoriji (Grčka). Krzno kombinujem sa čipkom, kašmirom i svilom.

● *U maju 2018. lansirali ste letnje torbice sa etno motivima Srbije. Odakle inspiracija za taj poduhvat?*

- Na jednom putovanju sreća sam male, od sunca preplanule žene, potomke Inka, u živopisnim nošnjama, koje se bave ručnim radovima i motivima svog podneblja.



● *Who gave you the biggest support when you decided to leave steady job in Bechtel and start your own business by entering into the world of painting, and later in fashion?*

- The biggest support comes certainly from my parents and brother Petar. I must say that I have been blessed with such parents, because they perceive everything as a challenge, and challenges, unlike problems, can easily be solved. I like to say that my mind is my fertile land, because what you plant – that's what will you grow. I am happy that my parents have supported all my positive ideas, which developed gradually.

● *How would you describe your paintings?*

- I work with acrylic paint on canvas. I often draw provocative political details and things that inspire me during travelling, as well. Since 2018, my work has been exhibited in the galleries: The Art Dose (Athens) and Imitate Modern (Mayfair, London). So far, most of my paintings have been sold to private individuals or designers, who decorate luxury suites and yachts, so many of my artworks "sail" across the world.

A WISE VISION OF THE MARKET

● *Having in mind your love for easel and colours, how did the idea of the business in fashion appeared? You have been creating fur coats, for several years.*

- Back then, when I was working at Bechtel, I came up to an idea to design fur coats and, believe it or not, for the Middle East - Saudi Arabia, Qatar, Kuwait... It may sound paradoxically, because you may think that women don't need fur coats at +50°C. But knowing that those women travel a lot and love to wear furs of the highest quality, I decided that they would be my clientele. Now, after three years of being on that market and reputation that my fur coats have in the most prestigious shops, I can say that I had a wise vision of the market. I create a new collection each year and fur coats are produced uniquely and manually in Kastoria (Greece). I combine fur with lace, cashmere and silk.

● *In May, 2018, you launched the summer collection of bags with Serbian etno motifs. Where did you find the inspiration for such project?*

- On one of my journeys, I met Sun tanned women, Inka's descendants, wearing colourful etno dresses. These women deal with handicrafts and motifs of their region.





Znala sam da i u Srbiji ima predivnih etno motiva, da su žene veoma talentovane za ručni rad. Poželela sam da i mi svetu pokažemo naše motive, boje i veštine. Kontaktirala sam udruženja žena za očuvanje rukotvorina u Pančevu i Indiji. Bile su srećne, spremne i ponosne da tkaju i vezu letnje torbice koje će da nose žene po Londonu, LA-u, grčkim ostrvima i Bliskom istoku. Brend je nazvan Kustor & Pollux (po blizancima u grčkoj mitologiji, ali i zato što sam i ja u horoskopu Bliznac). Letnje torbice se prodaju preko interneta, ali i u brojnim buticima po grčkim ostrvima, u Londonu i Cirihu.

Ovaj posao nije samo odraz mojih ideja i kreativnosti, već i način da vrednim i spretnim ženama u Srbiji pomognem da svetu pokažu svoje veštine, da budu prepoznate van Srbije i da imaju svoju finansijsku nezavisnost.

ŽIVOT U SVOM RITMU

● *Danas živite na tri destinacije: London–Atina–Beograd. Šta u tim gradovima volite? Šta vam najviše nedostaje iz Srbije kada odete iz nje?*

- Kada su pitali američkog pisca Marka Tvena gde bi više voleo da živi: u raji ili u paklu, on je odgovorio: “U raji zbog klime, a u paklu zbog društva”. Tako je nekako i sa mnom.

U Beogradu volim toplinu ljudi, dopada mi se njihova otvorena, ponekad surova iskrenost. U Atini volim opušten život, more i klimu, a u Londonu imam najviše prijatelja (tu sam i rođena). Tu živim u svom ritmu. Ceo grad je kao jedan veliki koktel ljudi koji me inspirišu i stalno guraju napred. U Beogradu volim zvuk zvona sa Hrama Sv. Save kada u podne moćno ovladaju Beogradom. Tada obavezno otvorim širom prozore na terasi da ih čujem.

● *Ko je vaš omiljeni slikar?*

- Poštujem Milenu Barili, njen talenat, hrabrost da bude nekonvencionalna. Njen doživljaj stvarnosti pomerao je granice vremena u kojem je živela. Slike koje kao da lebde, prožete enigmom fantastike, simbolima i slojevi-ma metafore. Slika The Bath of Venus zavodi svojom složenosti, titravim tajnama i strepnjama. Ta slika mi svaki put izrecituje nešto novo.

● *Na koga pomislite kad kažete: ličnost sa stilom? Koga biste voleli da vidite jednog dana u svojim bundama?*

- Na moje bake Mimu i Veru, koje su bile prave dame sa stilom. Po njima i moja kompanija nosi ime (www.mimivera.com). Inače, uživala bih da radim za Grejs Keli, da je živa. A danas, mislim da bi moji modeli lepo pristajali jordanskoj kraljici Raniji koja ima urođenu eleganciju.

INTERVIEW: TARA DINIĆ

I knew that in Serbia there are beautiful ethno motifs and that the women are very talented for handicrafts. I wished to show our motifs, colours and skills to the world. I contacted the women's associations for handicrafts preservation in the towns of Pančevo and Indija. They were happy, willing and proud to weave and tie the bags for the summer, which the women in London will wear, as well as in LA, Greek islands and the Middle East. The brand is named Kustor & Pollux (by the twins from the Greek mythology, and as I am also a Gemini by astrology). Summer bags are sold on the Internet and in many shops on the Greek islands, London and Zurich.

This project is not only the reflection of my ideas and creativity, but it is the way to help hard-working and skillful women in Serbia to show their works to the world, to be recognized outside their country and to have their own financial independence.

LIFE IN OWN RHYTHM

● *Today, you live on three destinations: London–Athens–Belgrade. What do you like in each of these cities? What do you miss the most when you leave Serbia?*

- When people asked the American writer Mark Twain where he would like to live: in heaven or in hell, he replied: "In heaven because of the climate, and in hell because of the company". I also think something like that.

In Belgrade, I love people's kindness and I like their opened, sometimes raw honesty, as well. In Athens, I like the relaxed way of living, sea and the climate, and London is where I have friends the most (and where I was born). There, I live my life in my own rhythm. The entire city is like a big cocktail of people, who inspire me and always push me to go forward. In Belgrade, I like the sound of the St. Sava Church's bells at noon, when they powerfully dominate the city. At that moment, I open my windows wide, so I can hear the bells ring.

● *Who is your favourite painter?*

- I respect Milena Barili, her talent and courage to be unconventional. Her perception of reality moved the borders of the time she lived in. The paintings look like they levitate, filled with the enigma of fantasy, symbols and layers of metaphors. The painting The Bath of Venus seduces with its complexity, vibrant secrets and worries. That painting shows me something new each time I look at it.

● *Who do you think of when you say: personality with style? Who would you like to see wearing your fur coats one day?*

- I think of my grandmothers Mima and Vera, who were the true ladies with style. My company is named after them (www.mimivera.com). Otherwise, I would've loved to work for Grace Kelly, if she was still alive. And today, I think that my models would look great on the Queen Rania of Jordan, who has innate elegance.

Author: **Marina Bulatović**

Photos: Private archive

SERBIAN BRAND

Perunica
MARUŠKA
WWW.STUDIOMARUSKA.COM



a truly remarkable gift

Faja Jovanovic,
Solja Dundžerski, around 1930.

Dressed in riding trousers and jacket
Solja Dundžerski differs from the
luxurious costumes of
other Jovanovic's ladies.

Her masculine and elegant style
is a reflection of modern
and confident young woman.



Retails:

Ušće shopping center
(ground floor at east entrance)

Promenada shopping center
(east floor, north entrance from Spora)

Bojičeva shopping center
(1 floor GZA store)

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

Airport Nikola Tesla
(transit zone at east CI)

Webshop
(www.studiomaruska.com)

Royal Palace
(bul. Kralja AK. 92)

The National Museum
(Trg republike 1a)

Istorijski muzej
(Trg Nikole Pašića 11)

PUTOVANJE NA KRAJ SVETA KROZ 5 ELEMENATA



Tekst i fotografije / Text and photos:
Dragica Tomka,
putnik, istraživač, putopisac /
Traveller, explorer, writer

Putovanje oko Južne Amerike do Antarktika i nazad. Put kroz Patagoniju, Ognjenu zemlju, od 35 °C do -2 i nazad do 35 °C. Dva kontinenta, šest zemalja, tri okeana ili prostora skupljenih u jedan program putovanja... Susret i osećaj pet elemenata – zemlje, vode, vazduha, vatre i etera!

Ovo je bilo jedno od onih putovanja koja vam “ulete”, ne znate ni odakle, niti zašto baš tada. Putovanje za koje se odlučujete brzo, podsvesno osećajući da će ono možda doneti nešto što duboko u sebi iščekujete. Prihvaćen izazov. Odabir je bio da za 28 dana odletim sa istoka na zapad do Santjaga de Čile, plovim od sredine Čilea Tihim okeanom duž obala Čilea i između fjordova, kanala i ostrva Patagonije, Ognjene zemlje, pa na jug Južnim okeanom (nekada se zvalo Južno more) do poluostrva Antarktika, a onda na sever Atlantskim okeanom do Foklandskih ostrva, te na sever duž Ognjene zemlje do Montevidea i Buenos Airesa, a onda avionom nazad do Evrope!

Dok sređujem utiske i pokušavam da ih složim u neke kasete, fajlove u koje ih moje misli i emocije slažu i odlažu na čuvanje, shvatam da nisam ni slutila koliko će duboke, višeslojne, višedimenzionalne tragove ostaviti to putovanje. Bilo je to, pre svega, moje prvo putovanje kruzerom. Za njih sam ranije govorila kako mi nije jasan ni povod, ni suština plovidbe – putovanja kroz predele preko vode, kako je to, u stvari, iluzija kretanja, jer boraveći u udobnom, luksuznom prostoru ispunjenom različitim programima, zapravo samo proviruješ malo izvan

A JOURNEY TO THE END OF THE WORLD THROUGH 5 ELEMENTS

Travelling around South America to Antarctica and back. The journey through Patagonia, Tierra del Fuego, from 35°C to -2°C and back to 35°C. Two continents, six countries, three oceans or spaces gathered in one travel program... The meeting and the feeling of five elements – earth, water, air, fire and ether!



*Brod Zaandam ukotvljen ispred luke
Castro na ostrvu Chiloe
Ship Zaandam anchored outside the port
Castro on the island of Chile*

sebe i pogledom otkačinješ još neke kilometre, neka mesta, neke scene... I nakon povratka, osećam da putovanje kruzerom nije moj način putovanja ali mi je mnogo toga donelo. Shvatila sam, između ostalog, i to da kada i ne veruješ u nešto i imaš predrasude o nečemu - uvek ima izlaza za doživljaj, osećaj, radost uživanja, samo ako se dovoljno prepustiš čarima putovanja.

Dok sam stajala na doku ogromne luke San Antonio, sa pogledom ka velikom brodu Zaandam, sa jednom nogom ka brodu, sa drugom još uvek čvrsto na zemlji, gomilale su mi se misli i pitanja u glavi. Zašto sam tu, kuda sam krenula i šta želela, šta sam očekivala?

Mnogo više nego ikada ranije pitala sam se zašto sam odabrala baš taj put, kada više volim zemlju nego more, kada više volim da zaronim ruke u zemlju, biljke, kamen ili vodu, nego da ih samo gledam, mirišem, osluškujem? Osećala sam da me na to putovanje na kraj sveta ne nosi samo enigma otkrivanja čega to ima na kraju sveta, nego i

mного više toga. Osećala sam da taj momenat za mene znači neku vrstu otepljenja od stabilnosti dotadašnjeg života, sigurnosti zemlje, življenja na njoj i poletanje ka nečemu što je slobodnije, bez ograda, bez puteva, ograničenja... I moram priznati: osećala sam neku dozu straha: od veličine broda, od mnoštva nepoznatih ljudi skupljenih sa svih strana sveta u jednom zatvorenom prostoru, straha od kabine, od sebe same i svojih mogućnosti da osetim, udahnem i ugrabim tu slobodu da plovim – vodama ili vazduhom.

S tim mislima, vidno uzbuđena, ušla sam na brod na kojem je bilo 1.400 putnika, 600 zaposlenih, brod sa velikom koncertnom salom sa oko 1.000 sedišta i više malih prostora u kojima je moguće pronaći svoj kutak za klasičnu muziku, rok, dens ili neku drugu muziku, za čitanje i istraživanje u biblioteci ili za učenje različitih veština. Moglo se i hodati na otvorenoj palubi, obima oko 400 m, posmatrati plovidba sa više paluba, različitih prostora, slušati i razgovarati sa istraživačima koji su svako - dnevno prenosili svoja iskustva, i jesti, jesti izobilje raznovrsne hrane. Svega toga sam se plašila, posmatrajući to iz perspektive

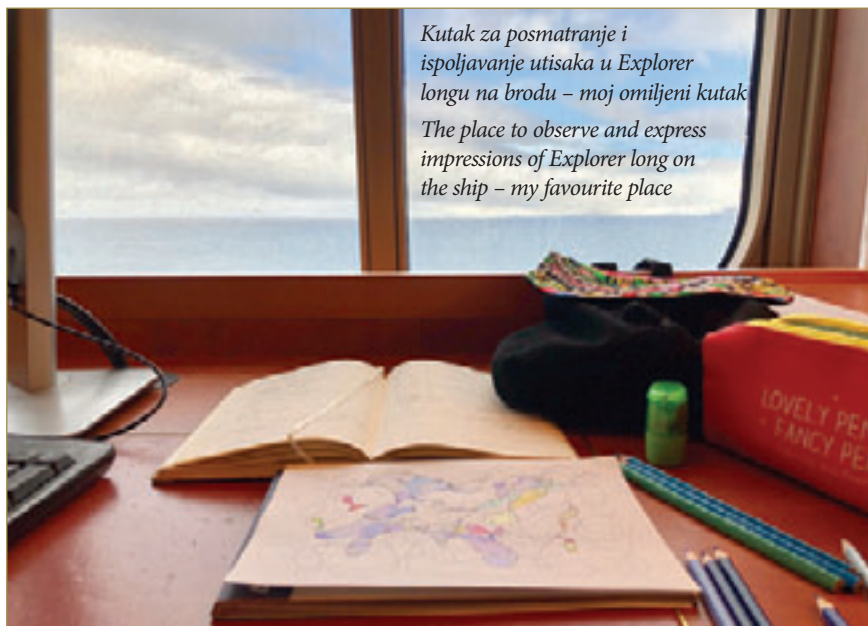
This was one of those journeys that you “come up with”, without knowing why. The journey for which you decide quickly, subconsciously feeling that it may bring something that you are expecting deeply inside. Challenge accepted. The choice was to fly from east to west to Santiago de Chile for 28 days, sail from Chile across the Pacific ocean along the coast of Chile and between fjords, canals and the island of Patagonia, Tierra del Fuego, and then to the south across the South ocean (once called the South sea) to the peninsula of Antarctica, and then to the north across the Atlantic ocean to the Falkland Islands, and north along Tierra del Fuego to Montevideo and

Buenos Aires, and then back to Europe by plane!

While sorting impressions and trying to put them in some cassettes, files in which my thoughts and emotions are gathered and stored, I realize I did not even imagine how deep, multilayered, multidimensional marks would that journey have on me. It was, above all, my first cruise trip. I used to say that I don't understand clearly the reason, nor the purpose of the cruises – travelling through

the areas across the water, as it is, in fact, the illusion of movement, because staying in a comfortable, luxurious space filled with different programs, you actually just merge a little out of your own way and you can see a few more miles, some places, some scenes... And after the return, I feel that the cruise travel is not my way of traveling, but it meant a lot for me. I realized, among other things, that when you don't believe in something and you have certain prejudices – there is always room for a new experience, feeling, joy, only if you are sufficiently indulged in the magic of journey.

As I was standing on the dock of the huge port of San Antonio, looking toward the big ship Zaandam, with one foot on the boat, with another still firm on the ground, my thoughts and questions in my head were accumulating. Why am I here, where do I go and what do I want, what do I expect? Much more than ever before, I wondered why I chose this journey when I prefer the earth more than the sea, when I prefer to place my hands on the soil, touch plants, stone or water, than just to watch, smell, listen to them? I felt that not only enigma to reveal what is it like at the end of the world pushed me on this journey, but much



EKSKLUZIVNO: PATAGONIJA I ANTARKTIK

kućice utisnute u prirodi, na obali nekog jezera u kojoj bih volela da živim. A onda sam tokom putovanja polako, neprimetno, pažljivo odmotavala i otpuštala svoje strahove, zebnje, neverice. Postepeno sam upijala sve više onoga što mi je godilo, što me je budilo, ushićivalo, a oslobađala se i klonila onoga što mi nije prijalalo, što nisam volela. Na kraju puta, i sada kada to polako slažem u sebi, svesna sam da sam se na ovom putovanju, više nego na bilo kom do sada, pomerila, porasla, popunila, spoznala, upozнала, naučila. Udahnula.

PATAGONIJA

Još uvek se naučnici, istraživači i pisci spore oko toga da li naziv Patagonija potiče od Velike noge (pata gonias), obzirom da su na tom tlu nekada živeli ljudi gigantskog rasta ili je taj naziv dat sa nekim drugim razlogom. Ali, šta god da je, ta i takva Patagonija je prostor na kugli zemaljskoj koji se očuvao, koji je uspeo da se odbrani od naježde ljudi koji su se tu nastanjivali ne zato što im je tu bilo lepo, nego zato što su iz te zemlje, vode, vazduha, želeli da crpu sve što može da doprinese besomućnom gomilanju novca i slave ili moći koja sa tim ide. Kako se Patagonija odbranila? Svojom divljinom, neprohodnošću, nedostupnošću, svojom sposobnošću da samo odabranima otvori vrata i pokaže svoje lepote. Priroda Patagonije se uglavnom očuvala, ali, nažalost, ljudi koji su je nastanjivali i koji su je voleli, razumeli i poštovali - nisu uspeali. Njih gotovo da više i nema. Njih su proterali, porobili, poubijali, pozatvarali neki drugi kojima je bilo važno samo blago Patagonije.

Malo je onih koji su je zaista osetili, voleli i uspeali

more than that. I felt that this moment for me meant some kind of secession for the stability of the past life, the security of the ground, the life on it, and the flight to something more freely, without barriers, without roads, restrictions... And I must admit: I felt some fear: from the size of the ship, the large number of strangers from all over the world in an enclosed space, fear of the cabin, from myself and my ability to feel, breathe, and seize that freedom to sail - water or air.

With these thoughts, visibly excited, I entered the ship with 1.400 passengers, 600 employees, a ship with a large concert hall with about 1.000 seats and several small spaces where one can find a corner for classical music, rock, dance or some other music, reading and research in the library or learning different skills. It was possible to walk on an open deck, observe sailing from multiple decks, different spaces, listen and talk to researchers who have transmitted their experiences on a daily basis, and eat plenty of various types of food. I was frightened, observing this from the perspective of a house embedded in nature, on the shores of a lake, in which I would like to live. And then, during the trip, I slowly, seamlessly, carefully unplugged and disregarded my fears, frustrations, disbeliefs. Gradually, I absorbed more of what I enjoyed, which aroused me, made me laugh, and freed me, so I stood away from things I didn't like. At the end of the journey, even now, when I slowly gather all of that inside my head, aware that on this journey I have moved, grew, found out, met, and learnt, more than ever before. I have inhaled.

PATAGONIA

Scientists, researchers and writers are still arguing about whether the

*Spomenik Magelanu koji je "otkrio" ovaj svet i starosedeoćima, grad Punta Arenas
Monument of Magellan, who discovered this world, Punta Arenas*



Spomenik starosedeočima, nomadskim plemenima u Montevideu, Urugvaj

Monument dedicated to natives, nomad tribes in Montevideo, Uruguay



da ostanu živi zajedno sa njom. Starih drevnih naroda zapravo i nema. Od ponekog plemena ostalo je njih tek po neka hiljada, a od nekih - niko. A bili su to ljudi koji su u Patagoniji živeli lutajući njenim prostorima pešice ili ploveći fjordovima, moreuzima, kanalima i jezerima, nalazeći uvek dovoljno dobre i zdrave hrane, uvek dovoljno udoban prostor za jednostavan život. Bila su to plemena Tehuelche, Selk, Nam, Haush, Teushen, Alacelufe, Yaghan... Svih zajedno danas nema ni 40.000 u celoj Argentini i u Čileu. O njima se vrlo malo i zna, iako su tu živeli sve do 20. veka. Oni nikome nisu bili interesantni. Svoja znanja, umeća, način života odnosili su i danas odnose sa sobom u neke druge svetove. Greh ljudski na ovim prostorima je nezamisliv i neizbrisiv.

Iz ugla posetilaca, te stare drevne kulture od pre 20 i više hiljada godina i njihovi tragovi - nisu vidljivi. Nigde. Tek poneki mali predmet u nekom lokalnom muzeju ili poneka drvena maska nekog umetnika.

name of Patagonia originates from the Big foot (Pata Gonias), since gigantic people lived in this area, or the name was given for some other reason. But, whatever it is, Patagonia is a space on the globe that was preserved, which succeeded in defending itself against the intrusion of the people who settled there, not because they felt at ease here, but because they wanted to take from the land, water, air everything that could contribute to hopeless accumulation of money and fame or the power that goes with it. How Patagonia defended itself? By its wilderness, impenetrability, inaccessibility, its ability to open doors only to the chosen ones, and to show its beauty. Patagonia was largely preserved, but, unfortunately, the people who lived there and who loved it, understood it and respected it – didn't endure. They are almost completely gone. They were expelled, enslaved, killed and apprehended by others who only cared for the Patagonia's treasures. A few of them managed to stay alive. There are only a few thousand of them left from a certain tribe. They were the people who lived in Patagonia wandering around in their own footprints or floating by fjords, straits, canals and lakes, always finding healthy food and comfortable places for a simple life. They were the tribes of Tehuelche, Selk, Nam, Haush, Teushen, Alacelufe, Yaghan... Today, there are not even 40.000 of them throughout Argentina and Chile. We know very little about them, even though they lived there until the 20th century. Other people had no interest in them. They took their knowledge, skills, and lifestyles with them to some other worlds, and they still do it. Human sin in this region is unimaginable and indelible.

From the perspective of the visitors, traces of ancient cultures of 20 or more thousand years ago – are not visible. Nowhere. There is only a small object in a local museum or a wooden mask of an artist.

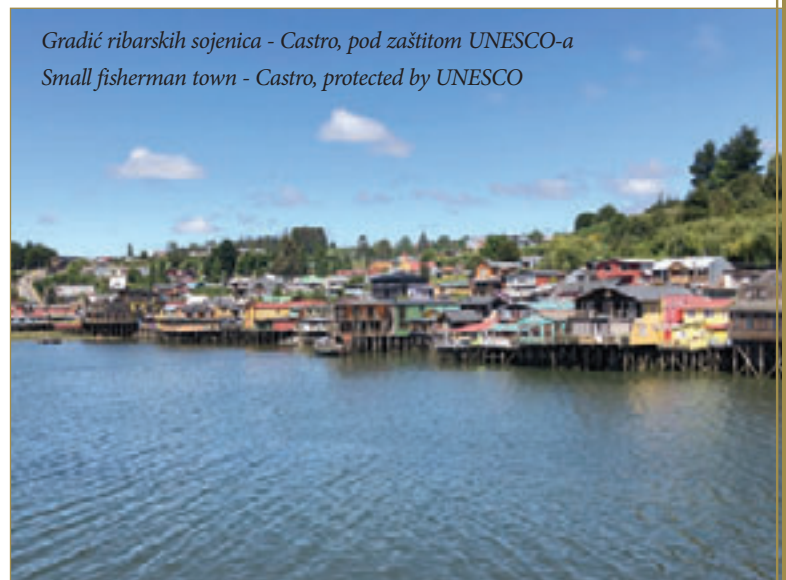
Today, Patagonia attracts visitors with its beautiful wild, rich and diverse nature. They take turns according to the natural rules of forests, steppes, pampas, rivers and lakes, glaciers, seas and

Dovoljno velike i udobne kuće lokalnog stanovništva i lokalni etnografski muzej u jednoj od njih u naselju Chonchi (Čileanska Patagonija)

Sufficiently large-small wooden houses and a local ethno museum in Chonchi (Patagonia in Chile)



Gradić ribarskih sojenica - Castro, pod zaštitom UNESCO-a
Small fisherman town - Castro, protected by UNESCO





*Dok retki turisti - kupci ne dođu, uglavnom brodovima, vredna žena plete još pulovera
Woman knitting a sweater*



*Poludrago kamenje, svih boja i formi i najpoznatiji čileanski lapis lazuli
Semi-precious stones of all colours and shapes and lapis lazuli*

*Vodopad Virgine u dolini reke Aysen u jednom od brojnih nacionalnih parkova čileanske Patagonije
Waterfall Virgine in the valley of the Aysen River*



fjords and make a magic mixture through which you can wander, walk, sail. My little experience is very deeply engraved in my mind. On the mainland, Patagonia is clean, clear, alive, not only from plants, but also from the diverse animals that live there. The simplicity of living in sufficiently large-small wooden houses and a modest selection of products is felt in the small settlements of the present inhabitants. People are peaceful, alive, they meet in the streets, at cafes and restaurants. They are kind and friendly. Each place has its own market where the most diverse fish and seafood are sold, which, unfortunately, reigns even more than it can be sold, and exports and transfers to the larger markets are not well organized. The markets are very interesting for the visitors, where local people sell their handicrafts from leather, alpaca wool, sheep and guanaco wool, then semi-precious stones, of which the most valuable lapis lazuli is here - a beautiful gray-blue stone. Domestic residents are a mix of all the European nations and the others who inhabited this area for the last hundred years. It is no rarity that they have heard about Serbia, but even before Yugoslavia, because in some places, such as Punta Arenas, for example, almost all of the inhabitants originate in the countries of former Yugoslavia.

Looking from the sea, the experience of Patagonia is even more powerful. The simplicity of nature made by the water and the sky and very sharp, steep forms of mountain wreaths and peaks is felt while sailing through narrow canals and straits, and going into the bays and bypassing the islands. The places we visited and

EXCLUSIVE: PATAGONIA AND ANTARCTICA

Patagonija danas privlači posetioce svojom predivnom divljom, bogatom, raznovrsnom prirodom. Smenjuju se po prirodnim pravilima šume, stepe, pampe, reke i jezera, lednici, moreuzi i fjordovi i čine čaroban pačvork kroz koji se može lutati, hodati,

*Pogled sa pramca broda u nedirnutu prirodu
A view from the ship into preserved nature*



ploviti. Moje neveliko iskustvo je veoma duboko urezano u moje osećaje. Sa kopna posmatrano, Patagonija je čista, bistra, živa, ne samo od bilja nego i od raznovrsnih životinja koje tu žive. U malim naseljima sadašnjih stanovnika oseti se jednostavnost življenja u dovoljno velikim - malim drvenim kućama, skromnim izborom proizvoda. Ljudi su mirni, živi, mogu se sresti na ulici, u kafićima i restoranima. Ljubazni su i susretljivi. Svako mesto ima svoju pijacu na kojoj se najviše prodaje raznovrsna riba i plodovi mora koji se, nažalost, vade i love više nego što se može prodati, a nije još dobro organizovan izvoz i transfer na veća tržišta. Na pijacama su veoma zanimljivi za posetioce delovi gde domaće stanovništvo prodaje svoje rukotvorine od kože, vune od alpake, ovaca i gvanake, zatim poludrago kamenje

*Divlja i oštra priroda čileanske Patagonije
The wild and harsh nature of Chilean Patagonia*

www.turistickisvet.com

*Kraljevi pingvini na Foklandskim ostrvima
Royal Penguins on the Falkland Islands*



where the ship stopped are the famous places of Puerto Mont, Castro on the big island of Chile, after which to the south you go into the world of game of water and earth, with countless islands, from which rise very wild and sharp forms of mountains, peaks, volcano tops, divided by straits and canals where small settlements such as Puerto Aysen and Puerto Chacabuco are located. Throughout the year, there is snow on high peaks - the birthplace of numerous waterfalls. This is a landscape in which the glaciers spread like a dormant frozen river. Some of them reach the ocean. These glaciers have blue snow, they act like huge sleeping beings waiting to be awoken. In such a case, in the Torres del Paine National Park, Chile, the first in a row, we approached ourselves quite close enough to



Pingvini na plovećoj santi leda
Penguins on the floating ice

od kojih je ovde najvredniji lapis lazuli, divan sivo-plavi kamen. Domaći stanovnici su mešavina svih evropskih naroda i drugih koji su poslednjih stotinjak godina naselili ovaj prostor. Nije retkost da su čuli za Srbiju, ali još pre za Jugoslaviju, jer je u nekim mestima kao što je Punta Arenas, na primer, gotovo većina stanovnika poreklom iz zemalja bivše Jugoslavije.

Gledajući sa mora, doživljaj Patagonije je još snažniji. Ploveći uskim kanalima, moreuzima, zalazeći u zalive i obilazeći ostrva oseti se jednostavnost prirode koju čine voda i nebo i vrlo oštri, strmi oblici planinskih venaca i vrhova. Mesta koja smo obišli i na kojima se brod zaustavljao su poznata mesta Puerto Mont, Castro na velikom ostrvu Čiloe, posle kojeg se dalje ka jugu zalazi u svet igre vode i

feel his strength, eternity, peace. An exciting experience. By the way, the Torres del Paine National Park is a part of the Chilean National Forest Protected Areas, an area of approximately 182,000 ha, which makes up about 51% of the total territory. The park is one of the 11 protected areas of the Magalan region and the Chilean Antarctica.

To the south, we sailed through the large and significant Magellanic passage, which was the main link between the Pacific and the Atlantic until the construction of the Panama Canal. Today, it represents a paradise for sailors and lovers of cruising, sailing and wildlife. The South of Patagonia ends with Ushuaia, the southernmost



zemlje, sa bezbroj ostrva i ostrvaca, sa kojih se uzdižu vrlo divlje i oštre forme planina, vrhova, vulkanskih kupa, razdvojenih more-uzima i kanalima na kojima su locirana mala naselja kao što su Puerto Aysen i Puerto Čakabuko. Na visokim vrhovima tokom čitave godine je sneg i odatle se slivaju mnogobrojni vodopadi. To je i predeo u kojem se rasprostiru lednici veliki kao uspavane zaleđene reke. Poneki od njih dopiru do samog okeana. Ti lednici imaju sneg plave boje, deluju kao ogromna uspavana bića koja čekaju svoje buđenje. Jednom takvom, u nacionalnom parku Torres del Paine, u Čileu, prvom u nizu, približili smo se sasvim dovoljno blizu da osetimo njegovu snagu, večnost, mir. Doživljaj za ushićenje. Inače Nacionalni park Torres del Paine je deo Nacionalnog sistema zaštićenih šumskih područja Čilea, površine oko 182.000 ha, koji čini oko 51% ukupne teritorije. Park je jedan od 11 zaštićenih područja regije Magalan i Čileanski Antarktiki.

Još južnije plovili smo velikim i značajnim Magelanovim prolazom, koji je do izgradnje Panamskog kanala bio glavna veza između Pacifika i Atlantika. Danas je raj za moreplovce, ljubitelje krstarenja, plovidbe i divlje prirode. Sam jug Patagonije završava se mestom Ushuaia, najjužnijem naseljenom mestom koje smo, na našu žalost, zbog veoma jakog vetra posmatrali samo sa broda. Sa broda smo ranom zorom pozdravili i Rt Horn koji je bio umotan u maglu. Rt Horn, na krajnjem jugu Južne Amerike, simbolički predstavlja spoj Pacifika i Atlantika. Južnije je samo Južni okean kojim smo, ljuljani velikim okeanskim talasima doplovili do Antarktiki. Nakon Antarktiki, ploveći na sever argentiskom stranom Atlantskog okeana, posetili smo Foklandska ostrva, stratešku tačku usred okeana oko koje su se do skoro mnogi borili za prevlast. A Foklandi su u suštini jedan divan, stepom pokriven i niskom polusuvom travom ozelenjen prostor, zaboravljen u prostoru. Na Foklandima živi samo oko 3.500 stanovnika i nekoliko vrlo velikih i bogatih kolonija pingvina. Susret sa kraljevim pingvinima u jednoj od kolonija je zaista bio vrlo zanimljiv, različitim emocijama popunjen susret.

settlement, which, to our grief, was only observed from the ship due to the very strong wind. From the ship, we greeted the Cape Horn who was wrapped in the fog. Cape Horn, in the far south of South America, symbolically represents the union of the Pacific and the Atlantic. South is just the South Ocean, whose waves took us to the Antarctica. After the Antarctic, sailing north on the Argentine side of the Atlantic Ocean, we visited the Falkland Islands, a strategic point in the midst of the oceans for which many fought for domination. The Falklands are essentially a beautiful, stepped and low grass-covered area, forgotten in space. There are only 3.500 inhabitants in this place, as well as some very large and rich colonies of penguins. The meeting with the royal penguins in one of the colonies was really interesting, filled with different emotions.

ANTARCTICA

It is difficult to put in a few sentences all the impressions, moments, sighs, grief, enthusiasm, all the moments of waiting for the encounter with whales, dolphins or penguins, moments of enjoying the flight of various smaller and big albatrosses, or just moments in which I am standing on one of the decks of this great ship, dipped into this infinity. It is hard to describe, because my experience of Antarctica is not figures, names, dates, data... They are certainly interesting, important, historical, scientific and cultural, ecologically and morally valuable. But, what remains deep inside of me are not the facts. I am filled up with an unseen beauty. I covered and petted sharp rocks with my eyes, as well as high peaks, the ice sharp tops of the surrounding mountains, the hills that existed for centuries in Antarctica. These ice forms firmly cover and squeeze everything that is Antarctica. After listening to the essential and well-presented scientific and research knowledge and

Zalazak sunca na okeanu

Sunset on the ocean

PLAVI LEDNIK

Očekivanje susreta lednika sa okeanom i mene sa njima. Jutro je. Rano. Brod lagano plovi. Sunce sakriveno iza sivo-belih oblaka ostavlja dovoljno svetlosti da vidimo duboko sivo-zelenu boju okeana dole i plavo-belu boju oblaka gore. Stojim na pramcu velikog broda koji lagano plovi približavajući se ledniku. Jednom, od više njih koji su, skliznuvši sa okolnih brda i planinskih vrhova oslonili svoje moćno, debelo plavo-belo telo o hladne vode okeana. Posmatram. Udišem. Tiho je sve, kao u nekom iščekivanju. Ne primećujem mnogo ljude koji s istim ushićenjem upijaju lepotu ovih čistih predela. Daleko negde na jugu u vodama Patagonije. Između plutajućih ostrva pokrivenih snegom.

Posmatram. Dopuštam da mi hladno strujanje vazduha i tanani zraci svetlosti od sunca dopiru u dubine. Zagledana sam u plavo-belo hrapavo telo lednika. Plava boja dolazi od mehurića vazduha uhvaćenih između kapi vode tokom procesa zaleđivanja. Kako je to čarobno. Bezbojni vazduh i skoro isto takva voda sjedine se u plavi lednik. Kao da neko prospe sipino mastilo ili teget boju iz dubine okeana. Nestvarna boja. Ne trepćem. Da li znam u šta gledam, šta vidim i šta osećam? U traženju odgovora na tu pomisao samo sam zatvorila oči. Odgovor je doleteo. I pre nego što sam uspela da podignem kapke, suze su se već slivale niz obraze. Otvaram oči širom, netremice gledam i vidim ispred sebe vekove koji stoje. Vidim simbiozu vode, leda, vazduha, bilja, zemlje. Tu ispred sebe. I ja tako sićušna u toj večnosti. Da mogu zagrlila bih taj lednik koji tako mirno i spokojno leži između dva brda, dve planine. Ispred mene i njega komadići otrgnuti od celine rasuli se. Plivaju malo po površini, više u vodi. Kao zvezde na nebu. Kao beli cvetovi livadom. Kao ovčice na paši. Kao beluci na peščanoj obali. Da li su ti komadići otrgnute večnosti stopice kojima mogu da zakoračim od sebe ka večnosti i u nju se utopim? Suze i trnci koje osećam kažu: da. Ruke na grudima. Hvala ti, hvala za ovu lepotu, za ovu mogućnost da budem i osetim tu celinu kao deo Jednosti. Kao deo lepote življenja.

Ushićena lepotom plavog velikog uranjajućeg lednika. Na pramcu broda. Antarktik. 28. decembar 2018.

BLUE GLACIER

The expectation of meeting the glaciers with the ocean and me with them. It's early in the morning. The ship is sailing slowly. The sun hidden behind gray-white clouds leaves enough light for us to see the deep gray-green colour of the bottom of the ocean and the blue-and-white colour of the clouds above us. I am standing on the bow of a large ship that slowly sails approaching the glacier. To the one of many of them, slipping from the surrounding hills and mountain peaks, leant their powerful, thick, blue-and-white body on the cold water of the ocean. I'm watching. Inhaling. Everything is quiet, as in some anticipation. I do not notice many people who with the same enthusiasm absorb the beauty of these clean areas. Far to the south in the waters of Patagonia. Between the floating islands covered with snow.

I observe. I allow the cold flow of air and the thin rays of light to reach the depths. I'm looking at the blue-white rough body of the glacier. The blue colour comes from the bubbles of the air caught between the drops of water during the icing process. It's magical. Colourless air and water merge into the blue glacier. It's as if someone spills ink paint or dark blue from the depths of the ocean. An unreal colour. I'm not blinking. Do I know what I'm watching, what do I see and what do I feel? In looking for the answer to that thought, I just closed my eyes. The answer came. And before I managed to lift the eyelids, tears are already flowing down my cheeks. I open my eyes wide, I look at myself and see the centuries standing in front of me. I see the symbiosis of water, ice, air, plants, earth. Right in front of me. And I'm so tiny in that eternity. If I could I would hug the glacier that is so peacefully standing between two hills, two mountains. In front of us are the pieces broken from the mainland, dispersed. They swim a little over the surface. Like the stars in the sky. Like white flowers in a meadow. Like sheep in the pasture. Like tiny white stones on the sandy shore. Are these pieces shattered by the eternity - the steps that I can take to reach eternity and drown in it? Tears and chills I feel say: yes.

My hands are on my chest. Thank you, thank you for this beauty, for this opportunity to be and feel like a part of the unity. As part of the beauty of life.

Excited about the beauty of the big blue glacier. On the bow of the ship. Antarctica. December 28, 2018.

*Lednik koji dodiruje okean i u vodi rasipa komadiće leda
Glacier that touches the ocean, scatter pieces of ice in the water*

Srebrom okupana priroda Antarktika
Silver bathed nature of Antarctica



ANTARKTIK

Teško je u nekoliko rečenica staviti sve utiske, trenutke, uzdahe, zebnje, ushićenja, sve momente čekanja susreta sa kitovima, delfinima ili pingvinima, momente uživanja u letu različitih manjih i velikih albatrosa, ili samo momente u kojima sam stojeći na nekom od dekova, paluba ili na pramcu ovog velikog broda uranjala u taj beskraj. Teško je to opisati, jer moj doživljaj Antarktika nisu cifre, imena, datumi, podaci... Oni su svakako zanimjivi, značajni, istorijski, naučno i kulturološki, ekološki i moralno vredni. Ali ono što je ostalo duboko u meni nisu fakta. Napunila sam se nekom neviđenom divotom. Očima obuhvatala i milovala oštre stene, visoke vrhove, ledene oštre kape okolnih planina, brda koji vekovima stoje na Antarktiku. Te ledene forme čvrsto, vrlo čvrsto pokrivaju i stiskaju sve što je Antarktiki, šesti kontinent zapravo. Nakon slušanja vrlo ozbiljnih i vrlo dobro prezentovanih naučnih i istraživačkih spoznaja i saznanja o Antarktiku, o njegovoj davnoj prošlosti i burnoj a još uvek nepoznatoj sadašnjosti, na predavanjima koja su bila organizovana na brodu (što je inače bila ogromna vrednost programa putovanja), čini mi se kao da sam spoznala da taj led svesno čuva Antarktiki. Čuva tu ogromnu zemlju i njeno unutrašnje blago, vode, naftu i ko zna šta još, od ljudi. Od ljudi koji bi to sve da na brzinu pokvare, preuzmu, zavladaju. Divila sam se mirnoći kojom su kitovi uranjali i polako izranjali, ispuštali svoje male gejzire, bez velikih talasa, bez velike buke, kao da nisu želeli da pokvare kristalno čistu i mirnu površinu okeana. Ali osećala sam ih i videla njihova peraja kako lagano plove i tada sam sa njima delila taj duboki mir ledenog okeana. Ili sam se radovala malenim pingvinima koji su u grupama stajali na plovećim santama leda, jureći se kao da igraju žmurke, a onda bi odjednom, kada bi osetili ili čuli nas sa broda, veselo jedan po jedan odskakovali u vodu i u njoj se igrali, uranjajući i izranjajući. A izlasci sunca u dva noću, i ne manji burni, obojeni crvenim bojama zalasci sunca u ponoć – bili su trenuci divljenja. Jer, posmatrati ceo horizont, 360 stepeni obojen bojama purpura, crvene i žute, je nalik uranjanju u vatru koja plamti ne sagorevajući, nego grejući. Uranjala sam u beskraj nijansi sivih, plavih, tirkiznih, beličastih i srebrnih boja. Bio je to veoma dubok šestim čulom doživljen peti elemenat – etar. Uranjanje u taj etar, ploveći 10 dana bez pristajanja vodama Antarktika, i jeste moj najdublji doživljaj. I tada, u momentima uranjanja znala sam da je ovo putovanje, ovaj doživljaj - moja spoznaja svih pet elemenata: zemlje, vazduha, vode, vatre i etera.

knowledge about Antarctica, its ancient past and the tumultuous and still unknown present, in lectures that were organized on the ship (which by the way, contributed to an enormous quality of the travel program), I feel it's as if I realized that the ice consciously keeps Antarctica safe. It keeps a huge country and its inner treasures, water, oil and who knows what else, from curious people. From individuals who would do everything to speed it up, take over, take control. I admired the calmness by which the whales were diving and swimming on the surface, puffing their little geysers, without big waves, without a lot of noise, as if they did not want to ruin the crystal clear and peaceful surface of the ocean. And I felt them and saw their fins floating lightly and then I shared the deep peace of the iceberg with them. Or I was looking forward to the little penguins standing in the floating ice in groups, arriving as if they were playing hide and seek, and then suddenly, if they felt or heard us from the ship, they cheered one by one in the water. And the sunrises in the 2 AM, and those not less turbulent, painted in red colors, sunsets at midnight - were moments of admiration. For, to observe the whole horizon, 360 degrees colored with purple, red and yellow, is a flickering in a flame without burning, but warming up. I immersed in the infinite shades of gray, blue, turquoise, white and silver. It was a very deep sixth-sense feeling that was experienced by the fifth element - ether. The immersion into ethereal and floating for 10 days is my deepest experience. And then, in the moments of immersion, I knew that this a trip, this experience – was my comprehension of all five elements: earth, air, water, fire and ether.

„HELIO-ČAROBNJACI” - U AKCIJI

Oni helikopterima dospevaju na vrhove, iskaču sa pet metara visine ukoliko ne postoji ni parče od desetak metara prostora gde bi helikopter mogao da se „prizemlji”, a onda kreću u besomučnu „borbu za život”, spuštajući se rizičnim putanjama niz planine dugim desetine kilometara, savlađujući visinsku razliku od par hiljada metara!

Nekome nikad dovoljno adrenalina! Iako skijanje spada u fizički zahtevnije i uzbudljivije sportove, najekstremniji su se dosetili još opasnijeg spuštanja niz planine. Ako to može da se nazove spuštanje, jer su u pitanju pravi akrobatski skokovi od više desetina metara. Izbegavanje oštrih vrhova stena, pri doskoku, zaleđenih pokorica nad snežnim provalijama i „trke” sa manjim lavinama koje sami skijaši iniciraju spuštanjem po rizičnim putanjama niz planine. Prevrtnja po dubokom snegu, spadaju u osnovni arsenal ovih vrhunskih skijaša, bolje reći čarobnjaka na skijama ili bordu. Helikopterima dospevaju na vrhove i tada iskaču sa pet metara visine ukoliko ne postoji ni parče od desetak metara prostora gde bi helikopter mogao da se „prizemlji”. Obično su u pitanju visovi Evrope - Alpi, Dolomiti ili vrhovi u Švedskoj i Finskoj, ali i lednici širom sveta - u Argentini, Čileu, Patagoniji, Novom Zelandu, Himalajima, na krajnjem severu Amerike, Aljasci, Grenlandu, Britanskoj Kolumbiji u Kanadi, Elbrusu na Kamčatki u Rusiji... Grupe su od tri do pet skijaša ili „daskaša” (snou-boardera), a postoje veći helikopteri u koje stane i po deset skijaša, sa sve opremom, koji se spuštaju na ledene visove.

ZA EKSKLUZIVAN DOŽIVLJAJ – EKSKLUZIVNA CENA

Kažu da se osećaju kao osvajači, prvi istraživači polarnih belina ili astronauti na mesecu. Kad „zaoru” po dubokom snegu, prhkom kao puder koji leti na sve strane, dok se helikopter podiže i ostavlja ih na „bogovskim” visinama.

– Zamišljate da ste sami na svetu, a samo alpinisti, kada osvoje neki vrh, znaju kakav je osećaj – kaže jedan od zaludenika za helio skijanje i dodaje da na klasično skijanje više i ne odlazi. Kako je ovaj vid ekstremnog skijanja zahtevan ne samo zbog skijaškog znanja, već i zbog potrebne opreme (lavina biper, mini prva pomoć, signalne rakete sa bojom za obeležavanje mesta u belim bespućima za spasioce zbog eventualne nezgode) a najviše zbog fizičke pripremljenosti, ovim sportom ne može baš svako da se bavi.

Naročito zbog cene takve ekskluzive: samo jedan

“HELIO-WIZARDS” – IN ACTION

Using helicopters, they reach to the tops, jump from a five-meter height if there is not enough space for a helicopter to land, and then go into an immaculate "struggle for life", descending the risky slopes about ten kilometres long, overcoming a difference in altitude of several thousand meters!

Some people just can't get enough adrenaline! Although skiing is one of the physically demanding and exciting sports, the most extreme ones thought of a more dangerous descent down the mountain. If this can be called descent, because it's actually a true acrobatic jump of tens of meters. It is about avoiding the sharp cliffs and frozen slopes during a leap, and "racing" with smaller avalanches that the skiers themselves initiate by getting down the risky mountain slopes. Deep-wind sweeps are one of the basic arsenals of these top skiers; or better yet - wizards on skis or boards. Using helicopters, they reach to the tops, jump from a five-meter height if there is not enough space for a helicopter to land. This usually happens in the Europe highlands - the Alps, the Dolomites or the peaks in Sweden and Finland, and the glaciers around the world - in Argentina, Chile, Patagonia, New Zealand, the Himalayas, in the far north of America, Alaska, Greenland, British Columbia in Canada, Elbrus on Kamchatka in Russia... They consist of a group of three to five skiers or snow-boarders, but there are bigger helicopters that can accommodate up to ten skiers, with all the equipment, descending to the ice peaks.

FOR AN EXCLUSIVE EXPERIENCE – AN EXCLUSIVE PRICE

They say that they feel like conquerors, the first explorers of the polar whites or astronauts on the Moon. They "plow" the deep snow, delicate as a powder that flies all over, while the helicopter flies up leaving them on the "Gods" heights.

– You feel like you are the only one in the world, and only an alpinist knows what it's like when you conquer the top – says one of the fans of helio skiing, adding that he doesn't ski like normal people anymore. Since this type of extreme skiing is hard not only because of its skiing skills, but also





dan po zahtevnijim revirima za helio skijanje na Aljasci, Grenlandu, Himalajima ili Patagoniji, košta i do 5.000 dolara. Postoje i mirnije ali i jeftinije varijante helio skijanja po visovima najpoznatijih skijaških centara Evrope. U Švajcarskoj su to Sent Moric ili Gštat, gde se sa vrha glečera „Gemshof“ spuštaju od 3.000 na 1.400 metara uz dužinu staze čak deset kilometara. Potom, u srcu Savojskih Alpa u Francuskoj, u skiraju – Tri doline na Val Torenzu, sa 3.600 metara nadmorske visine „preko puta“ Mon Blana, iskaču iz helikoptera. Oštrim tempom spuštaju se vertikalno, savladavaju razliku od 500 – 600 m nadmorske visine i tek tada nastavljaju skijanje „normalnim“ tempom. I to po crnim stazama „Kombe de Karon“, „Kol De Lozin“ ili sankoškoj „Peklet“, gde običan skijaš ima problema nakon 12 kilometara kojekakvih strmina – dok je za helio-čarobnjake to odmor. Mada zaljubljenici u helio skijanje tvrde da je najzahtevnije spuštanje na Vale Blanšu, u glečerskoj regiji francuskih Alpa i Mon Blan masiva. Ono predstavlja san svakog skijaša koji ima znanja za „izazivača sudbine“. Jer nema drugog imena za ski eksperte, dok iskaču kroz vrata helikoptera i započinju dvadeset kilometara „borbe za život“, sa vrhova od 3.842 metara, uz 2.700 metara visinske razlike.

for the necessary equipment (avalanche beeper, mini first aid kit, signal rockets that use paint to mark the place in white infinity for rescue in a case of an accident) and mainly for physical effort, not everyone can handle this sport. Especially because of the price of such exclusivity: just one day for the more demanding helio skiing in Alaska, Greenland, the Himalayas or Patagonia, costs up to \$ 5,000. There are also more peaceful and cheaper options for skiing at the heights of the Europe's most famous ski centres as well. In Switzerland, there is Sent Moritz or Gstaad, where they descent from the top of the glacier at 3.000 to 1.400 meters along the ten-kilometer-long track. Then, in the heart of the Savoy Alps in France, in the ski heaven – Three valleys on the Val Thorens, they jump out of a helicopter at the altitude of 3.600 meters „across“ Mont Blanc. They descend vertically with sharp pace, overcoming the altitude difference of 500 – 600 meters and then continue to ski at a normal pace. Although a regular skier has a problem after 12 kilometres of various steeps on the black tracks of „Combe de Caron“ or „Peclet“, for helio-wizards it is like taking a rest. The fans of helio skiing claim that the most interesting is skiing on La Vallee Blanche, in the glacier area of the French Alps and Mont Blanc. This is a dream for every skier who knows how to „challenge destiny“. There is no other name for ski experts when they jump out of the door of a helicopter and start a twenty-meter-long „struggle for life“, from the tops of 3.842 meters, with 2.700 meters of altitude difference.

Text: **D.K.-I.**
Photo: promotion



INTERAKTIVNA ZABAVA I EDUKACIJA

Kada je sredinom prošle godine u samom centru Beograda, u Nušićevoju ulici, otvoren Muzej iluzija, vrlo brzo je postao izrazito popularan, budući da nudi jedinstveno iskustvo za pripadnike svih generacija. Jer ovdje se svako može povećati, smanjiti, klonirati, zalepiti za plafon ili poslužiti svoju glavu na tanjiru...

Već na samom ulazu u zgradu Muzeja iluzija, postaje jasno da vas očekuje nešto nesvakidašnje. Moderan enterijer, u kojem dominira tirkizna boja koja je zaštitni znak ove ustanove, prepun je eksponata, za koje, da nije ljubaznih zaposlenih, kao i ceduljica s objašnjenjima, teško da biste znali šta predstavljaju.

VIZIONARSKI PODUH VAT

Od Dijane Jokić, menadžera Muzeja, saznate da je ovo zdanje otvoreno 22. maja 2018. godine kao deo franšize muzeja i to šesto po redu. Muzeji slični ovom prethodno su otvoreni u Zagrebu, Zadru, Ljubljani, Beču i Muskatu, a posle beogradskog, otvoreno je još osam muzeja na raznim svetskim lokacijama, dok ih je u pripremi još više. Koncept se pokazao vrlo zanimljivim, jer i dalje privlači pažnju brojnih posetilaca - i dece i odraslih. Muzej je, inače, privatno vlasništvo, zavisi



od franšize, ali ima i samostalnost na nivou države u kojoj se nalazi. Odlikuje ga jedinstven interaktivni karakter, a to znači da posetioци nisu samo nemi posmatrači, već i učestvuju u stvaranju određenih iluzija. Svi eksponati, koji zbog svoje raznolikosti stvaraju dinamičnu atmosferu, zasnovani su na postulatima fizike, matematike, optike, slikarstva... i na svoj način podsećaju na nesavršenost naših čula, ukazujući da su naše pretpostavke o vizuelnom svetu često pomalo iskrivljene. U muzeju je više od 70 eksponata: što prostornih iluzija, što optičkih varki i instalacija. A da bi iluzija uopšte i nastala - posetilac mora da bude deo određenog prostora, pa je svetski trend „učenje kroz zabavu“, u stvari, glavni koncept ovog muzeja.



INTERACTIVE ENTERTAINMENT AND EDUCATION

When the Museum of illusions opened its doors in the middle of the previous year in the centre of Belgrade, in Nušićeva street, it quickly became very popular, since it offers a unique experience for members of all generations. Because in this place everyone can size up, reduce, clone, stick to the ceiling, or serve their head on a plate...

At the very entrance of the Museum of illusions, it is clear that you are expecting something unusual. A stylish interior, dominated by the turquoise color that is the trademark of this institution, is full of various items, for which, if it were not for the kindly employees, as well as the explanatory notes, it would be difficult to know what they are representing.

A VISIONARY PROJECT

From Dijana Jokić, the Museum of illusions manager, you will find out that this building was opened on May 22, 2018 as part of the franchise of museums, and as the sixth in a row. Museums similar to this one were previously opened in Zagreb, Zadar, Ljubljana, Vienna and Muscat, and after Belgrade, eight other museums were opened in various locations in the world, while more are still on the way. The concept proved to be very interesting because it attracts the attention of numerous visitors - children and adults alike. The museum is a private property, it depends on the franchise, but it also has autonomy at the level of the state in which it is located.

It is distinguished by its unique interactive character, which means that visitors are not only silent observers, but also participate in the creation of certain illusions. All exhibits, which create a dynamic atmosphere due to their diversity, are based on the postulates of physics, mathematics, optics, art... and in their own way remind us of the imperfections of our senses, indicating that our assumptions about the visual world are often slightly distorted. There are more than 70 exhibits in the museum: some are spatial illusions, and others are optical illusions and installations. And in order for the illusion to arise at all - the visitor must be a part of a certain space, and the world trend of "learning through entertainment" is, in fact, the main concept of this museum.

TOYS FOR "GIANTS" AND "DWARFS"

At every step, you can make unforgettable photos in this museum. In the *Clone room*, you can play poker with five replicas of yourself. Through the *Switch the noses* installation, a striped mirror with slots, visitors can mix parts of their faces when they



IGRAČKE ZA „DŽINOVE“ I „PATULJKE“

Na svakom koraku, u ovom muzeju možete napraviti i nezaboravne fotografije. U *Sobi klonova* možete igrati poker sa svojih pet replika. Preko instalacije *Switch the noses*, trakastog ogledala sa prorezima, posetioци mogu izmešati delove lica kad stanu jedno naspram drugog. „Kolega i ja smo dobili kombinaciju nove Končite Vurst!“ kroz osmeh govori Dijana. Tu je i *Ames soba* trapezoidnog oblika, koja izgleda kao pravougaonik kad se u nju gleda spolja, pa se dobija utisak da, kad posetilac stoji u jednom uglu izgleda kao džin, dok drugi u drugom izgleda kao patuljak. *Vortex* je tunel, odnosno statični most oko kog se okreće cilindar sa platnom koje stvara iluziju pomeranja posetioca zajedno sa platnom, a zapravo je stabilna konstrukcija. *Infinity soba* je puna ogledala, pa sebe istovremeno možete videti iz više uglova. Zabavljajte se i u *Obrnutoj sobi*, pred kaleidoskopom, hologramima, „ogledalom istine“ i raznim drugim optičkim varkama.

IZAZOV ZA SVE UZRASTE

Muzej organizuje i različite radionice za decu i odrasle. Edukatori kroz logičko-didaktički koncept drvenih igrica navode zainteresovane da razmišljaju „izvan kutije“ i dođu do rešenja na više različitih načina, što je veliki izazov za sve uzraste. Pravi je kuriozitet da muzej ima i igricu sa čak 240 mogućih rešenja!

Prostor Muzeja iluzija služi i za organizovanje konferencija, *team building*-a, školskih poseta, rođendana sa logičko-didaktičkim programom, kviza znanja sa logičkim pitalicama za decu i odrasle. Logičko-didaktičke igre su, na primer, uvrštene u obrazovni sistem na Tajlandu i u Kini, a u to spadaju 3D mozgalice, slagalice, piramide, društvene igre, mankala, đenga. Sve je to napravljeno od otpornog drveta - *monkey tree*, koje raste na Tajlandu. Pored zabavnog karaktera, tim igrama se vežba koncentracija, strpljenje, statika, proračun.

Da je projekat uspeo, najbolji dokaz su pohvale koje svakodnevno stižu na njihovu adresu. To što je Muzej iluzija nešto sasvim posebno, što istovremeno pruža i edukaciju i zabavu – čini ga zanimljivim i neobičnim za sve generacije, koje, kako ističe Dijana Jokić, obično ulaze ljubopitljivo a izlaze - s osmehom!





stand up against one another. "My colleague and I got a combination of a new Conchita Wurst!", says Dijana with a smile. There is also the *Ames room* with a trapezoidal shape, which looks like a rectangle when viewed from the outside, so the impression is that when a visitor stands in one corner he looks like a giant, while the one in the other corner looks like a dwarf. The *Vortex* is a tunnel, or a static bridge around which a cylinder with a canvas rotates, which creates the illusion of moving the visitor along with the canvas, but in fact is a stable construction. *Infinity room* is full of mirrors, so you can see yourself from several angles at the same time. Have fun in the *Reversed room*, in front of the kaleidoscope, holograms, the "mirror of truth" and a variety of other optical phenomena.

A CHALLENGE FOR ALL AGES

The museum also organizes various workshops for children and adults. Educators, through a logical-didactic concept of wooden games, tend to induce the visitors to think "outside the box" and come up with solutions in many different ways. It is a real curiosity that the museum also has a game that has 240 possible solutions!

The rooms of the Museum of illusions also serve for the organization of conferences, team building, school visits, birthdays with a logical-didactic program, game shows for children and adults. Logical-didactic games are, for example, included in the educational system in Thailand and China, including 3D puzzles, pyramids, board games, mancala, jenga. Everything is made of resistant wood - a monkey tree that grows in Thailand. In addition to the fun part, these games exercise concentration, patience, statics.

The best proof that the project was successful is the praise that comes to museums' address on a daily basis. The fact that the Museum of illusions is something very special, which provides education and entertainment at the same time - makes it interesting and unusual for all generations who, as Dijana Jokić points out, usually enter lovingly and come out - with a smile!

Author: **Dušan Veselinović**
Photo: **VLAD**



TURISTIČKA HRONIKA

Televizijska ekipa postavlja pitanje studentima na Višoj turističkoj školi: Šta podrazumeva posao turističkog vodiča?

„Vodiči treba da pokazuju prirodne lepote, istorijske spomenike, muzeje u kojima se nalaze umetnička dela. Da pričaju o važnim istorijskim događajima.“

„Trebalo da govore strane jezike i poznaju različite kulture.“

„Da pričaju razgovetno i glasno.“

„Da imaju široko obrazovanje.“

„Komunikativne sposobnosti.“

„Poznavanje tehničkih poslova oko organizacije.“

„Brinu o dokumentima pri prelasku granice.“

„Rešavaju probleme oko smeštaja.“

„Daju savete gde gosti da menjaju novac.“

„Gde se nalaze dobri restorani.“

„Trebalo da ostavljaju utisak samouverenosti.“

„Spremno da odgovaraju na postavljena pitanja.“

Gase se televizijske kamere. Televizijska ekipa odlazi.

Studenti ostaju sami.

Lepo su savladali gradivo. Teorija im dobro ide. Kako stvari stoje na terenu? Šta u stvari turistički vodiči rade za svoje goste?

Prvo i osnovno, potrebno je poznavanje vremenskih prilika što podrazumeva natprirodne moći i pre objave na vestima i interne-

"TOURIST CAROUSEL"

Svetlost dana ugledala je nova knjiga našeg poznatog turističkog vodiča Maje Rogan - "Tourist carousel" (Turistički ringišpil), u kojoj su objedinjene priče iz dve njene prethodne knjige "Turistički vešeraj" (2016) i "Turistički tartufi" (2017) i po prvi put objavljene na engleskom jeziku! Evo premijerno jedne priče iz nove Majine knjige, doduše prevedene na srpski. Uživajte!

tu. Treba da oteraju kišu da gosti ne bi rekli čuvenu rečenicu: „Gde baš sad da pada kiša, koji smo baksuzi!“

- Potrebno je pogoditi temperaturu po meri gosta, ali i vlažnost vazduha, ako može bez vetra.
 - Shodno tome, treba da prate raspoloženje gostiju nenapadno, bez preterivanja, da bi se izbegla dramatizacija.
 - Da pogodi ukuse gostiju. Ako ima tu moć, to je pravi primer dobrog vodiča. Šta to znači u praksi? Morate da znate gde su najbolja sniženja u gradu za cipele, odela, tašne, šminku...
 - Najvažnije, turistički vodiči treba da voze autobus po potrebi, po mogućnosti avion, helikopter i da znaju da skaču s padobranom.
- Treba se prilagoditi gostu zavisno od toga iz koje zemlje dolazi:
- Špancu reći da je Španija prvak sveta u fudbalu, a ne Nemačka;
 - Italijanu da je Italijanska kuhinja najbolja, da im Kinezi ne mogu ništa;
 - Grcima da će ova godina turistički biti najbolja za njih;
 - Turcima treba reći da za mesec dana počinju pregovori o ulasku u EU;
 - Skandinavcima da je ovde piće najjeftinije;
 - Rusima da je skočila cena nafte i gasa na tržištu;
 - Francuzima da svi kupuju originalne francuske parfeme;
 - Nemcima da više nisu dosadni;
 - Englezima da se strpe za koju godinu i biće bitni u Evropi;
 - Australijancima da se njihov kontinent polako približava Evropi;
 - Srbima da će Novak Đoković biti večito mlad i najbolji teniser na svetu;
 - Bosancima da je njihov burek najbolji;
 - Hrvatima da Hercegovci nisu na vodećim položajima;
 - Slovencima da je ovde sve najjeftinije;
 - Amerikancima da su pametniji od Evropljana;
 - Japancima da Kina stagnira u razvoju;
 - Kinezima ne treba reći ništa, treba ćutati, jer oni to već sve znaju.

"TOURIST CAROUSEL"

The new book of our famous tourist guide Maja Rogan - "Tourist carousel", in which are combined the stories from two of her previous books "Turistički večeraj" (2016) and "Turistički tartufi" (2017) – has been published recently, and for the first time in English language! Here's a premiere of the story from the new Maja's book. Enjoy!

TOURIST CHRONICLE

A TV crew asks the students at the College of Tourism what the job of a tourist guide means.

- Guides should show natural beauties, historical monuments, art museums. They should speak about important historical events.
- They should speak foreign languages and be familiar with different cultures.
- They should have a broad education.
- They should have good communication skills.
- They must know technicalities regarding organization.
- They must take care of the documents at the border crossing.
- They resolve accommodation issues.
- They advise guests where to exchange their money.
- They also give information about good restaurants.
- They should demonstrate self-confidence.
- They must be ready to answer all questions.

The TV cameras are off. The crew leaves and the students stay.

They have done their homework. They are excellent at theory.

But what does it look like in practice?

What do tourist guides actually do for their guests?

First and foremost, they need to know what the weather will be like, which involves super-natural powers before the weather forecast in the news and on the internet. They have to make rain go away so that guests would never utter the famous sentence:

- What bad luck to come at the time when it's pouring with rain!

And that is why tourist guides have to forecast the temperature that will suit their guests most – including the humidity and no wind, please.

Accordingly, they have to monitor their guests' mood subtly and without overreacting in order to avoid the drama.

They have to guess their guests' tastes. The possession of that particular power will make a model guide. What does it mean in practice?

You must now the best sales in town – shoes, suits, bags, make-up...

And most importantly, tourist guides should drive a bus, if necessary, and possibly fly an airplane or helicopter. Of course, parachuting is a must.

Tourist guides should try to adapt to guests depending on the country they come from.

Spanish guests should be told that Spain, and not Germany, is a world football champion.

Italians want to hear that Italian cuisine is the best and that the Chinese simply cannot rank with them.

Greeks should be told that this year will be the best year ever in the history of their tourism.

Turkish guests should be told that their EU accession negotiations will start in less than a month.

Scandinavians want to hear that drinks are the cheapest in Serbia.

Russians will be pleased to hear that the prices of oil and gas have gone up in the market.

Frenchmen should be told that everyone in Serbia buys original French perfume brands.

Germans want to hear that they are no longer boring.

Englishmen should be told to be patient a



few more years until they become important in Europe.

Australians want to know that their continent is slowly coming closer to Europe.

Serbs need to hear that Novak Djoković will be forever young and the best tennis player in the world.

Bosnian people want to be assured that their traditional "burek" pie is absolutely the best.

Croats must know that people from Herzegovina are not in the leading positions.

Slovenians need assurance that everything is extremely cheap here.

Americans should be told that they are smarter than Europeans.

The Japanese want to hear that Chinese economy is stagnating.

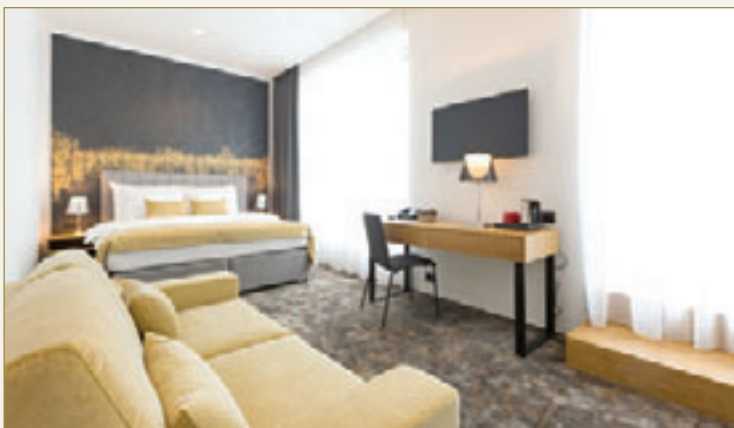
The Chinese must not be told anything. You should keep quiet because the Chinese already know everything.

NOVI HOTEL U SRCU BEOGRADA: BOUTIQUE HOTEL MUSEUM

U strogom centru Beograda, u Čika Ljubinoj ulici, otvoren je „Boutique hotel Museum“, sa 4 zvezdice, koji pored 50 smeštajnih jedinica, poseduje i sale za sastanke, restoran "Pavo", kafe bar "Artem" i fitness centar.

Dizajn eksterijera i enterijera hotela prati istorijski razvoj arhitekture zgrade, pa je tako u neomodernističkom duhu redizajniran noviji deo fasade, dok je stari deo fasade, pod najvišom zaštitom države, restauriran.

Enterijer hotela ispunjen je pažljivo odabranim komadima ručno rađenog italijanskog nameštaja, prateći formu, dizajn i poštujući kulturno nasleđe same građevine. Unutrašnjost hotela je prelivena mlečno belim mermerom, dok su zidovi kombinovani rustičim šarama i drvenim oblogama od hrastovine stvarajući eklektičan stil koji pruža podjednako osećaj komfora, luksuza i prijatnosti.



"Museum hotel" raspolaže sa 50 svetlih, moderno dizajniranih soba i apartmana obloženim drvenim hrastovim oblogama koje stvaraju osećaj topline i poseduju sledeće sadržaje: kontrolu klime, besplatan WI-FI (50/50), sateniranu damastnu posteljnu, hypnos krevete, sef veličine lap top-a, LED televizor sa velikim izborom kanala, set za kafu/čaj i mini bar. Kupatila su obložena najfinijom keramikom sa ornametima srpske pirotske šare stilizovane u skladu sa Museum hotelom.

Na prvom spratu hotela nalaze se konferencijske sale, kao i kompleks za rekreaciju i relaksaciju, koji obuhvata prostor sa saunom, fitness centrom opremljenim vrhunskim kardio spravama i posebnim prostorom za masaže i tretmane.



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