

Prvi časopis za savremeno hotelijerstvo & turizam

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LOVET

TURISTIČKI

LETO 2019

ZVANIČNO/OFFICIALLY:
DR MIROSLAV KNEŽEVIĆ,
državni sekretar za turizam
the state secretary for tourism

EKSKLUZIVNO/EXCLUSIVE:

hoteli/hotels
SKY TORNIK & RAMONDA

PUTOPISI/TRAVELOGUES:

Nepal, Maroko, Tunis, Brazil...
Nepal, Morocco, Tunisia, Brazil...

ISTRAŽIVANJE/RESEARCH:

Fenomen prekomernog turizma
The phenomenon of over-tourism...

U FOKUSU/IN FOCUS:

ŠVEDSKA
ZEMLJA 100.000 JEZERA
SWEDEN
THE COUNTRY OF 100.000 LAKES



USKORO: SKY TORNIK – ZLATIBOR



FINI SPOJ LUKSUZA I ŠIKA

FINE COMBINATION OF LUXURY AND CHIC



Nakon što je u maju prošle godine na Zlatiboru otvoren **Grand Hotel Tornik 5***, jedan od najluksuznijih hotela na ovim prostorima, predstavljamo depadans Grand Hotela Tornik – **Tornik Sky**, koji zajedno čine jednu fino zaokruženu celinu.

Sky Tornik je, iako u dizajnu jednako luksuzan, za razliku od **Grand Hotela Tornik** zamišljen kao mnogo moderniji, svedeniji hotel u kojem je akcenat stavljen na dve celine: Rotacioni restoran i Kongresnu dvoranu.

Već na samoj recepciji hotela, jasno je da je u pitanju fin spoj luksuza i trenda, kada je reč o dizajnu enterijera, koji je praćen tehnološkim inovacijama poslednje generacije.

Čitav enterijer od hodnika do soba pažljivo je osmišljen tako da se spojem mekanog pliša, boticcino mermera tekstone oraha i mesinganim detaljima - dobije luksuzna slika u kojoj dominiraju krupne forme, fini detalji i čiste boje.

Ali ponos kompanije *A Group* su definitivno: jedinstveni *rotacioni restoran* na V spratu depadansa, sa 350 sedećih mesta, čija se platforma, prečnika 30 metara, rotira za 360°, i *kongresna dvorana* koja se prostire na gotovo 1.000 kvm, bez ijednog nosećeg stuba! To je najveća i najluksuznija dvorana tog tipa na ovim prostorima. Enterijer dvorane je pažljivo dizajniran da bi se istakao čist prostor i naglasila velika visina plafona. Poseban pečat joj daju lusteri od Murano stakla.

Sadržaj depadansa osnovnog hotela čine i mala kongresna sala, mini bioskop, dečija igraonica od 370 kvm, poslastičarnica sa baštom, kao i krov hotela na kome se može uživati u panoramskom pogledu na Zlatibor, uvereni da ste popevši se na vrh hotela **Sky Tornik** istinski dotakli oblake!

After the opening in May last year of the **Grand Hotel Tornik 5*** in Zlatibor, one of the most luxurious hotels in this region, we present you the new part of Grand Hotel Tornik – **Tornik Sky**, which form together a finely rounded whole.

Although equally luxurious in design, **Sky Tornik** is, unlike the Grand Hotel Tornik, designed as more modern, simpler hotel, where the focus is on the two entireties: Rotating restaurant and Congress hall.

Already at the reception itself, it is clear that this is a fine mix of luxury and trend, when it comes to interior design, which is followed by technological innovations of the last generation.

The entire interior from the hallway to the rooms is carefully designed so that the compound of soft plush, boticcino marble of walnut texture and brass details – makes a luxurious image, dominated by large forms, fine details and pure colours.

A Group is proud of its unique *rotating restaurant* on the fifth floor of the new wing, with 350 seats, whose platform of 30 meters in diameter, rotates 360°, and *congress hall* that extends to almost 1,000 square meters without any supporting pillars! It is the largest and most luxurious hall of this type in the region. The interior of the hall was carefully designed to highlight the clear space and emphasize the ceiling height. The special effect give Murano glass chandeliers.

The new wing of the hotel also contains a small congress hall, mini cinema, children playroom of 370 sqm, pastry shop with the garden, and the roof of the hotel where you can enjoy the panoramic view of Zlatibor, convinced that by climbing to the top of hotel **Sky Tornik** you have truly touched the clouds!





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Ako verujete da posedujete kvalitete zlata vredne i da pripadate manjem broju dama koje prepoznaju posebnost i izvrsnost, nudimo vam jedinstvenu ponudu!

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MAME UŽIVAJU - DECA SE IGRAJU

Nema bolje mame od opuštena i zadovoljne osobe, a nema veće radosti za mamu od srećnog deteta. Upravo to vam nudimo!

www.a-hotel-izvor.com

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Marina
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Retails:

Ušće shopping center
(ground floor at east entrance)

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

Royal Palace
(bu. Kralja AK, 92)

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(first floor, north entrance from Spens)

Airport Nikola Tesla
(transit zone at exit C1)

The National Museum
(1rg republike 1a)

Rajičeva shopping center
(1 floor GBA store)

Webshop
(www.studiomarushka.com)

Istorijski muzej
(1rg Nikole Pašića 10)





Hotel Housekeeping Workshop 2019



Leto / Summer 2019
Godina/Year XVII, Broj/No. 92

Na naslovnoj strani / On the front cover:
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Hôtel de Paris, Monte-Carlo



Hoteli i estetika / Hotels and aesthetics



Intervju / Interview: Marin Rendić, MasterChef



ZOV gostoljubive ravnice / The CALL of hospitable plains



Fenomen prekomernog turizma / The phenomenon of over-tourism



Wellness trendovi / Wellness trends



Krastarenje guletima / Gulet cruises



Nepal – država mnogih lepota / The Country of Many Beauties



Arilje - grad koji slavi kulturu / The town that celebrates culture



Notre Dame de Paris

TURISTIČKI PAKET SRBIJE, BIH I CRNE GORE

Srbija, Bosna i Hercegovina i Crna Gora ponudiće tržištu prekookeanskih zemalja zajednički turistički proizvod. Projekat je iniciran na Sajmu turizma u Beogradu između privrednih komora i komorskog sistema u BiH (Vanjskotrgovinska komora BiH, Privredna komora RS i Gospodarska komora FBiH).

– Tri zemlje uključene u projekat posmatraćemo kao jednu jedinstvenu turističku destinaciju, koja će ponuditi avanturistički turizam, etno turizam, gastronomiju, kulturni turizam i prirodne lepote - sve ono što ove tri zemlje u ovom trenutku imaju – rekao je predsednik Gospodarske komore FBiH Marko Šantić, dok je sekretar za turizam Privredne komore Srbije Tijana Maljković naglasila da će ponuda obuhvatiti razne turističke atrakcije, galerije, muzeje, hotele s četiri ili pet zvezdica, smeštaj u ruralnim područjima, eko domaćinstva, lokalne ugostiteljske objekte...

Izvor: *biznis.ba*



“RIMSKE TERME” - SPREMNE ZA TURISTE

Arheološki lokalitet "Rimske terme", u samom centru Čačka, konačno će otvoriti svoju kapiju za organizovane ture posetilaca. Da bi turistima prikazali sve specifičnosti "Rimskih termi", Narodni muzej je u saradnji sa gradom Čačkom i Turističkom organizacijom napravio kulturno-informativnu tablu, dugačku 18.5 metara, od čega polovinu zauzimaju informacije i fotografije ovog lokaliteta, a drugu polovinu arheološka nalazišta koja postoje na tom području. Grad je u rekonstrukciju lokaliteta uložio 1.2 milion dinara, a Turistička organizacija Čačka 700.000 dinara.

Inače, "Rimske terme" sagrađene su krajem III i početkom IV veka, a otkrivene su prilikom iskopavanja temelja za novu stambenu zgradu. Zaštitna arheološka iskopavanja izvedena su tokom 1970. godine u saradnji Zavoda za zaštitu spomenika kulture iz Kraljeva i Narodnog muzeja u Čačku.

Izvor: *Energetski portal*

KLADOVO DOBILLO STATUS "BISER-DUNAVA"

Na međunarodnoj konferenciji u Austriji, na kojoj je formirana Mreža za održivu mobilnost i turizam duž Dunava sa sedištem u Lincu, Kladovu je dodeljen status Biser-Dunava, jer ispunjava kriterijume održive mobilnosti u turizmu. Osim Kladova, status Biser-Dunava dobilo je još svega 10 destinacija, od Ulma u Nemačkoj do delte Dunava u Rumuniji.

Kladovo je moralo da ispunji brojne standarde, a ono što predstoji je otvaranje Info centra.

Projekat Trans Danube Biseri Dunava – Mreža za održivi transport duž Dunava, realizuje se u okviru Dunavskog programa, a finasira ga Evropska unija. Projekat vodi Austrijska agencija za zaštitu životne sredine, a u njemu učestvuje 15 organizacija iz 9 zemalja. Strateški partneri iz Srbije su Ministarstvo za zaštitu životne sredine, RARIS i opština Kladovo, navodi se na zvaničnom portalu ove opštine.

Izvor: *eKapija*





HOW /HOTEL OPERATIONS WEEKEND/ FESTIVAL

Jedina konferencija na temu hotelskih operacija u Europi HOW Festival, u organizaciji HESA Group, održava se po treći put 16 – 18. oktobra u Valamar Collection Isabella Island Resortu u Poreču. Očekuje se više od 500 učesnika. Cilj Festivala je predstavljanje međunarodnih trendova u hotelskim operacijama i primera dobre prakse, olakšavanje implementacije novih proizvoda i usluga, kao i umrežavanje i druženje učesnika.

I ove godine organizatori su obezbedili učešće brojnih međunarodnih stručnjaka iz hotelijerstva i povezanih industrija koji će sa učesnicima diskutovati o trendovima u hotelskim operacijama. Program je segmentiran na plenarni deo namijenjen svim učesnicima, a nakon toga se održavaju po dve radionice paralelno, podjeljene na sledeće hotelske sektore: hrana i piće, ljudski resursi, prodaja i marketing, tehnika i domaćinstvo.

Više informacija: www.howfestival.com



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TRAJANJE ZAČINJENO LJUBAVLJU

Magelan travel, agencija sa najvećim brojem redovnih tura po Srbiji za domaće i strane goste, upravo obeležava veliki jubilej: 25 godina poslovanja! Da li je bilo lako znaju samo **Biljana Marčeta** i njen brat **Dragan**, koje, za divno čudo, još uvek nije napustio početni elan.

- Bilo je to najgore vreme za pokretanje biznisa u turizmu! Ipak, ljubav prema ovom poslu nadjačala je sankcije i tešku političku i ekonomsku situaciju. U to vreme izazovi su bili nemogućnost plaćanja prema inostranstvu, obezbeđivanje viza..., a danas su: drugačije navike i očekivanja turista, moderne tehnologije, nove marketinške mogućnosti... Upravo pronalaženje odgovora na ove izazove, tera nas napred i ispred drugih – kaže Biljana Marčeta.

A mi podsećamo:

- *Magelan travel* je lokalni partner nekim od najvećih svetskih turperatora koji svoje turiste dovode na Balkan;
- Pokretač je brojnih projekata s ciljem da podrže razvoj i promociju turizma Srbije:
 - Portali VisitNovi Sad, VisitVojvodina i VisitSerbia* (2005-2010) – prvi online rezervacioni sistem za smeštaj u Srbiji; *Birdwatch Serbia* – sajt za promociju posmatranja ptica u Srbiji;
- **Bogatstvo različitosti** - projekat koji je realizovao Dunavski turistički klaster Istar21, čiji su osnivači;
- **SerbianAdventures.com** – platforma za online rezervisanje tura i aktivnosti po Srbiji koju mogu da koriste svi organizatori putovanja. SerbianAdventures trenutno nudi oko 170 tura 60



različitih organizatora, koje obuhvataju više od 200 destinacija u Srbiji i pokriva sve kanale internet marketinga. Ova platforma je jedinstvena po tome što predstavlja najveći broj tura po Srbiji i regionu, nudeći organizatorima jedan moćan i moderan alat za prodaju i laku administraciju, klijentima mogućnost online rezervisanja a posle putovanja ocenjivanje tura i ostavljanje komentara.

Magelan tim čini mala ekipa vrednih i posvećenih ljudi koji vole svoj posao i smatraju da kroz turizam mogu uticati na svest o očuvanju tradicije i običaja svih naroda koji žive u Srbiji, uticati na svest o očuvanju životne sredine i kulturne baštine i – najvažnije: ljudi koji svojim poslom omogućavaju da i mnogi drugi u Srbiji rade i da zarađuju od turizma. Čestitamo!

Redakcija časopisa Turistički Svet



QATAR AIRWAYS: DODATNI LETOVI ZA BEOGRAD

Qatar Airways je počeo sa prodajom karata za tri dodatna leta nedeljno na liniji od Dohe do Beograda u periodu od 9. jula do 28. septembra - utorkom, četvrtkom i subotom.

Letovi će se obavljati avionom Airbus A320. Qatar Airways na liniji Doha-Beograd-Doha trenutno leti svakodnevno, a sa dodatnim letovima ukupan broj nedeljnih letova popeće se na deset. U beogradskom predstavništvu navode da će sa novim letovima biti mnogo bolje veze Beograda i Denpasara, Bangkoka, Singapura, Maldiva, Sejšela, Melburna, Tokija, Sidneja i Ho Ši Mina.

Dodatni letovi čekaju na dozvolu Direktorata civilnog vazduhoplovstva.

Izvor: Aviatica

NOĆENJE - 100.000 EVRA!



Najskuplje odmaralište na svetu, u kojem noćenje košta 100.000 evra, otvoreno je na privatnom ostrvu Banva, koje se nalazi u okviru arhipelaga Palavan na Filipinima.

U odmaralištu gosti imaju na raspolaganju 15 hektara privatnog zemljišta, na kojem mogu da uživaju u igranju tenisa, odbojke na plaži, veslaju kajacima ili jednostavno uživaju u plivanju u kristalno plavoj vodi Suluskog mora, navodi Independent.

Odmaralište može istovremeno da primi samo 48 gostiju, koji se smeštaju u nekoj od luksuznih vila na obali, od kojih svaka ima bazen, terasu sa dakuzijem i prozore od plafona do poda.

U restoranu se služi sveža lokalna hrana ili plodovi Suluskog mora, dok u spa centru gosti mogu da uživaju u neograničenom broju tretmana, bez dodatne naplate, prenosi Dejli mejl.

Izvor: Tanjug

NAJVEĆI MAĐARSKI AQUA SPRAY PARK

Usastavu kompleksa Aquaworld Resort Budapest biće otvoren tokom cele letnje sezone, od 15. juna do 15. septembra. Ove godine je znatno proširen u odnosu na prošlogodišnji, pa je tako sada ovo najveći spray park u Mađarskoj, ali i u regionu.

SPRAY PARK sastavljen je od više stotina prskalica raznih oblika i dimenzija, pa se ovih vodenim zdanjem podjednako oduševljavaju i deca i odrasli. Ceo park instaliran je na gumiranoj podlozi, pa je mogućnost povrede dece pri padu veoma mala, tačnije gotovo da i ne postoji.

POSETA ZOO VRTU I KRSTARENJE DUNAVOM

Svi gosti Aquaworld Resort hotela tokom letnjih meseci, po prijavljivanju u hotel dobiće i besplatne vip ulaznice za ZOO vrt, jedan od najvećih i najbogatijih u Evropi. Gostima se tako pruža mogućnost da besplatno obiđu ovo životinjsko carstvo unutar kojeg se nalaze i brojne ugrožene vrste životinja. Gostima hotela se pruža i mogućnost da upoznaju Budimpeštu sa Dunava, a za sve zainteresovane obezbeđen je prevoz iz hotela. Tokom krstarenja pruža se jedinstven pogled na fascinantno zdanje mađarskog parlamenta, Citadela, prelepe mostove, ali i brojne druge znamenitosti i simbole Budimpešte



„VELIKO SPREMANJE“ U TURISTIČKOM ZAKONODAVSTVU



“A BIG CLEAN UP” IN
TOURISM LEGISLATION

Potreba da se poslovanje u oblasti turizma bolje uredi i, pre svega, uskladi sa nacionalnom Strategijom razvoja turizma do 2025. godine, bila je poslednjih godina sve izraženija i rasla uporedo sa sve intenzivnijim razvojem turizma u Srbiji. Zahvaljujući naporima resornog Ministarstva, posle više od godinu i po dana intenzivnog rada uloženog u kreiranje novog zakona, nova zakonska rešenja stupila su na snagu 22. marta ove godine. U toku je izrada više pravilnika i podzakonskih akata koji će razrešiti mnoge nedoumice, pre svega turističkih agencija. Šta je sve novo ili izmenjeno u turističkom zakonodavstvu i s kojim ciljem, kao i kakvi se efekti očekuju, za Turistički Svet otkriva **dr Miroslav Knežević**, državni sekretar u Ministarstvu trgovine, turizma i telekomunikacija, institucije koja je podnela najveći teret izrade novog zakona.

- U Srbiji su se po prvi put stekli uslovi da se oblast turizma reguliše sa dva zakonska rešenja: Zakonom o turizmu i Zakonom o ugostiteljstvu. Radili smo veoma ozbiljno i sistematski na tome gotovo više od godinu i po dana i rekao bih da smo uradili dobar posao – istakao je **dr Miroslav Knežević**.

Govoreći o novinama u Zakonu o turizmu, naglasio je da je njegov ključni cilj unapređenje i koordinacija rada svih aktera javnog (nacionalni, regionalni i lokalni nivo) i privatnog sektora u turizmu, kao i smanjenje sive ekonomije. Programi razvoja turizma moraju biti usklađeni sa Strategijom razvoja turizma do 2025. godine, koji i jeste krovni dokument u generalnom strateškom razvoju turizma Srbije.

- Moram da istaknem da smo se zbog narušene sigurnosti putnika usled neadekvatnog rada i postupanja pojedinih organizatora turističkih putovanja posebno bavili poslovanjem turističkih agencija. Posebno je važno da je stvoren i pravni osnov za kategorizaciju/rangiranje licenci turističkih agencija organizatora putovanja u skladu sa brojem sklopljenih aranžmana i broja putnika - uvođenjem obaveznog depozita i garancije putovanja (polise osiguranja, bankarske garancije ili depozita), što će se detaljnije regulisati Pravilnikom – naglasio je dr Knežević.

KATEGORIZACIJA I JEDINSTVENA CENA

● *Agencije smatraju da je kategorizacija problematična i da se ne može tretirati isto izlet od 500 dinara za dve hiljade putnika i aranžman, na primer, za Mauricijus od 3.000 evra?*

– Zato se to i radi da ne bismo imali situaciju da svi organizatori putovanja budu svrstani u jednu grupu, pa da isti uslovi važe i za male i za one najveće. Cilj nam je da se u garanciji putovanja odrede iznosi koji odgovaraju broju realizovanih aranžmana,

- For the first time in Serbia, the conditions have been obtained to regulate the field of tourism with two system solutions: the Law on Tourism and the Law on Catering. We have been working very seriously and systematically on this for over a year and a half and I would say that we have done a good job – said **PhD Miroslav Knežević**.

Speaking about the new Law on Tourism, he emphasized that the most important was system regulation and better coordination of activities of actors in public and private sector, at national, regional and local level. Tourism development programs must be in line with the development programs of this branch until 2025, which is the umbrella document in general strategic development of tourism in Serbia.

-I have to point out that we have especially dealt with the operations of travel agencies due to the poor security of passengers caused by inadequate work of some travel agencies. What is important, a legal basis has been created to categorize agencies, licensing, or classifying them into certain categories according to the number of passengers and packages, the introduction of mandatory deposits and travel guarantees (insurance policies, bank guarantees or deposits which will be regulated in more detail by the Regulation – stressed PhD Knežević.

CATEGORIZATION AND UNIQUE PRICE

● *Agencies think that the categorization could cause problems and that a field trip of 500 Dinars for two thousand passengers and, let's say a package tour to Mauritius of 3.000 Euros could not be treated the same?*

– That is why we do this, so that we don't have the situation where all tour operators are classified into one group, so that

The need to regulate business in the field of tourism and, above all, to align with the national Tourism Development Strategy by 2025, has been growing in recent years and growing alongside the increasingly intensive development of tourism in Serbia. Thanks to the efforts of the relevant Ministry, after more than a year and a half of intensive work invested in the creation of a new law, the framework decision came into force on March 22 this year. Drafting of several regulations and by-laws is under way, which will solve many problems, primarily of travel agencies. What is new or changed in tourism legislation, and for what purpose, as well as what effects are expected, is revealed for Turisticki svet by **PhD Miroslav Knežević**, the State Secretary for tourism in the Ministry of Trade, Tourism and Telecommunication, the institution that took the greatest burden of drafting a new law.

odnosno da vrednost aranžmana korespondira sa garancijom putovanja koju turističke agencije imaju, kako bi putnici mogli da budu obeštećeni, ukoliko se iz nekog razloga putovanje ne realizuje. Dakle, garancije putovanja moraju da budu u iznosu od kojeg putnici, ako treba, mogu da se obeštete.

Takođe, u novom zakonu se insistira na jedinstvenoj ceni po kojoj se prodaju aranžmani, na način koji nije obmanjujući u bilo kom smislu. Šta to znači? Znači da se podrazumeva, ako se oglasi prodaja aranžmana po jednoj ceni, da se odlazi zaista na tu destinaciju. Imali smo brojne primere u praksi da se oglasi jedna destinacija a da se odseda u drugoj 100 km udaljenoj, pa se prevoz do osnovne tačke naplaćuje posebno. U skladu sa evropskom direktivom koja se bavi zaštitom potrošača, aranžmani se moraju prodavati po jedinstvenoj ceni i oglašavati na proveren, istinit način.

U NOVOM ZAKONU NIJE REČ SAMO O AGENCIJAMA?

– Naravno, ima još dosta novina. Predvideli smo i stvorili pravni osnov za buduće podsticaje unapređenja ekoloških standarda, energetske efikasnosti, inovacije i digitalizacije u turizmu. Zatim, za razvoj nacionalnog turističkog brenda, kao i podsticaj i razvoj turizma i ugostiteljstva u ruralnim područjima. To su bitne novine koje se moraju sprovesti ukoliko mislimo da ispratimo tržišni trend i održimo rezultate koje postižemo u turizmu, a to je u 2018. godini bio, da podsetim, priliv od milijardu i 317 miliona evra – naglasio je državni sekretar Knežević.

„E-TURISTA“ OLAKŠAVA RAD

● *Zanimljive su novine i u novom zakonu o ugostiteljstvu?*

- Predvideli smo kreiranje jedinstvenog centralnog informacionog sistema u ugostiteljstvu i turizmu, popularnog „E-turistu“. Zahvaljujući njemu, pristup informacijama, ugostiteljima, pružiocima usluga ali i evidentiranje svih gostiju koji borave u zemlji biće neuporedivo lakši. Cilj nam je da razvijemo ovaj važan sistem, zajedno sa drugim resorima, ministarstvima i MUP-om, kroz koji će svi pružaoци usluga imati priliku da evidentiraju / prijavljuju goste a biće besplatan i veoma jednostavan. Tako ćemo konačno imati pouzdane statističke podatke i uslove za kreiranje još bolje turističke politike. Planirali smo pogodnosti za pružaoce usluga u domaćoj radinosti, što je deo šireg sistemskog rešenja, gde smo, zahvaljujući kolegama iz Ministarstva finansija, prvo izmenili Zakon o porezu na dohodak građana. Uбудuće, fizička lica koja se bave pružanjem ugostiteljskih usluga smeštaja u domaćoj radinosti biće paušalno oporezovana, po izuzetno povoljnim uslovima, s tim da sami mogu da prijavljuju svoje goste. Doduše, za sve njih i u gradovima i u selima, ako ne poštuju Zakon, predviđene su i povećane kazne, s obzirom da su kazne uvećane i za ugostitelje i pravna lica. Sve mora da bude i transparentno i fer!

● *Hoće li sve to, po vašem mišljenju, olakšati bavljenje turizmom?*

the same conditions apply to both the small and the largest ones. Our goal is to determine the amounts corresponding to the number of realized package tours in the travel guarantee, that is, the value of the arrangement corresponds with the travel guarantee provided by travel agencies so that passengers can be compensated, if for some reason the trip is not realized. Therefore, travel guarantees must be in the amount from which passengers, if necessary, can be indemnified.

Also, the new law insists on the unique price at which the package tours are sold, in a way that it is not deceptive in any sense. What does that mean? It means that it is assumed that if the package tour is promoted at one price that you really go to that destination. We had numerous examples in practice to advertise one destination and stay in another 100 km away, so the transfer to the basic destination is paid extra. In accordance with the European directive that deals with consumer protection, package tours must be sold at a single price and advertised in a proven, true manner.

● *The new law is not just about the agencies?*

– Of course, there are still many novelties. We have anticipated and created a legal basis for future incentives to improve environmental standards, energy efficiency, innovation and digitization in tourism. Then there will be incentives for the development of the national tourism brand, and the incentives for the development of tourism and hospitality in rural areas. These are important novelties, which must be implemented if we are to follow the market trend and maintain the results achieved in tourism, and just to remind, in 2018 it was the inflow of one billion and 317 million Euros – emphasized the State Secretary Knežević.

„E-TOURIST“ MAKES WORK EASIER

● *There are interesting novelties in the new law on Catering?*

- We have envisaged the creation of a unique central information system in catering and tourism, the popular “E-tourist“. Thanks to it, access to information to caterers, service providers, and recording of all guests in the country will be incomparably easier. Our goal is to develop this important system, along with other departments, ministries and the Ministry of Internal Affairs, through which all service providers will have the opportunity to register guests and it will be free and easy to use. So, we will finally have reliable statistics and conditions for creating an even better tourist policy. We planned benefits for domestic service providers, which is part of a wider system solution, where we and our colleagues from the Ministry of Finance first changed the Law on Personal Income Tax. In the future, individuals who deal with providing catering services in their homes will pay the flat-rate tax, at extremely favourable terms, with the ability to register their guests themselves. However, for all of them, in cities and in villages, if they do not respect the Law, there are also increased penalties, and the penalties are increased for caterers and companies as well and everything must be transparent and fair!



– Biće vrlo operativno, upotrebljivo, štedeti vreme, olakšati proceduru, vrlo dostupno. Neće biti uslovljeno kupovinom bilo kakvih uređaja. Cilj svih tih „novina“ je svakako da kreiranjem turističke politike koja je usklađena sa potrebama privrede, podstaknemo razvoj turizma ali i da smanjimo sivu ekonomiju i doprinesemo nastavljanju uzlaznog razvojnog trenda. Jer, evidentno je da je veliki broj pružaoca usluga u tom sektoru, fizičkih lica, iz različitih razloga prešao u „sivu zonu“ i treba ih vratiti u normalne tokove poslovanja.

Zbog svoje sveobuhvatnosti, ovo je sistemska reforma koja je bila neophodna srpskom turizmu zbog rezultata koji se postižu, i predstavlja, pre svega, stvaranje osnove za što bolji razvoj turizma u budućnosti – naglasio je s puno optimizma dr Miroslav Knežević, državni sekretar u Ministarstvu trgovine, turizma i telekomunikacija.

● *Will all this make doing business in tourism much easier?*

– It will be highly operational, usable, time saving, easy, very accessible. There will not be any obligations to purchase any devices. The goal is to create a tourism policy, to encourage work, but also to reduce the gray economy and continue the upward trend. It is evident that a large number of these service providers, individuals, for various reasons have moved to the "gray zone", and they should be brought back to legal operations.

Because of its comprehensiveness, this is a system reform that was necessary for Serbian tourism due to the results achieved, but it represents, first of all, the creation of the basis for the best possible development of tourism in the future – emphasized with great optimism PhD Miroslav Knežević, the State Secretary in the Ministry of Trade, Tourism and Telecommunication.

Author: D.K. –I.

NA MISTIČNOM RTNJU:

HOTEL RAMONDA U SKLADU S PRIRODOM



ON THE MYSTICAL RTANJ MOUNTAIN:

HOTEL RAMONDA – IN HARMONY WITH NATURE

Na samim obroncima mistične planine Rtanj u istočnoj Srbiji, nadomak Boljevca, izrastao je bajkovit, jedinstven po mnogo čemu ali, pre svega, po potpunoj usklađenosti s prirodom - hotel Ramonda. Već samo njegovo ime, koje nosi simboliku buđenja, oživljavanja, baš kao i istoimeni cvet - simbol vaskrsnuća Srbije u Prvom svetskom ratu, otkriva misiju ovog hotela. Jer, osmišljen je ne samo kao luksuzni rizort za odmor i uživanje, već uoklopljen u prirodni ambijent, već kao mesto koje budi usnulu životnu energiju i vraća izgubljenu snagu.

On the slopes of the mystical mountain of Rtanj in eastern Serbia, in the Boljevac municipality, the magical Hotel Ramonda, unique in many ways and above all, in full harmony with nature, has emerged. Its name that symbolises awakening, revival, just like the flower of the same name symbolises the resurrection of Serbia in the First World War, reveals the hotel mission. The reason for this lies in the fact that it has been designed not only as a luxury resort for relaxation and enjoyment, skilfully integrated into the natural environment, but as a place that awakens life energy and restores the lost power.

Izborom prirodnih materijala - kamena i drveta, hotel Ramonda se stopio, velikim staklenim površinama se povezoao, a svojim ekološkim sadržajem u potpunosti se uskladio sa prirodom, što će doprineti da i gosti tokom boravka u ovom hotelu budu u savršenom skladu s prirodom.

Hotel Ramonda ima 21 smeštajnu jedinicu i u njemu može da boravi do 90 gostiju. Sve sobe opremljene su Nespresso aparatima, kuvalom, Smart Tv-om, vrhunskim dušecima i perjanim jastucima. Apartmani hotela Ramonda, pored dodatnih kvadrata, imaju i potpuno opremljenu kuhinju, što ih čini idealnim za porodice s decom.

Veliki restoran sa terasom savršeno je mesto za uživanje u gastronomskim specijalitetima, napravljenim od svežih lokalnih namirnica.

Hotel ima i SPA centar sa unutrašnjim i spoljnim bazenom, hidromasažnom kadom, parnim kupatilom, saunom i atraktivnim programom masaža, što omogućava potpuno opuštanje. Kuriozitet je da se za prečišćavanje vode spoljnog bazena hotela Ramonda ne koriste hemijska sredstva, već se voda u bazen preliva iz posebnog bazena u kojem biljke prečišćavaju vodu. Ovo je jedinstven primer u našoj zemlji i predstavlja potpuno ekološki način prečišćavanja vode.

U ovom ekološkom i energetski efikasnom hotelskom zdanju, ni vlasnici električnih automobila ne treba da brinu, jer hotel Ramonda ima i sopstvenu punionicu za njihovu dopunu.

By choosing natural materials - stone and wood, Ramonda Hotel has merged, by large glass surfaces connected, and with its ecological content has completely aligned with nature, which will contribute to the fact that guests are in perfect harmony with nature during their stay in this hotel.

Hotel Ramonda has 21 accommodation facilities, and it has a capacity to accommodate 90 guests. All rooms are equipped with Nespresso appliances, cooking utensils, Smart TVs, premium mattresses and feather pillows. Hotel Ramonda suites, besides additional square meters, have a fully equipped kitchen, making them ideal for families with children.

A large restaurant with a terrace is a perfect place to enjoy gastronomic specialties, made from fresh local food.

The hotel also has a SPA centre with indoor and outdoor pool, hydro-massage bath, steam bath, sauna and an attractive massage program, which allows a complete relaxation. The curiosity is the water filtration system of the outdoor pool which pours the water into the pool from a special pool in which plants purify water instead of using chemicals. This is a unique example in our country and represents a completely ecological way of purifying water.

In this eco and energy efficient hotel resort, even the owners of electric cars should not worry, because Ramonda Hotel also has its own charger.



Svoja vrata Hotel Ramonda zvanično otvara 1. jula! Dobro došli!

Na samo 210 km od Beograda, 300 km od Novog Sada i 86 km od Niša – pronaći ćete svoju drugu kuću, u koju ćete se uvek iznova vraćati da se odmorite, relaksirate, osvežite, probudite usnulu životnu energiju... i dodate po jedan novi kamenčić u svoj mozaik o mističnoj planini Rtanj.

Više informacija: 030/215 50 50,
repcija@ramondahotel.com, www.ramondahotel.com

Hotel Ramonda will receive first guests on July 1st! Welcome!

Only 210 km from Belgrade, 300 km from Novi Sad and 86 km from Niš – you will find another home of yours, where you will always come back to rest, relax, refresh, wake up the vital energy of life... and add one new stone in the mosaic of the mystical mountain of Rtanj.

More info: +381 30 215 50 50,
repcija@ramondahotel.com, www.ramondahotel.com

ŠVEDSKA – ZEMLJA 100.000 JEZERA



S dolaskom leta, turistički nomadi kreću na sve strane sveta, najčešće na jug, na suncem okupane destinacije i topla mora. Oni pravi istraživači, koji više vole autentične izazove od masovnog turizma, kreću u suprotnom smeru – na sever, recimo u Švedsku, zemlju na istočnoj strani Skandinavskog poluostrva, sa neverovatnih 100.000 jezera, u kojoj može da se doživi toliko toga zanimljivog, neobičnog, istinski lepog, daleko od klasične letnje euforije ali dovoljno inspirativno da se napune sve baterije, zadovolje sva čula, ispune razne želje i, konačno, slože sve kockice mozaika – kako, u stvari, izgledaju srećni ljudi.

Da li je Švedska dobar izbor za leto - pitamo **NJ.E. Jana Lundina**, ambasadora Kraljevine Švedske u Srbiji, koji će sasvim sigurno, baš zato što nas, igrom slučaja, poznaje bolje od većine svojih kolega, na ovo pitanje dati odgovor po meri srpskih turista.

SWEDEN – THE COUNTRY OF 100.000 LAKES

Each summer, tourists start travelling across the world, most often to the south, to sunny destinations and warm seas. Those true researchers, who prefer authentic experiences to mass tourism, go in the opposite direction – to the north, let's say Sweden, the country on the eastern side of the Scandinavian peninsula, with incredible 100,000 lakes, the country in which one can experience so many interesting, unusual, genuine beautiful things, far from the classic summer euphoria and inspirational enough to charge the batteries, satisfy all the senses, fulfil various wishes and, finally, collect all the pieces of the mosaic – of how, in fact, happy people look like.

Whether Sweden is a good choice for a summer holiday – we ask **H.E. Jan Lundin**, the Ambassador of the Kingdom of Sweden in Serbia, who will surely answer this question according to wishes of Serbian tourists, since he knows us better than most of his colleagues.





- Švedska kao turistička destinacija uopšte nije loš izbor, mada klima nije često tako prijatna kao u Srbiji, ali je leti, iskreno, prijatnija (naravno ne i na severu) - kaže ambasador Lundin. - U Švedskoj je možda 25-30°C, pa i na jugu, i u centru Stokholma, može da se uživa na peščanim plažama i da se kupa. Švedska je, inače, zemlja veoma bogata vodama, koja, verovali ili ne, ima čak 100.000 jezera! Ona je i jedna od retkih zemalja u kojoj se voda pije iz česme, što je veoma važan podatak za turiste. Kao društveno odgovorna, visoko svesna ekološka država, Švedska je poslednjih 50 godina mnogo ulagala u podizanje kvaliteta života, naročito u sisteme za čišćenje otpadnih voda, koje danas

- Sweden as a tourist destination is not a bad choice at all, although the climate is not often as pleasant as in Serbia, but during summer it is much more pleasant than in Serbia (of course, not on the far north) – says the Ambassador Lundin. – In Sweden the temperature is maybe 25-30°C, so in south and in the centre of Stockholm, one can enjoy the sandy beaches and go for a swim. Sweden is, by all means, a land rich in water, which, believe it or not, has as many as 100,000 lakes! It's one of few countries where people can drink tap water, which is very important fact for tourists. As a socially responsible, highly-aware ecological country, Sweden has invested a lot in raising the quality of life in the last 50 years, especially in wastewater treatment systems, which every city in Sweden has today, and we are working to achieve this in Serbia as well.

As a tourist destination - continues Ambassador Lundin - Sweden really has much to offer. In the south of the country there are wide sandy beaches, like the one in Ulcinj in Montenegro, but there are also beaches in the centre of Stockholm, in the Stockholm archipelago. One beautiful island in the middle of the Baltic Sea - Gotland, is larger than Montenegro! You can see its beauty in the films of the famous Ingmar Bergman who had spent his summer there. The Swedes love him a lot - says Ambassador Lundin.

FROM SANDY BEACHES TO UNTOUCHED NATURE

- From June to August, Sweden is a great tourist destination and not just its southern and central parts, but also the north. My father grew up in the north in the municipality of Storuman, which belongs to the region of Lapland. Although small in size, around 20.000 people live there. As far as the size is concerned, the fact is that around million people live in the north, while the entire Sweden has 10 million residents, mostly living in the south! There are almost no people in the north, because there are no roads. It is the largest area of untouched nature in Europe (except Russia) and very harsh too, making it attractive for adventure tourism. The Royal trail that goes from my hometown to the north is 800 kilometres long. There you can hike all year round. It is cold and very snowy, but during summer there is no

INTERVIEW: JAN LUNDIN

ima svaki grad u Švedskoj, a radimo na tome da se to ostvari i u Srbiji.

Kao turistička destinacija - nastavlja ambasador Lundin, Švedska zaista ima mnogo toga da pruži. Na jugu zemlje su široke peščane plaže, poput Velike plaže u Ulcinju u Crnoj Gori, a ima ih i u strogom centru Stokholma, u stokholmskom arhipelagu. Jedno prelepo veliko ostrvo usred Baltičkog mora - Gotland, po površini je veće od Crne Gore! Koliko je lepo možete videti u filmovima čuvenog Ingmara Bergmana koji je tu provodio svoja leta. Šveđani ga mnogo vole – ističe ambasador Lundin.

OD PEŠČANIH PLAŽA DO NETAKNUTE PRIRODE

- Od juna do avgusta, Švedska je sjajna turistička destinacija i to ne samo njen južni i centralni deo, već i sever. Moj otac je, inače, odrastao na severu u opštini Storuman, koja pripada području Laponije. Iako je veličine Crne Gore, tamo živi tek oko 20.000 ljudi. Koliko je to najbolje govori podatak da na severu živi oko milion ljudi, dok čitava Švedska ima 10 miliona stanovnika, uglavnom na jugu! Na severu ljudi gotovo da i nema, jer nema ni puteva. To je najveći prostor netaknute divlje prirode u Evropi (izuzev Rusije) i vrlo surov, što ga čini atraktivnim za avanturistički turizam. Kraljevska staza koja iz mog kraja polazi na sever, duga je 800 kilometara. Tu se može planinariti čitavo leto. Jeste da je hladno i ima snega, ali leti uopšte ne pada noć (kao što se zimi ne rađa dan) i to je poseban doživljaj. Baš kao što je u zimskom periodu pojava Polarne svetlosti (Aurora borealis) – neverovatnog fenomena koji se javlja u blizini magnetnih zemljinih polova, stvarajući magličaste pramenove neonske svetlosti u raznim bojama. Sever je leti zanimljiv za planinarenje, a zimi za skijanje, sport koji je vrlo popularan u Švedskoj i naši skijaši su među najboljima u svetu. Dva najpopularnija skijaška centra u Švedskoj su Uren, u blizini Estešunda, odličan za biatlon skijanje, sa velikim potencijalom da bude olimpijski centar. Severnije je Ore, udaljen svega četiri sata od Stokholma. Još severnije, tačnije u opštini Storuman, su dva manja mesta Ternabi i Hemavan, iz kojih su naši najbolji alpinisti. A to je kraj u kome je odrastao moj otac – uz osmeh će ambasador Lundin, dodajući da je tu veliki skijaški centar, u koji je najbolje ići u aprilu ili maju, jer snega još ima, a i vreme je prijatno. Onaj ko voli da šeta kroz šumu, kao ja, ovde će zaista uživati.

U KRALJEVSKE OPERE ILI OPERSKI PODRUM?

● *Koje destinacije biste preporučili turistima iz Srbije kao najbolji izbor za leto?*

- Svakako prvo treba posetiti Stokholm - jedan od najlepših glavnih gradova na svetu. Centar Stokholma izgrađen je već krajem 18. veka, za vreme baroka, i njegova arhitektura je vrlo interesantna. Prepun je muzeja, galerija, pozorišta, zabavnih parkova... Nalazi se u vrlo lepom arhipelagu gde može i da se kup... Uzgred, šoping i lep provod su zagaran-tovani. Volimo zdravo da jedemo i imamo odlične restorane – kaže ambasador Lundin, ističući da je za njega najbolji „Opera Šelaren“, u prevodu „Operski podrum“, koji se bukvalno nalazi ispod Kraljevske opere, u centru Stokholma, na svega sto metara od Kraljevskog dvora. - Ovaj restoran nosi



night time (like during winter there is no day light) and it's a special experience. Like Aurora borealis during winter – an incredible phenomenon that occurs near the magnetic earth's poles, creating foggy neon lights in various colours. North is interesting for hiking and,

INTERVJU: JAN LUNDIN

jednu Mišelinovu zvezdicu ali, za mene, kao da ih ima više. Pripremaju odličnu hranu u kojoj iskreno uživam. Naročito u specijalitetima od ribe po kojoj je Švedska poznata. Imamo lepu pastrmku i bakalar iz severnih voda, naravno i haringu, ali ne preporučujem da vaš susret sa švedskom kuhinjom počne sa kiselom haringom (zbog dosta jakog mirisa), jer je to prilično egzotično i za one koji nisu navikli, najblaže rečeno - teško jelo. S obzirom da je Švedska zemlja šuma, imamo i puno divljači, pa preporučujem jela od mesa losa i irvasa, koja su zanimljiva i veoma ukusna.



Osim Stokholma, treba obavezno posetiti Geteborg - veoma lep grad, posebno leti. Nalazi se na zapadnoj obali i ima malo drugačiji arhipelag. Poznat je po izuzetno slatkim račićima. Takvih nema na Mediteranu, pa ih obavezno treba probati. I kad smo već kod hrane, moram da istaknem naše slatkiše. Zaista su ukusni. Kuriozitet je da su mnogi slatkiši vezani za kraljevsku kuću. Tako, na primer, kada se rađaju kraljevska deca, u njihovu čast se kreiraju specijalni slatkiši, kao što su - torte za princeze, lepo dekorisane i veoma ukusne.

in winter, skiing, a sport that is very popular in Sweden and our skiers are among the best in the world. The two most popular ski centers in Sweden are Uren, near Ostersund, excellent for biathlon skiing, with a great potential to be an Olympic center. Further to the north there is Ore, just four hours from Stockholm. More further to the north, more precisely in Storuman Municipality, are two smaller towns Tarnaby and Hemavan, the birthplace of our best alpinists. And that's the place where my father grew up – says Ambassador Lundin smiling, adding that there is a large ski centre, and the best time for the visit is April or May, because there is still snow, and weather is pleasant. The one who loves to walk through the forest, like me, will really enjoy there.



THE ROYAL OPERA OR OPERA HOUSE'S CELLAR?

● Which destinations would you recommend to tourists from Serbia as the best choice for summer?

- First of all, you need to visit Stockholm - one of the most beautiful capitals in the world. The centre of Stockholm was built at the end of the 18th century, during the Baroque period, and its architecture is very interesting. It is full of museums, galleries, theatres, amusement parks ... It is situated in a very beautiful archipelago where people can go for a swim... By the way, shopping and nice walks are guaranteed. We love to eat healthy and have excellent restaurants – says Ambassador Lundin, pointing out that the best choice for him is the



NOVI TREND: BESPLATNA KULTURA

● U zemlji u kojoj se dodeljuje Nobelova nagrada, ulaže mnogo novca u obrazovanje i tehnološki razvoj, kultura zauzima posebno mesto. Šta preporučujete da se obavezno poseti?

- Svakako treba posetiti Kraljevsku operu, koja potiče iz 18. veka. Izgrađena je u vreme kralja Gustava III, koji je ubijen (u operi „Bal pod maskama“ je istinita priča o njemu), ali pre nego što se to desilo, uveo je takozvanu visoku kulturu u Švedsku i to je ostalo do danas – s ponosom ističe ambasador Lundin. - Imamo i veliki, vrlo lep teatar u Kraljevskom dvoru. Kralj, inače, ima nekoliko dvorova i u jednom od njih on provodi leto. U toj

„Operakällaren“, in the translation „Opera’s cellar“, literally located under the Royal Opera in the centre of Stockholm, just a hundred meters from the Royal Palace. - This restaurant has one Michelin star, but for me, it’s as if it has more. They prepare excellent food that I truly enjoy, especially fish specialties that Sweden is known for. We have a nice trout and cod from the northern waters, of course, and the herring, but I do not suggest your encounter with the Swedish cuisine should start with sour herring (due to a very strong aroma), because it is quite exotic and for those who are not accustomed, to put it mildly – it’s hard to digest. Since Sweden is a country rich in forest, we have a lot of game, so I recommend dishes made of moose and reindeer meat, which are interesting and very tasty.

In addition to Stockholm, it is necessary to visit Gothenburg - a very nice city, especially in summer. It is located on the west coast and has a slightly different archipelago. It is known for its extremely sweet crabs. There are no such ones in the Mediterranean, so they must be tried. Speaking of food, I need to point out our sweets. They’re really tasty. The curiosity is that many sweets are tied to a royal house. So, for example, when royal children are born, special sweets are created in their honour, such as - cakes for princesses, nicely decorated and very tasty.

NEW TREND: FREE CULTURE

● In the country where the Nobel Prize is awarded, a lot of money is invested in education and technological development, the culture takes a special place. What do you suggest tourists should visit?

- You should definitely visit the Royal Opera, dating from the 18th century. It was built during the time of King Gustav III, who was killed (the opera “A Masked Ball” tells the true story of him), but before that

INTERVJU: JAN LUNDIN

rezidenciji je i teatar iz 18. veka, koji radi od maja do septembra. Posetiti taj teatar je pravi doživljaj. Doduše, gotovo da je nemoguće naći karte iako su vrlo skupe, ali vredi se potruditi. Predstave su vrlo zanimljive, a još više atmosfera i ambijent. Ingmar Bergman je čak napravio i interesantan film iz tog teatra - film „Čarobna frula“.

U Stokholmu ima dosta muzeja koje bi trebalo posetiti. Naš novi Narodni muzej je prošle godine otvoren i za sve posetioce je - besplatan. To je novi trend kod nas: besplatna kultura. Ovaj muzej je veoma lep i bogat, sa mnoštvom zanimljivih eksponata, uključujući najvažnija dela naših umetnika. Treba ga svakako obići, isto kao i Muzej broda Vasa, vojnog broda iz 17. veka, koji je pronađen 60-ih godina na dnu arhipelaga u blizini Stokholma. Brod je unikatan i dobro očuvan, pa je zahvaljujući tome, ovaj muzej i najomiljeniji među turistima.

IPAK, „SCANDIC“

● *Mnogi bi rekli: sve je to sjajno ali kako doći do tamo, gde odsesti i najvažnije – da li je skupo?*

- Do Stokholma nije skup put. Ima par low cost kompanija sa vrlo povoljnim cenama avio-karata. Ryan Air, na primer, leti iz Niša 2-3 puta nedeljno, a Wizz Air leti direktno iz Beograda za Stokholm svaki drugi dan – kaže ambasador Lundin. – Ono što nije tako jeftino u Stokholmu je hotelski smeštaj, koji košta gotovo dva puta više nego u drugim gradovima. Ima mnogo brendiranih hotela, ali ako želite švedski hotel, moja preporuka je „Scandic“. To je veliki lanac koji sada ima svoje objekte i u Nemačkoj. Uglavnom su to hoteli za poslovne goste. Cene su im pristojne i za porodične sobe za do četiri osobe. Nose 3 ili 3+ zvezdice, jer često nemaju bazen. U Stokholmu preporučujem „Scandic Haymarket“, koji se nalazi u bivšoj robnoj kući, nekada veoma poznatoj, jer je u

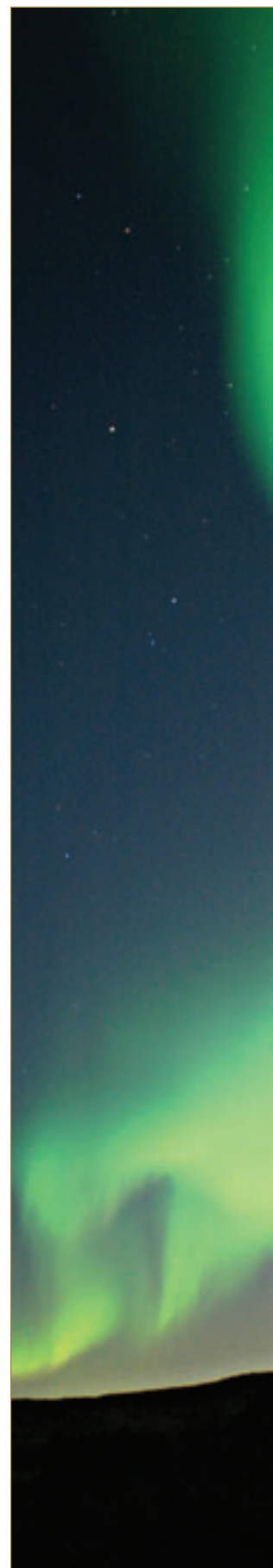
happened, he had introduced the so-called high culture to Sweden, and that's what has remained to this day – says Ambassador Lundin proudly. - We have a great, very beautiful theatre in the Royal Palace. The king, in fact, has several palaces and he spends summer in one of them. In this residence there is an 18th-century theatre, which is opened from May to September. Visiting this theatre is a real experience. However, it's almost impossible to get tickets, although they are very expensive, but worth the effort. The performances are very interesting, and the atmosphere and ambience are even more interesting. Ingmar Bergman even made an interesting film from that theatre - the film "Magic Flute".

There are many museums in Stockholm to visit. Our new National Museum was opened last year and it is free for all visitors. This is a new trend with us: a free culture. This museum is very beautiful and rich, with a lot of interesting exhibits, including the most important works of our artists. You should certainly visit it, as well as the Vasa Boat Museum, a 17th-century military ship that was found in the 60's at the bottom of the archipelago near Stockholm. The boat is unique and well preserved, and thanks to this, this museum is the most popular one among tourists.

YET, „SCANDIC“

● *Many would say: it's all great, but how to get there, where to stay and the most importantly – is it expensive?*

- It's not expensive to come to Stockholm. There are low cost airlines with cheap tickets. Ryan Air, for example, flies from Niš 2 or 3 times a week, and Wizz Air flies directly from Belgrade to Stockholm every other day – says Ambassador Lundin. – What is not very cheap in Stockholm is hotel accommodation, which costs almost twice as much as in other cities. There are many branded hotels, but if you want a Swedish hotel, my recommendation is "Scandic". It is a big chain that now has its own facilities in Germany. These are mostly business hotels. The prices are also decent for family rooms for up to four people. These are 3 or 3+ star hotels, because they often do not have a swimming pool. In Stockholm I recommend "Scandic Haymarket", which is





njoj radila glumica Greta Garbo. Taj hotel ima priču, sav je u art deco stilu. Oni, pak, koji žele nešto naj, naj i spremni su da za noć plate 500 evra, treba da izaberu „Grand hotel“, građen krajem 19. veka. Van centra, moguće je naći i jeftiniji hotel. Mada, treba imati na umu da je životni standard u Švedskoj prilično visok, pa je za očekivati da su i cene u skladu s tim. Doduše, i kod nas je, kao i kod vas, u trendu etno turizam. Kraj koji se zove Dalarna, sat i po udaljen od Stokholma, je naša Šumadija. To je centar etno turizma, sa puno muzeja, ali i folk festivala koji se organizuju svakog leta. Imamo mnogo lepu narodnu muziku – s ponosom naglašava ambasador Lundin, i dodaje, za one koji ne znaju, da je njihov narodni instrument – violina, instrument nežnih duša.

LJUBAV NA PRVI POGLED

● *Ipak, uvreženo je mišljenje da su ljudi sa severa hladni, zatvoreni... Kakvi su, u stvari, Šveđani?*

- To je baš teško pitanje. Ja mislim da Šveđani poštuju okolinu i druge narode. Švedska je, moram priznati, dosta individualistička kultura, ali to ne znači da je egocentrična i bez emocija. Naprotiv. Zato se dobro osećamo u Srbiji – naglasio je ambasador Lundin. – Inače, Šveđani vole da putuju. Svake godine 30.000 Šveđana poseti Crnu Goru, ali čak 600.000 Šveđana svake godine ode na Tajland, jer idu tamo gde je toplo. Posećuju i Srbiju, pre svega, Beograd. Još nemamo validne statističke podatke o njihovom broju, ali je sigurno da ima potencijala za obostrano veću turističku razmenu.

● *Šta biste, na kraju, rekli onima koji bi umesto na jug, ovog leta poželeli da krenu na sever?*

- Za njih ali i za one koji još nisu razmišljali da krenu put severa, moja poruka je da ne treba robovati klišeima i da hrabro treba prihvatati izazove – rekao je ambasador Lundin. - Ono što pouzdano znam je da će jedan produženi vikend u Stokholmu, sigurno svima mnogo značiti. Znajući vaše ljude, verujem da će to biti ljubav na prvi pogled.

located in a former department store, once famous, because actress Greta Garbo worked there. This hotel has its unique story; it's all in art deco style. Those who want the best of the best and are willing to pay 500 euros for a night, should choose „Grand hotel“, built in the late 19th century. Outside the centre, it is possible to find a cheaper hotel. Have in mind that the living standard in Sweden is quite high, so it is to be expected that the prices are in line with it. However, in our country, like in Serbia, ethno tourism is trendy. A place called Dalarna, an hour and a half away from Stockholm, is our Šumadija. It is the centre of ethno tourism, with many museums, as well as folk festivals organized every summer. We have a lot of nice folk music – proudly says Ambassador Lundin, reminding that their folk instrument is a violin, an instrument of gentle souls.

LOVE AT FIRST SIGHT

● *It is believed that people from the north are cold, introvert... What kind of people are Swedes, in fact?*

- That's a very difficult question. I think Swedes respect the environment and other nations. Sweden is, I must admit, a rather individualist culture, but that does not mean it is self-centred and without emotions. On the contrary. That's why we feel well in Serbia – Ambassador Lundin emphasized. – Otherwise, Swedes like to travel. Each year, 30,000 Swedes visit Montenegro, but even 600,000 Swedes go to Thailand every year because they go where it's warm. They also visit Serbia, above all, Belgrade. We still do not have valid statistics about their number, but it is certain that there are potentials for a mutually increasing tourist exchange.

● *What would you eventually say to those who would like to go north this summer?*

- For them, but also for those who have not decided to go north yet, my message would be that they shouldn't be the slaves of clichés and they should boldly accept the challenges – said Ambassador Lundin. - What I know for sure is that one extended weekend in Stockholm certainly means a lot to everyone. Knowing your people, I believe that this will be love at first sight.

Author: **Ljiljana Rebronja**

Photo source: ImageBankSweden

INTERVJU: **JOVAN RADOMIR**, ŠVEDSKA TV ZVEZDA SRPSKOG POREKLA

INTERVIEW:
JOVAN RADOMIR,
SWEDISH TV STAR OF SERBIAN ORIGIN

TOURISTS FROM
SWEDEN LOVE
AUTHENTICITY
AND TRADITION

ŠVEĐANI VOLE
AUTENTIČNOST
I TRADICIJU

Voditelj i novinar nacionalne švedske TV Jovan Radomir, koristi svaku priliku da promoviše Balkan i da ga predstavi u najpozitivnijem svetlu. Njegov nesvakidašnji autobiografski kuvar „Moj Balkan – hrana i ljudi“, objavljen na švedskom i engleskom jeziku, izazvao je veliku pažnju švedske javnosti, a prošle godine objavio je i drugu knjigu "Balkan – hrana, ljudi i uspomene", svojevrsni putopis kroz naše običaje, hranu, vina, rakije... Na ovogodišnjem Sajmu turizma u Beogradu održao je interesantno predavanje o švedskim turistima i tome kako ih više privući u Srbiju, a to je i tema intervjuja koji je dao za Turistički Svet.

• *Na Sajmu turizma u Beogradu održali ste zanimljivo predavanje sa temom "Aktivni i gastronomski turizam – ponašanje turista iz Švedske". Šta Šveđane najviše motiviše na putovanja? Da li su zahtevni pri odabiru smeštaja i hrane?*

- Šveđani su oduvek bili veliki putnici i rado traže nove destinacije, iako su one velike, poput Španije, Grčke i SAD-a još uvek popularne. Švedski turisti, kao i svi ostali, traže sunce i plaže jer je klima u njihovoj zemlji preko leta veoma nestabilna, a sezona kratka. Međutim, avanture i potraga za autentičnim iskustvima sada su na vrhu liste želja švedskih turista, koji žele da probaju nešto novo i ne plaše se „nepoznatih“ destinacija. Postoje grupe koje vole „all inclusive“ aranžmane, ali većina Šveđana hoće da proba lokalnu hranu i piće. To je važan deo doživljaja jedne destinacije.

Šveđani, inače, uvek znaju koliki im je budžet i u skladu s tim traže smeštaj koji im odgovara. Na odmoru vole da uživaju u hrani i piću, jer zato su i štedeli tokom cele godine.

BEograd – „MUST VISIT“ DESTINACIJA?!

• *Napomenuli ste da godišnje više od 40.000 Šveđana poseti Hrvatsku, a Srbiju tek 19.000. Koliko Šveđani znaju o našoj zemlji i da li je Srbija zastupljena u turističkim aranžmanima u Švedskoj? Mislite li da je dovoljno atraktivna destinacija za Šveđane? Jesmo li konkurentni kvalitetom ponude i cenama?*

- Mi polako otvaramo vrata Šveđanima prema Srbiji. Mnogi znaju za Beograd kao veoma interesantnu destinaciju, posebno kada je reč o vikend turistima. Srbija je postala „secondary destination“ za mnoge turiste. To znači da odgovaramo turistima koji su se već zasitili Pariza, Londona, Rima i žele nešto novo.

Srbije je veoma konkurentna što se tiče ponude i cena. Možda je i najkonkurentnija od svih novih destinacija. Mi imamo vrlo dobru i zanimljivu ponudu za turiste. Naime, Šveđani tokom odmora vole da kombinuju boravak na selu i gradu, odnosno da vide i dožive prirodu, hranu i ljude, te Srbija u tom smislu ima šta da ponudi.

TV presenter and journalist of Swedish national television, Jovan Radomir uses every opportunity to promote Balkan. His unique autobiographical cook book "My Balkan – Food and People", publish in Swedish and English have attracted the great attention of the Swedish public, and last year he published his second book "Balkan – Food, People and Memories", one-of-a-kind travelogue through our customs, food, wine... At this year's Tourism Fair in Belgrade he held an interesting lecture about tourists from Sweden and how to attract them in greater number to Serbia, which was the topic of the interview for the Turistički Svet, as well.

• *You held an interesting lecture "Active and gastronomy tourism – how Swedes will travel in 2019" at the Tourism Fair in Belgrade. What motivates Swedes to travel the most? Are they highly demanding when choosing accommodation and food?*

The Swedes have always been great travellers and always look forward to new destinations, although those well-known, like Spain, Greece and USA are still very popular. Tourists from Sweden, like all others, look for sun and beaches because the climate in their country is very unstable during summer, and the season is short, as well. But now there are adventures and a quest for authentic experiences at the top of the list of Swedish tourists who are looking for something new and they are not afraid of new destinations. There are groups that go for "all inclusive" packages, but most Swedes like to taste local food and drinks. That is an important part of the experience.

Swedes are always aware of their budget and they look for accommodation accordingly. On holiday they like enjoying food and drinks, that's for they've been saving throughout the year.

BELGRADE – A MUST VISIT DESTINATION?!

• *You mentioned that more than 40,000 Swedes visit Croatia annually and Serbia only 19,000. How much do Swedes know about Serbia and is Serbia present in travel packages in Sweden? Is Serbia a destination*



INTERVJU: JOVAN RADOMIR, ŠVEDSKA TV ZVEZDA SRPSKOG POREKLA





• *Prema statistici, turisti iz skandinavskih zemalja koji obilaze Srbiju su uglavnom stariji. Primećuje li se povećanje interesovanja mladih za Srbiju? Kakvi su njihovi utisci?*

- Sve veći broj mladih prepoznaje Beograd kao prilično uzbudljivu destinaciju sa fantastičnim noćnim životom, izvanrednim restoranima, trendi kafićima i vrhunskim šopingom. Za to su zaslužni velikim delom mladi u Švedskoj sa srpskim korenima. Ohrabruje što švedski mediji sve više pišu o Beogradu kao „must visit“ destinaciji.

SRBIJA: LJUBAV NA PRVI ZALOGAJ!

• *Zahvaljujući vama i vašim aktivnostima na promociji Srbije u Švedskoj, značajno se promenila percepcija Srbije i njen imidž. Između ostalog, napisali ste i dva kuvara o balkanskoj kuhinji. Šta je za vas fascinantno u našoj gastronomskoj kulturi? Koliko se i u čemu naša kuhinja razlikuje od švedske? Šta preporučujete Šveđanima da obavezno probaju u Srbiji?*

- Ja sam odrastao uz našu tradicionalnu balkansku kuhinju i sve što se podrazumeva dobrom večerom u dobrom ambijentu i društvu. Moram priznati da se naša kuhinja dosta razlikuje od švedske. Kod nas je obrok bez mesa skoro nezamisliv, mada se i to menja pod uticajem raznih trendova. Mi imamo zdrave, lokalne proizvode i držimo do tradicije. To mi se sviđa. Kao i Šveđanima kojima je strana kuhinja interesantija od njihove domaće.

Kada probaju naša jela, odmah ih zavole jer imaju drugačiju paletu ukusa i mirisa od njihovih. Ja im obavezno preporučujem da probaju dobru domaću sarmu i možda jednu gurmansku pljeskavicu, uz domaći Prokupac i rakiju.

• *Koji je vaš savet turističkim poslenicima u Srbiji kada je reč o turistima iz Švedske? Šta bi, po vašem mišljenju, bili najefikasniji promotivni alati u promociji naše zemlje u Švedskoj?*

- Ja sam godinama govorio da su naši najvažniji alati hrana, vino, rakija i ljudi. Duh Beograda je jedinstven i čaroban. To stalno treba promovisati. Ne treba ništa izmišljati! Šveđani vole autentičnost i tradiciju, a Srbija nudi zlatnu kombinaciju: iskustvo u netaknutoj prirodi, izvrsnu gastonomsku ponudu na selu i, naravno, fantastično iskustvo borakva u gradu. Srbija, definitivno, ima sve!

attractive enough for Swedish tourists? Are our offer and prices competitive?

We are slowly opening towards Swedish tourists. Many people know Belgrade as a very interesting destination, especially when it comes to weekend tourists. Serbia has become “secondary destination” for many tourists. This means that we are attractive for tourists who had enough of Paris, London, and Rome and want something new.

Serbia is very competitive when it comes to offer and prices. It is maybe the most competitive of all new destinations. We have very good and interesting offer for tourists. Namely, on holidays Swedes love to combine countryside and city experiences, that is to see and experience nature, food and people, so Serbia has the right offer in that sense.

• *According to statistics, tourists from Scandinavia that visit Serbia are mostly older generations. Is there an increase in young people's interest in Serbia? What are their impressions?*

A growing number of young people recognize Belgrade as a rather exciting destination with fantastic nightlife, extraordinary restaurants, trendy cafes and top shopping. This is due, in large part, to young people in Sweden of Serbian origin. Swedish media write about Belgrade as a “must visit” destination more and more.

SERBIA: LOVE AT FIRST BITE!

• *Thanks to you and your activities on promotion of Serbia in Sweden, the image of Serbia has significantly improved. Among other things, you wrote two cook books dedicated to the Balkan cuisine. What is it that you find the most fascinating in our gastronomy culture? To what extent is our cuisine different from the one in Sweden? What do you recommend to Swedes to taste in Serbia?*

- I grew up with our gastronomic culture and all that is meant by a good dinner in a good ambience and company. Our cuisine is quite different from Swedish. In our country, a meal without meat is almost unimaginable, although it also changes due to various trends. We have healthy local products and keep to tradition. That's what I like. Swedes are more interested in foreign cuisines than in their domestic.

When they try our dishes they instantly like them because that kind of food has a different palette of tastes and aromas than Swedish dishes. I always recommend them to try good homemade sarma and maybe a big pljeskavica, with homemade Prokupac and rakia.

• *What would you advise to Serbian tourism workers when it comes to tourists from Sweden? What would be, in your opinion, the most effective tools from promotion of Serbia in Sweden?*

For years I have been saying that our most important tools are food, wine, rakia and people. The spirit of Belgrade is unique and magical. It should constantly be promoted. There is no need to invent new things! Swedes love authenticity and tradition, and Serbia has the golden combination: untouched nature, exquisite gastronomy offer in countryside and, of course fantastic city experience. Serbia has it all, definitely.

Author:

Marija Obradović

ARAPI SU DOBRI GOSTI I JOŠ BOLJI DOMAĆINI



Photo: Goran Zlatković

S dolaskom leta, kreću i turistički nomadi iz Srbije put omiljenih destinacija. Biraju ih prema svojim afinitetima i interesovanju, po atraktivnosti, dostupnosti, cenovnoj konkurentnosti... ali, pre svega, prema tome koliko su tamo bezbedni. Šta naši turisti ovog leta mogu da očekuju u zemljama arapskog sveta, kakav je vizni režim, šta Arapi misle o Srbiji, kakvi su kao gosti a kakvi domaćini, otkriva između ostalog, **NJ.E. Mohammed Nabhan**, ambasador Države Palestine, ugledni diplomata s najdužim stažom u našoj zemlji, šef Grupe ambasadora arapskih zemalja u Srbiji.

INTERVIEW: **MOHAMMED NABHAN**, THE AMBASSADOR OF THE STATE OF PALESTINE

ARABS ARE GOOD GUESTS AND EVEN BETTER HOSTS

With the start of the summer, tourist nomads from Serbia start to travel to their favourite destinations. They choose them according to their affinities and interests, attractiveness, accessibility, price competitiveness... but, most of all, according to how safe they feel. What our tourists can expect this summer in the countries of the Arab world, what is the visa regime, what the Arabs think of Serbia, what kind of guests and hosts they are, is told, among other things, by **H.E. Mohammed Nabhan**, the Ambassador of the State of Palestine, a distinguished diplomat with the longest serving in our country, the Head of the Group of Ambassadors of Arab Countries in Serbia.

Svojim mističnim šarmom, kulturno-istorijskim nasleđem iz daleke prošlosti, gotovo neverovatnim lepotama i prirodnim bogatstvima, čarobnim mirisima i ukusima, gostoljubivim ljudima..., arapske zemlje oduvek snažno privlače turiste s našeg podneblja. Oni koji dugo pamte znaju da je naklonost jednih prema drugima, razumevanje, uzajamno poštovanje i iskrena podrška – nešto što, uprkos mnogim iskušenjima, dugo traje. Baš kao i prijateljstva. Ipak, sa određenim „tektonskim poremećajima“ koji se reflektuju na opštu bezbednost, poslednjih godina sve je češće pitanje turista: da li je bezbedno putovati u zemlje arapskog sveta?

- Naše zemlje su oduvek bile bezbedne, ali u poslednjih 7-8 godina došlo je do nekog previranja u arapskom svetu, koji je, realno, uticao i na stepen bezbednosti u pojedinim zemljama – kaže N.J.E. Mohammed Nabhan, koji u Srbiji, osim Države Palestine, predstavlja i Grupu ambasadora arapskih zemalja. – Okupiran je i rasturen Irak, počeli su nemili događaji u Tunisu, ali je Tunis uspeo to da prebrodi. Sada tamo vlada demokratski režim i potpuno je bezbedno. U Alžiru su upravo u toku promene ali ja verujem da će i on da se stabilizuje na miran način. Maroko je potpuno bezbedna zemlja. I Libija se, nažalost, suočava sa podehlama i sukobima, ali nadamo se da će do kraja leta situacija uspeti da se smiri. U Sudanu ima, takođe, mnoštvo problema koje je generisao režim čija je vladavina trajala 30 godina, ali će se i to, sasvim izvesno, rešiti u bliskoj budućnosti. Egipat je uglavnom uspeo da stane na noge i krene dalje. Sirija je, nažalost, naša bolna tačka, a ona je na neki način okosnica i srž arapskog sveta. Povezana je sa Jordanom, Libanom, Palestinom i Irakom – zemljama u kojima su nastale civilizacije... Ne treba zaboraviti da arapske zemlje čine najbogatiji deo sveta. Tu su Kuvajt, Katar, Saudijska Arabija, Egipat... pa je sasvim sigurno da će, kad prebrode ove krize, sve arapske zemlje biti atraktivne i potpuno bezbedne i za turiste i za poslovne partnere iz Srbije. Oprez za sada još uvek nije naodmet.

OTEŽAVAJUĆI VIZNI REŽIM

● *Pre mnogo godina Arapi su krenuli iz svojih domova po znanje širom Evrope. Mnogi od njih, pa i Vi gospodine Nabhan, došli su na školovanje u nekadašnju Jugoslaviju, završili fakultete, neki se i oženili... To je divna priča koja vezuje ove prostore i ljude sa arapskim svetom. Kako danas stoje stvari? Da li se u Srbiji povećava broj onih koji dolaze iz arapskog sveta i obrnuto?*

- U poslednje vreme sve je veće interesovanje za Srbiju. Kad sam ja došao krajem 2005, godišnje je dolazilo 5-6 ljudi iz moje zemlje, a sada su to stotine ljudi. Problem je što se teško dobijaju vize. To bi moralo da se reši, jer u Palestinu Srbi ulaze bez vize ali mi u Srbiju bez vize ne možemo! Paradoks je u tome što Izraelcima ne treba viza za Srbiju, a mi koji živimo 10-ak kilometara od njih ili 10-ak metara, nažalost ne možemo bez vize. Smatram da je to vrsta diskriminacije i stalno to ističem – naglasio je ambasador Nabhan, dodajući da oni nisu emigrantska nacija i da je za sve godine koliko je on u Srbiji, bilo svega par slučajeva da neko ovde zaluta.

With its mystical charm, cultural and historical heritage from the distant past, almost incredible beauties and natural treasures, magical smells and tastes, hospitable people..., Arab countries have always been strongly attractive for tourists from our region. Those who remember know that the affection of one another, understanding, mutual respect and sincere support – is something that, despite many temptations, lasts for a long time. Just like friendship. However, with certain "tectonic disorders" which reflect on general safety, in recent years, tourists have been wondering whether it is safe to travel to the countries of the Arab world?

- Our countries have always been safe, but in the last 7-8 years there has been some turbulence in the Arab world, which has, in fact, affected the level of security in some countries – says H.E. Mohammed Nabhan, who in Serbia, in addition to the Palestinian State, also represents the Group of Ambassadors of Arab countries. – Iraq has been occupied and destroyed, in Tunisia disagreeable events have started, but Tunisia managed to overcome that. Now there is a democratic regime and it is completely safe. Algeria is going through changes, and I believe that it will stabilize in a peaceful manner. Morocco is a completely safe country. Unfortunately, Libya is facing divisions and conflicts, but we hope that by the end of the year, the situation will have settled. Sudan also has a lot of problems generated by a regime that has been in power for 30 years, but it will, of course, certainly be solved in the near future. Egypt has mostly managed to get on its feet and move on. Unfortunately, Syria is our painful point, and it is in a way the backbone and core of the Arab world. It is associated with Jordan, Lebanon, Palestine, and Iraq - countries where civilizations originate from... We should not forget that Arab countries make the richest part of the world. There are Kuwait, Qatar, Saudi Arabia, and Egypt ... and it is quite certain that after this crisis ends, all the Arab countries will be attractive and completely safe for both tourists and business partners from Serbia. Caution is still recommended.

THE AGGRAVATING VISA REGIME

● *Many years ago the Arabs went from their homes to get knowledge across Europe. Many of them, even you, Mr. Nabhan, went to school in former Yugoslavia, graduated from faculties, some of them got married... It is a wonderful story that links these spaces and people with the Arab world. How are the things today? Does the number of those coming from the Arab world increase in Serbia and vice versa?*

- Lately, there has been a growing interest in Serbia. When I arrived at the end of 2005, 5-6 people came from my country annually, and now there are hundreds of people. The problem is that visas are difficult to obtain. This should be solved, because, in Palestine, Serbs enter without a visa, but we can't go to Serbia without a visa! The paradox is that the Israelis do not need a visa for Serbia, and our people, who live 10 kilometres or even 10 meters away from them, unfortunately, can't go without a visa. I think that this is a sort of discrimination and I constantly emphasize that – said Ambassador Nabhan, adding that they are not an emigrant nation, and that for all the years he has been in Serbia, there have been only few cases that someone wanders here.

- Regardless of the difficulties we face, we do not leave our country – he pointed out, and there is no need for that, because our government has provided basic elements for survival for all the people: security and employment!

KADROVI ZA HOTELE U PALESTINI

Već godinama, najviše u saradnji sa Ugostiteljskom školom u Vrnjačkoj Banji, ambasador Nabhan radi na obrazovanju mladih Palestinaca za buduće ugostitelje.

- Dosta sam truda u to uložio i sada mogu s ponosom da kažem da se u Srbiji trenutno školuje oko 50 mladih Palestinaca. Petoro njih studira turizam i hotelijerstvo. Upravo je nedavno jedan diplomirao. To je za mene velika satisfakcija. Nameravam da dovedem više mladih da studiraju hotelijerstvo, jer mi smo zemlja u kojoj se turizam intenzivno razvija. Gradimo nove luksuzne hotele na 4 lokacije (Jerusalim, Vitlejem, Jerihon i Ramala) i trebaju nam obrazovani kadrovi.

STAFF FOR HOTELS IN PALESTINE

For years, most in cooperation with the Catering School in Vrnjci spa, Ambassador Nabhan has been working on educating young Palestinians for future caterers.

- I have invested a lot of efforts in this and now I can proudly say that there are currently about 50 young Palestinians in Serbia. Five of them study tourism and hotel industry. One has graduated recently. This is a great satisfaction for me. I intend to bring more young people to study hotel business, because we are a country where tourism is intensively developing. We are building new luxury hotels at 4 locations (Jerusalem, Bethlehem, Jericho and Ramallah) and we need educated staff.

- Bez obzira na teškoće sa kojima smo suočeni, mi ne napuštamo svoju zemlju – istakao je, a za to nema ni potrebe, jer naša Vlada je za sve ljude obezbedila osnovne elemente za opstanak: bezbednost i zaposlenje!

● *A kako stoji stvar sa ostalim arapskim zemljama kada su vize u pitanju?*

- Grupe dobijaju vize. Inače, zemlje Golfa imaju sporazum sa Srbijom o ukidanju viza. Najverovatnije zato što su bogate i nemaju potrebu za emigracijom. Tunis ima ugovor o ukidanju viza sa Srbijom međusobno. Putnici iz ostalih zemalja moraju da traže vize. Problem je što Srbija nema u svakoj zemlji ambasadu. Ima je, na primer, u Izraelu, ili u Egiptu ili Bejrutu ali ne i u Palestini. Doći do tih ambasada za naše ljude je zaista ozbiljan problem.

IZAZOV ZA TURISTE I INVESTITORE

● *Pošto i sami dugo živite u Srbiji i dobro nas poznajete, šta je to što ovdje može da bude zanimljivo ljudima iz arapskog sveta?*

- Srbija ima mnogo toga da ponudi. Pre svega, ona je prirodno lepa zemlja. Ima ogromnu količinu vode, naročito lekovite termalne vode kakvu drugi nemaju. Srbija ima zdravstveni turizam, ima gradski turizam. Srbi su prijatni, kulturni ljudi, govore strane jezike, imaju veliko srce i odličnu kuhinju i to se sviđa Arapima. Beograd je vrlo lep grad i u njemu je prilično živo, trgovina cveta, mnogo se gradi, a sve je to izazov i za turiste i za poslovne ljude, naročito investitore iz arapskih zemalja – naglasio je N.J.E. Mohammed Nabhan. – Kao ambasador imam zadatak da podstičem arapske investitore da investiraju u Srbiji. U tome smo dosta uspeali. Samo Beograd na vodi je investicija od 12 milijardi dolara, što nije malo. Ulaže se u poljoprivredu u Vojvodini, u IT industriju, a sada će početi i ulaganja u zdravstveni turizam u celoj Srbiji. Srbija se otvara i ja vidim, definitivno, svetlu budućnost u saradnji Srbije i arapskih zemalja. Već koliko ovog leta, videćete da će broj turista iz arapskog sveta biti značajno veći u odnosu na prethodne godine. Arapi će sve više dolaziti da rade ali i da uživaju u Srbiji.

● *Šta biste poručili ljudima u Srbiji?*

- Poručio bih da veruju da su Arapi gostoprivljivi, da rado primaju Srbe kao goste ali i da su i sami dobri gosti! A to je bar lako proveriti.

● *And what is the case with the rest of the Arab countries when it comes to visas?*

- Groups get visas. Other countries of the Gulf have an agreement with Serbia on the abolition of visas. That is probably due to the fact that they are rich and have no need for emigration. Tunisia has an agreement on visa-free travel with Serbia. Passengers from other countries must seek visas. The problem is that Serbia does not have an embassy in every country. There are embassies, for example, in Israel, Egypt and Beirut, but not in Palestine. Getting to these embassies is a really serious problem for our people.

THE CHALLENGE FOR TOURISTS AND INVESTORS

● *Since you have been living in Serbia for a long time and know us well, what is it that can be of interest to people from the Arab world?*

- Serbia has much to offer. First of all, it is a naturally beautiful country. It has an enormous amount of water, especially medicinal thermal water that others do not have. Serbia has health tourism, it has city tourism. The Serbs are pleasant, cultural people, they speak foreign languages, they have a great heart and excellent cuisine and that is what the Arabs like. Belgrade is a very nice city and it is pretty vibrant, the trade and construction flourishes, and these are challenges for both tourists and business people, especially investors from Arab countries – emphasized H.E. Mohammed Nabhan. – As an ambassador, I have the task to encourage Arab investors to invest in Serbia. We succeeded in doing so. Belgrade Waterfront itself is an investment of 12 billion dollars, which is not insignificant. There are investments in agriculture in Vojvodina, in the IT industry, and investments in health tourism in all of Serbia will start soon. Serbia opens and I see, definitely, a bright future in cooperation between Serbia and Arab countries. This summer already, you will see that the number of tourists from the Arab world will be significantly higher than the previous years. The Arabs will increasingly come to work and enjoy in Serbia.

● *What would you say to people in Serbia?*

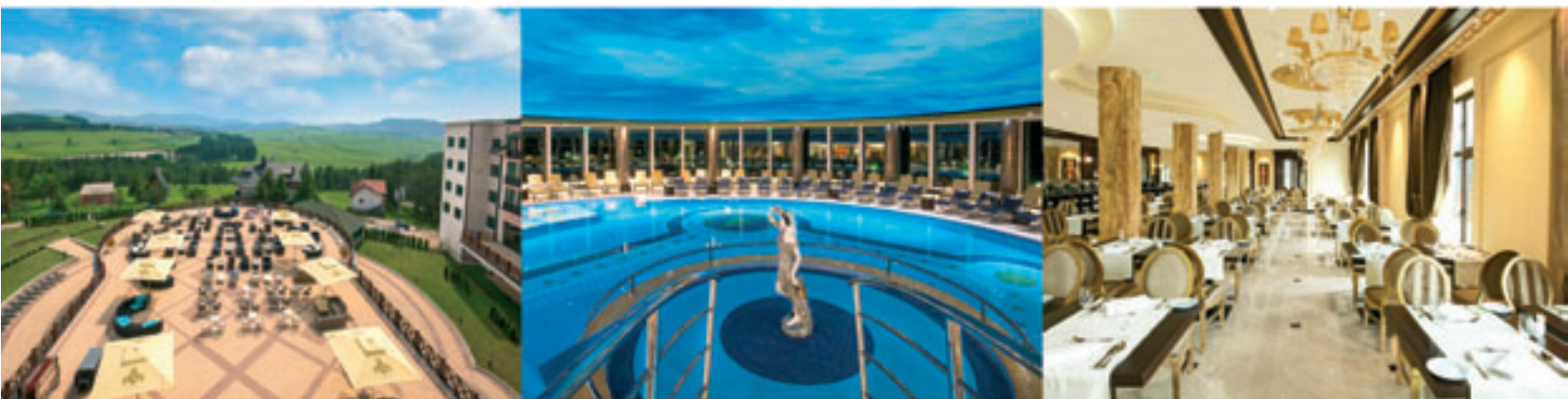
- I would tell them to believe that the Arabs are hospitable, that they are happy to host the Serbs as guests and that they are also good guests! And that's easy to check.

Author: **Ljiljana Rebronja**



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NAJUSPEŠNIJI GODIŠNJI WORKSHOP LIDERA HOTELSKIH DOMAĆINSTAVA

Dvodnevni tematski susret menadžera hotelskih domaćinstava - **Hotel Housekeeping Workshop**, održan je ove godine 21. i 22. maja u luksuznom hotelu „Izvor“ 5* u Aranđelovcu. Organizatori ovog događaja, Udruženje „Ambasadori dobre usluge“ i redakcija časopisa „Turistički svet“, okupili su brojne ugledne kolege iz hotelske industrije i njihove poslovne partnere. Hotel Housekeeping Workshop 2019 obeležile su dve teme: „Važnost komunikacije u hotelskom Domaćinstvu“ i s njom u vezi „Kako rešiti problem nedostatka zaposlenih usled visoke fluktuacije kadrova“. A vrhunac događaja bila je dodela specijalnog priznanja „Ambasador dobre usluge“, koja je ovaj susret učinila svečanim i posebnim za sve učesnike.



THE MOST SUCCESSFUL ANNUAL WORKSHOP OF THE HOTEL HOUSEKEEPING LEADERS

The two-day theme gathering of the hotel housekeeping managers – **Hotel Housekeeping Workshop**, was held on May 21 and 22 in luxury hotel Izvor 5* in Aranđelovac. The organizers of the event, “Ambassadors of Quality Service” association and the editorial board of the magazine “Turistički svet” gathered a number of prominent colleagues from the hotel industry and their business partners. Hotel Housekeeping Workshop 2019 was marked by two themes: “Importance of communication in hotel housekeeping” and corresponding “How to solve the problem of employee shortages due to the high fluctuation of staff”. The highlight of the event was the award giving ceremony “Ambassadors of Quality Service”, which made this event special for all participants.



Hotel Housekeeping Workshop, u hotelu „Izvor“ u Arandjelovcu, ispratili su ove godine učesnici iz 32 hotela sa 4 i 5 zvezdica - prava hotelijerska reprezentacija i Srbije i Crne Gore (koju su predstavljali hoteli Regent Porto Montenegro, Splendid i Verde), razmenjujući dragocene informacije, znanja, praktične savete, kontakte i - dobru energiju, upoznavajući se sa novim trendovima u opremanju i održavanju hotelskih prostora, kao i sa unapređenim ili inoviranim proizvodima, uslugama, novim standardima, o kojima su govorili predavači i poslovni partneri koji im pružaju logističku podršku u svakodnevnom radu.

Svoje nove proizvode i inovirane usluge, ali i aktuelne trendove u oblasti profesionalne higijene i kozmetike, profesionalnih mašina za pranje i sušenje veša, hotelskog tekstila, dušeka... predstavile su ugledne kompanije sa međunarodnom reputacijom: **Ecolab, Covels, Beotim, ALBO, Netrol, ALCA trgovina, Hold, Nenateks textil, Bright...**

KOMUNICIRATI, ALI S POŠTOVANJEM

Fokus predavača je ove godine bio na komunikaciji kao jednom od najvažnijih faktora za uspešnost timova hotelskog domaćinstva, naročito u situaciji kada se u svim sektorima, pa i Domaćinstvu, sve ozbiljnije oseća povećana fluktuacija kadrova. Šta na ovu temu, kao i neke druge važne teme, imaju da kažu njihove kolege i stručni konsultanti, učesnici ovog workshop-a mogli su da saznaju iz prve ruke od svojih koleginica i kolega: **Irene Pekić** iz Splendida, **Lidija Marinković** iz IN Hotela, **Igora Krsića** iz novosadskog Sheraton-a, **Stanislave Kuzeljević** iz hotela MONA Zlatibor, kao i od stručnih konsultanata: neprevaziđenog **Radeta Samčevića**, vlasnika

Hotel Housekeeping Workshop at hotel Izvor in the town of Arandjelovac, was attended by participants from 32 hotels with 4 and 5 stars - a real hotel team of Serbia and Montenegro (represented by hotels Regent Porto Montenegro, Splendid and Verde), who shared precious information, knowledge, practical pieces of advice, contacts and - good energy, getting acquainted with new trends in equipping and maintaining hotel spaces, as well as with improved or innovated products, services, new standards, discussed by lecturers and business partners who provide them with logistics support in everyday work.

Ecolab, Covels, Beotim, ALBO, ADA International, ALCA trgovina, Hold, Nenateks textil, Bright, eminent companies with international reputation, presented their new products and innovative services, as well as current trends in the field of professional hygiene and cosmetics, professional washing and drying machines, hotel textiles, mattresses...

COMMUNICATE WITH RESPECT

The focus of the lecturers this year was communication as one of the most important factors for the success of the hotel housekeeping teams, especially where there is an increasing problem of staff fluctuation, in each hotel sector. About this topic, and important topic, the workshops participants found out more from their colleagues: **Irena Pekić** from Splendid Hotel, **Lidija Marinković** from IN Hotel, **Igor Krsić** from Sheraton Hotel in Novi Sad, **Stanislava Kuzeljević** from MONA Zlatibor Hotel, and other professional consultants: **Rade Samčević**, the owner of the HT Agency, **Marija Miladinović**

HOTEL HOUSEKEEPING WORKSHOP 2019

Agencije HT, **Marije Miladinović** iz Akademije HORES, specijaliste za housekeeping, **Milene Milenković**, vlasnice konsultantske agencije MindLab, i **Tamare Štrbac**, dizajnerke enterijera firme Naš stan, u sastavu A grupe. „Komuniciraj, ali s poštovanjem“ – poruka je koju je svojim kolegama uputila Milena Milenković, a mi je prenosimo kao univerzalnu formulu uspešnosti.

Boravak u hotelu **Izvor 5***, jednom od najlepših luksuznih rizorta u Srbiji, bio je takođe u funkciji edukacije, s idejom da lideri hotelskih domaćinstava, jednog od najvažnijeg sektora za profitabilnost i ugled hotela - luksuz upoznaju iz ugla hotelskih gostiju kako bi što bolje mogli da odgovore na njihove zahteve! Da bi to zaista bio doživljaj, kolegice iz Domaćinstva i kolege iz svih ostalih sektora u Izvoru, potvrdili su se da boravak u njihovom hotelu bude što lepši za sve učesnike workshop-a, nastojeći da osele koliko su im važni, svesni činjenice da je snaga svakog profesionalca koliko u znanju i informacijama, toliko i u ljudima sa kojima mogu da podele i probleme i vizije.

INAUGURISANI NOVI AMBASADORI DOBRE USLUGE

Ove godine, u svečanoj atmosferi Nacionalnog restorana hotela Izvor, uz bogatu selekciju specijaliteta šefa kuhinje Božidara Živkovića, vina PIK Oplenca i dobru muziku, po prvi put, inaugurisani su na samom događaju i novi *Ambasadori dobre usluge*. U kategoriji "menadžer hotelskog domaćinstva" za 2019.

housekeeping specialist from the HORES Academy, **Milena Milenković**, the owner of the consultant agency MindLab, and **Tamara Štrbac**, interior designer of the Naš stan company, within the A Group. "Communicate with respect" was the message sent by Milena Milenković to her colleagues, and we are transmitting it as a universal formula of success.

Staying at Hotel Izvor 5*, one of the most beautiful luxury hotels in Serbia, was also in the function of education, with the idea that the managers of hotel housekeeping, one of the most important departments for profitability and reputation of a hotel – experience luxury as hotel guests so they could meet all their expectations in the future! In order to create a great experience, the colleagues from the housekeeping and other departments of Hotel Izvor, did their best to make the stay at their hotel as pleasant as possible for all workshop participants, trying to show to them how important they are for them, aware of the fact that the power of every professional is as much in knowledge and information as in people with whom they can share both problems and visions.

INAUGURATION OF THE NEW AMBASSADORS OF QUALITY SERVICE

This year, in the festive atmosphere of the National Restaurant of Izvor hotel, with a rich selection of specialties of the head chef Božidar Živković, PIK Oplenac wine and good music, for the first time at the event, new *Ambassadors of Quality Service* were inaugurated. In the category of "Hotel Housekeeping Manager" for 2019, the "ambassador" recognition the jury awarded to **Adriana**





godinu, "ambadorsko" priznanje pripalo je, prema odluci stručnog žirija, **Adriani Dokmanović**, glavnoj domaćici beogradskog hotela Saint Ten, predstavniku grupacije Small Luxury Hotels of the World. Proglašeni su po prvi put u 14 godina dugoj istoriji dodele ovog elitnog priznanja, koje predstavlja svojevrstni "Oskar hotelijerstva" i Ambasadori dobre usluge u kategoriji "sobarice". **Bojana Stanković**, Falkensteiner - Beograd, **Anita Rac**, Holiday Inn - Beograd i **Slavica Bakić** - hotel MONA Zlatibor s ponosom će, kažu, nositi svoje zaslužene titule - i pred kolegama i pred gostima. Kao jedinom kolegi na ovom skupu, pozlaćena značka *Ambasadora dobre usluge* uručena je **Igoru Krasiću** - menadžeru Domaćinstva hotela Sheraton - Novi Sad, da je s ponosom nosi i promovise vrednosti koje krase Ambasadore, kao i **Neveni Đorđević**, vlasnici firme Bright iz Čačka koja je učesnike osvojila i svojom pričom i svojim dušecima iz sopstvene proizvodnje.

Hotel Housekeeping Workshop 2019 je, kako saznajemo od učesnika, ocenjen kao najuspešniji do sada! Osim najviše ocene događaja i zadovoljstva svih koji su na bilo koji način bili deo ove uspešne priče, činjenica da su već na ovogodišnjem događaju krenule rezervacije za sledeću godinu - za organizatore, redakciju časopisa Turistički Svet i strukovno udruženje "Ambasadori dobre usluge" predstavlja najveći uspeh.

- Moj najveći ponos je što ova priča traje već 17 godina i, kako izgleda, tek se zahuktava – rekla je, zatvarajući događaj, **Ljiljana Rebronja**, autorka projekta i izvršna direktorka Hotel Housekeeping Workshop-a, najavljujući za 2020. godinu organizacione i sadržajne novine koje će za hotelsko Domaćinstvo i sve zaposlene u tom sektoru biti logistika kakvu zaslužuju naj-uspešniji.

Dokmanović, the Housekeeping Manager of Belgrade's Hotel Saint Ten, the member of Small Luxury Hotels of the World group. For the first time in a 14-year-long history of awarding this elite recognition that represents a kind of "Hospitality Oscar", there were inaugurated *Ambassadors of Quality Service* in the category of "housekeeper". **Bojana Stanković**, Falkensteiner Hotel - Belgrade, **Anita Rac**, Holiday Inn – Belgrade and **Slavica Bakić** - Hotel MONA Zlatibor are proud of their well-deserved new titles - both in front of their colleagues and guests. As the only male colleague at this gathering, the golden badge of the Ambassador of Quality Service was handed over to **Igor Krasić** – Housekeeping Manager of Hotel Sheraton - Novi Sad, to carry it with pride and promote the values that the Ambassadors are adorned with, as well as to **Nevena Đorđević**, the owners of Bright company from the town of Čačak who won all participants' affection with her story and mattresses from her own production.

As we have learned from the participants, Hotel Housekeeping Workshop 2019 has been rated as the most successful so far! Apart from the highest assessment of the event and the satisfaction of all who were the part of this successful story in any way, the fact that at this year's event participants booked their place for the next year – is the highest success for the organizers, editorial board of the magazine Turistički Svet and association "Ambassadors of Quality Service".

- My greatest pride is that this story has been going on for 17 years and, it seems, it is just starting to heat up – said, at the closing ceremony, **Ljiljana Rebronja**, the project author and executive manager of the Hotel Housekeeping Workshop, announcing for the year 2020 organizational and content novelties that will be the logistics that truly deserve the most successful ones.

T. Maloparac/The editorial board



KAKO OČUVATI TIM?

Gotovo u isto vreme kada je u Srbiji održan Hotel Housekeeping Workshop 2019, na drugom kraju sveta, u Kanadi, održan je godišnji Housekeeping Forum u Torontu. Da su problemi koji muče hotelijere globalnog karaktera, naročito kada je u pitanju Domaćinstvo, saznajemo iz teksta čuvenog kanadskog hotelskog konsultanta Larry-a Mogelonsky-a, čiji nam se osvrt na temu: kako zadržati zaposlene u ovom sektoru, odnosno očuvati tim - učinio inspirativnim.

HOW TO KEEP THE TEAM?

Almost at the same time as the Hotel Housekeeping Workshop 2019 in Serbia, across the globe, in Canada was held the annual Housekeeping Forum in Toronto. That the problems causing troubles to hoteliers are global the same, especially in the housekeeping, we found out in the article of the famous Canadian hotel consultant Larry Mogelonsky, whose remark on how to keep employees in this sector, that is, to preserve the team – was very inspirational.

The leading housekeeping concern from hoteliers is staffing, that is, struggling to cultivate a deep-benched team. Many properties are prevented from tackling long-term projects because they are bogged down by short-staffed periods, shift changes, overtime and so on.

As I see it, we aren't doing enough to make this particular line of work rewarding over a long stretch of time. Housekeeping can be grueling, monotonous and often demoralizing after years of cleaning the same rooms shift after shift. Without widespread changes, this department will continue to suffer from high turnover rates, unnecessary onboarding costs i so on.

If we are to truly mitigate our staffing issues then housekeepers must now be given the chance to benefit from continuing professional development programs that are encouraged in other departments. It's a simple matter of making sure that they know we value their contributions and that there is a structured approach to upward mobility within the organization.

For this, I would stress that, in addition to its direct advantages for continuing professional development purposes, training is also a valuable motivation tool to keep current teams largely intact. If it is deployed as a means to both strengthen current teams and to encourage others to join the labor pool, then there is a tremendous potential for long-term cost savings.



Kada je reč o hotelskom sektoru Domaćinstvo, najčešći izazov sa kojim se hotelijeri susreću jeste fluktuacija radne snage, odnosno očuvanje tima zaposlenih. Mnogi od njih su sprečeni da se bave dugoročnim projektima jer ih svakodnevno sputavaju problemi vezani za nedovoljan broj ljudi, promene smena, prekovremeni rad itd.

Čini mi se da se nedovoljno trudimo da ovu posebnu vrstu posla u Domaćinstvu nagrađujemo tokom dužeg vremenskog

perioda. Rad u domaćinstvu je često naporan, monoton i utiče demoralizirajuće na osoblje nakon više godina čišćenja istih soba, iz smene u smenu. Stoga će, bez opsežnijih promena, ovo hotelsko odeljenje nastaviti da pati od visoke stope fluktuacije radnika, nepotrebnih troškova obuke novozaposlenih i tome slično.

Ukoliko zaista želimo da rešimo problem sa osobljem, moramo pružiti šansu radnicima u domaćinstvu da imaju korist od kontinuiranih programa za profesionalni razvoj, koji postoje u drugim odeljenjima hotela. Menadžeri treba da se pobrinu da zaposleni u Domaćinstvu znaju koliko se ceni njihov doprinos i da postoji strukturalni pristup napretku i unapređenjima unutar radne organizacije.

Za to, osim direktnih prednosti kontinuiranog profesionalnog razvoja, obuke mogu da budu i važan alat u motivaciji kako bi se očuvao postojeći tim Domaćinstva. Ukoliko se u isto vreme koristi kao sredstvo za jačanje postojećeg tima i za podsticanje drugih da se priključe tom odeljenju, onda postoji ogroman potencijal za dugoročne uštede.

Obuka sama po sebi može biti zahtevna u smislu vremena koje ulažu menadžeri i supervizori, kao i fiksnih troškova za uspostavljanje ovih inicijativa, koje je, pre svega, teško opravdati jer se često ne može jasno izračunati vrednost povratka investicije uložene u treninge zaposlenih. Na sreću, moderna tehnologija i automatizacija mogu da pomognu da se troškovi obuka „zauzdaju“.

Online video obuke mogu u početku da pomognu da se rasterete poslovi oko inicijalnih obuka novozaposlenih. To su troškovi koji posebno frustriraju hotelijere u slučaju kada novi saradnici odluče da daju otkaz dok su još u fazi pripreme za posao.

Na kraju, uvođenjem nekog vida kontinuiranog profesionalnog razvoja u hotelu, možete da radite na promeni percepcije osoblja u domaćinstvu da oni ne rade posao koji privlači samo one kojima je očajnički potreban bilo kakav posao. To bi trebalo da bude radno mesto kome zaposleni žele dugoročno da se posvete, te su stalne obuke i treninzi odličan prvi korak ka tom cilju.



Training itself can be quite the undertaking in terms of managers' and supervisors' time as well as any fixed costs for setting up these initiatives, all of which is extremely difficult to justify in the first place because there often isn't a lot of directly quantifiable ROI for continuing professional development. Luckily, modern technology and automation are here to help rein in training costs.

Online training videos are a great start to help offload most of the initial resources involved in new worker onboarding – costs that can be especially frustrating for hoteliers when associates leave while still in this budding phase of their employment.

Ultimately, by deploying some form of continuing professional development at your property, you can work to change the perception of housekeeping so that it is no longer a line of work that only draws in candidates who desperately need employment. It should be one where people 'want' to commit long-term and ongoing training is a great first step towards this goal.





Najbolji od najboljih!

U svetu, pa i kod nas, ljudi vole da u lobiju nekog hotela prazgovaraju o poslu ili pomalo ogovoraju - uz kaficu. Tu se osećaju kao da u nekom drugom, finijem svetu. Ipak, postoje i hoteli u kojima je to prosto nemoguće.

People like talking about business or drinking coffee and gossiping a little, in a hotel lobby both in the world and in our country. There, they feel like they are in another, finer world. However, there are hotels where it is simply impossible to do so.



HOTEL ICON: HÔTEL DE PARIS, MONTE-CARLO

Ulazila sam u mnoge hotele u našoj zemlji i u svetu, ali ulazak u **Hôtel de Paris** u Monte-Karlu, u Monaku, bio je u najmanju ruku hladan. Bellboy isprva nije hteo da me pusti da uđem. Valjda mu nisam ličila na bogatašicu koja hladno može da izdvoji 40.000 evra za jednu noć u apartmanu. Budući da sam imala zakazan sastanak s Press službom hotela, mrko me pogledao ali je morao da me propusti.

Ulazak u ogroman hol, bukvalno mi je oduzeo dah! Mermerni stubovi s visokim svodovima, kristalni lusteri koji sjaje snagom sunca, ogroman, debeo svileni tepih specijalno pravljen za hotel, beli zidovi sa zlatnim akcentom i u sredini moćna statua kralja Luja XIV - čine ulazak u ovo prostrano i raskošno predvorje magičnim poput ulaska u bajku! Skromno priznajem da nikada nisam bila u luksuznijem prostoru!

KOMBINACIJA SAVREMENOG I KLASIČNOG

Hôtel de Paris je najtraženije mesto na svetu za „prikazivanje“ sopstvenog novčanika. Toliko je skup da ga zaobilaze i milioneri, ali mu ostaju verni neki milijarderi, koji su u poslednje vreme tražili da se hotel osveži novim nameštajem, boljom tehnologijom... „U životu svakog hotela dođe vreme kada, uprkos nastojanja da se infrastruktura održava na najvišem nivou, on prosto zastari“ - objašnjava generalni menadžer **Ivan Artolli**. „To se desilo s našim sistemom klimatizacije a i sve detalje enterijera je trebalo potpuno obnoviti. Jer, naši su gosti, ipak, navikli na najbolje od najboljeg!“

I have entered many hotels in our country and in the world, but entering the **Hôtel de Paris** in Monte Carlo in Monaco, was, let's say, cold. At first, the bellboy didn't want to let me in. I suppose I didn't look like a rich lady who can afford to pay € 40.000 for a night in the suite. Since I had an appointment with the hotel's press office, he looked at me grimly, but he had to let me in.

Entering the huge hall literally took my breath away! Marble pillars with high vaults, crystal chandeliers shining with the power of the sun, huge, thick silk carpet specially made for the hotel, white walls with a golden accent and in the middle the mighty statue of King Louis XIV - make the entrance into this spacious and magnificent lobby magical like entering a fairy tale! I had to admit that I had never been in a more luxurious place!

A COMBINATION OF CONTEMPORARY AND CLASSIC

Hôtel de Paris is the most sought place in the world for "displaying" your wealth. It's so expensive that even many millionaires avoid it, but some billionaires who have recently wanted the hotel to be refreshed with new furniture, better technology remain loyal,... "In every hotel's life there is the time when despite the efforts to maintain the infrastructure on the highest level, it simply becomes out of date" – explains the general manager **Ivan Artolli**. "It happened with our air conditioning system and all the interior details needed to be completely restored. That is because our guests have become accustomed to the best of the best!"

It is a miracle that the hotel opened 130 years ago doesn't become out-of-date since the last adaptation was made in 1909! The reconstruction, which began in 2014 and was finally completed in early 2019, under the watchful eye of two architects - Richard Martinet and Gabriel Vior, was run in stages: first, the two out of four hotel wings were demolished and rebuilt; then they made **Le Patio** – a luxurious exotic inner garden of 2.400 square meters. This venture cost at least € 250 million, but the hotel still kept its soul and all its original characteristics. That's why they call it a hotel icon. Moreover, it is one of the rare hotels belonging to the Monegasque brand: its owner is SBM - Société des Bains de Mer (Association of sea baths), that also owns the Casino and the Opera. Today **Hôtel de Paris** has 207 rooms in four categories: Exclusive City View, Superior Courtyard, Exclusive Sea View and Exclusive Casino. Even 45% of new accommodation facilities are suites, in combination with modern and classic, with details such as: white marble floors, elegant wooden furniture, Louis XVI style pieces, bronze fabrics, chandeliers and Murano glass lamps... With all that, the new air conditioning system is practically silent, WiFi is super fast, and key cards are used instead of classic room keys...

HOTELSKE ZVEZDE

HOTELSKA IKONA: HÔTEL DE PARIS, MONTE-KARLO

Bilo bi pravo čudo da hotel, otvoren pre bezmalo 130 godine, ne zastari, kada je poslednja adaptacija izvršena 1909. godine! Rekonstrukcija, koja je započeta 2014. i konačno završena početkom 2019. godine, pod budnim okom dvoje arhitekta - Richard-a Martinet-a i Gabriel-e Viora, tekla je u fazama: prvo su dva od četiri hotelska krila srušena i ponovo izgrađena; pritom je dobijen **Le Patio** – raskošni egzotični unutrašnji park od 2.400 kvadrata. Taj poduhvat koštao je najmanje 250 miliona evra ali je hotel i dalje zadržao svoju dušu i sve svoje prvobitne karakteristike. Zato ga i zovu hotelskom ikonom. Štaviše, on je jedan od retkih hotela koji pripada monegaškom brendu: njegov vlasnik je SBM - *Société des Bains de Mer* (Društvo morskih kupatila), u čijem vlasništvu je i Kazino i Opera. Danas **Hôtel de Paris** ima 207 soba u četiri kategorije: Exclusive City view, Superiour Courtyard, Exclusive Sea view i Exclusive Casino. Čak 45 odsto novih smeštajnih kapaciteta su apartmani, u kombinaciji savremenog i klasičnog, sa detaljima kao što su: podovi od belog mermera, elegantni drveni nameštaj, komadi u stilu Luja XVI, bronzane tkanine, lusteri i svetiljke od Murano stakla... Uz sve to, novi klima sistem je praktično bešuman, WiFi je super brz, umesto klasičnog ključa koriste se kartice...

SEKSI CHURCHILL

Kada je francuski preduzetnik François Blanc 1863. odlučio da podigne rejting Monaku, stvorio je „hotel koji prevazilazi sve hotele!“ I zaista, između slavnog Kazina i širokog plavog mora izrastao je hotel u stilu secesije, s kupolama, velikim



SEKSI CHURCHILL

When French entrepreneur François Blanc decided to found Monaco in 1863, he created a “hotel that surpasses all the hotels!” And indeed, between the famous Casino and the wide blue sea the hotel in the style of secession, with domes, large accessory sepals, all in gold was erected. Over time, few adaptations have been made, such as the renovation of Prince Rainier III's apartment (costing 51.000 Euros per night) and Princess Grace (45.000 Euros), in which a reception was held in honour of their wedding and where there are personal items of this royal couple. But before them, there was also the apartment of Winston Churchill, who, like Frank Sinatra and Roger Moore, loved Monaco very much. On the seventh floor, surrounded by huge windows overlooking the sea and a huge terrace, the suite of this passionate politician and amateur painter bears the name "Diamond". There are several pieces of furniture and other minor objects of this English statesman. On the wall, there are his aquarelle paintings, which he made in his leisure time, resting between the wars. The ceiling is the real sexy side of this war magician: it's all in mirrors!



HOTEL ICON: HÔTEL DE PARIS, MONTE-CARLO

prilaznim sepenicama, sav u zlatu. Tokom vremena, rađene su manje adaptacije, kao što su adaptacija apartmana princa Rainier-a III (koji košta 51.000 evra za noć) i princeze Grace (45.000 evra), u kojoj je održan prijem u čast njihovog venčanja i u kojima se nalaze lični predmeti ovog prinčevskog para. Ali pre njih, postojao je i danas postoji apartman Winston-a Churchill-a, koji je, kao i Frank Sinatra i Roger Moore, veoma voleo Monako. Na sedmom spratu, okružen ogromnim prozorima s pogledom na more i sa ogromnom terasom, apartman ovog strasnog političara i slikara amatera nosi naziv „Dijamantski“. U njemu nekoliko komada nameštaja i drugih sitnijih predmeta ovog engleskog državnika. Na zidu su njegovi akvareli koje je izradio u dokolici, odmarajući se između ratova. Tavanica je prava seksi strana ovog ratnog maga: čitava je u ogledalima!

MEDITERANSKA HRANA INSPIRISANA „SLOBODOM, EMOCIJAMA I STRAŠĆU“

Godine 1987. princ Rainier je pozvao već tada slavnog, Alain-a Ducasse-a da preuzme kuhinju u hotelu. Zahvaljujući njemu restoran sa 50 sedišta Le Louis XV nosilac je 3 Michelin zvezdice. U ovom restoranu, pod upravom glavnog šefa kuhinje Dominique-a Lory-a, u koji možete da uđete pod uslovom da ste propisno obučeni, služi se mediteranska hrana „inspirisana slobodom, emocijama i strašću“, koju, uzgred, smatraju najkvalitetnijom na čitavoj Azurnoj obali. Alain Ducasse je 2019. Otvorio svoj restoran u hotelu – **Omer**, u kojem se služi hrana iz Grčke, Libana, Turske i Maroka.

Na krovu hotela nalazi se treći restoran - **Le Grill**, sa fantastičnim panoramskim pogledom, pod upravom šefa kuhinje Franck-a Cerutti-a. U baru, poznatom po živoj muzici - **Le Bar Americain** dopuštena je opuštenu odeća, ali u **Salle Empire** - neformalna ali šik. Na četiri sprata smešteni su spa, wellnessnes, fitness centar, sauna, hamam, unutrašnji i spoljašnji bazen... koji svojim izgledom i uslugom impresioniraju i najrazmaženije i najbogatije goste.

Obišla sam vinski podrum koji izgleda kao apoteka. Nepregledne police s flašama daju ovom prostoru pomalo izgled laboratorije, doduše tamnih boja. Danas u njima 600.000 flaša vina čeka na svoje poštovaoce. Za vreme Drugog svetskog rata uprava hotela je zazidala vredne flaše vina da ne bi pale u ruke nacista. Kada se rat završio, zidovi su srušeni a stari lav Churchill bio je prvi koji je okusio taj nektar. U to ime, Churchill je dobio titulu „**Gospodar podruma Honoris causa**“!

Iz hotela sam izašla pomalo ošamućena od mnogobrojnih razgovora, zagledanja, proveravanja, ispitivanja... **Hôtel de Paris** je na mene ostavio tako snažan utisak da i dan danas slažem i sortiram njegovu lepotu, vrednost, eleganciju i šik!



MEDITERRANEAN FOOD INSPired BY "FREEDOM, EMOTION AND PASSION"

In 1987, Prince Rainier invited already famous Alain Ducasse to take over the kitchen at the hotel. Thanks to him the 50-seat restaurant Le Louis XV has 3 Michelin stars. In this restaurant, under the direction of Dominique Lory, the head chief, in which you can enter only if you are properly dressed, they serve Mediterranean food, "inspired by freedom, emotion and passion", which, by the way, is considered to be the highest quality on the entire Côte d'Azur. Alain Ducasse opened in 2019 his own restaurant at the hotel – **Omer**, which serves food from Greece, Lebanon, Turkey and Morocco.

On the hotel's roof there is a third restaurant - Le Grill, with fantastic panoramic views, under the direction of the head chief Franck Cerutti. In the bar, known for live music - Le Bar Americain allows casual clothes, but in **Salle Empire** - informal but chic. On four floors there are spa, wellness, fitness centre, sauna, steam bath, indoor and outdoor swimming pool... which with their appearance and service impress even the most demanding and the richest guests.

I visited a wine cellar that looks like a pharmacy. Never-ending shelves with bottles give this space a little lab-like look, of slightly darker colours, though. Today, 600, 000 bottles of wine are waiting for their devotees. During the Second World War, the management of the hotel sealed valuable bottles of wine in the wall to prevent the Nazis to take them away. When the war ended, the walls were knocked down and Churchill was the first to taste that nectar. On that behalf, Churchill won the title "Lord of the Cellar of **Honoris causa**"!

I came out of the hotel a little stunned by numerous conversations, seeing, checking, examining... **Hôtel de Paris** left so powerful impression on me that even today I think of its beauty, value, elegance and chic!

Author: **Jelena Kalićanin**

Photo: database of Hôtel de Paris



PROLEĆE JE OPET U MODI

Svake nove sezone, dolaskom lepog sunčanog vremena, menjamo obuću, odeću, pa zašto bismo zanemarili prostor u kojem živimo?

Uz malo mašte, par trikova i nekoliko korisnih saveta svako može uneti proleće u enterijer u kojem boravi. A ovi mali saveti mogu se implementirati i na restorane, hotele i druge objekte.

Za početak, razgrnite zavese, pustite prirodno svetlo da obasja prostorije. Ništa ne ističe boje i teksture lepše od prirodnog svetla.

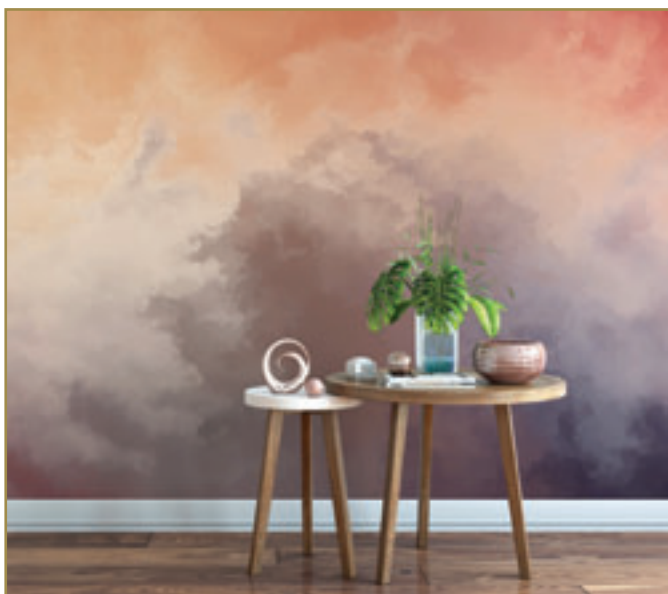
Unesite cveće: rezano, poljsko, vedrih boja. Ne trudite se da buketi budu luksuzni, pretenciozni, već više neobavezni, sa puno lišća i cveća najrazličitijih vrsta. Odaberite vaze od keramike pastelnih boja, različitih oblika i dimenzija. Razigrajte kompoziciju sa ukrasnim svećama, one sa mirisom poljskog cveća ili svežim limunom promeniće vam raspoloženje na bolje. Saksijско cveće rasadite što više, iskoristite proleće da se poigrate bojama i vrstama cveća koje cveta, kao što su petunije ili ljubičice.

Sklonite sve što podseća na zimu. Sofe i fotelje oplemenite novim jastučnicama, sa grafičkim motivima vedrih boja, poput onih koje predlaže poznati svetski brend MISSONI home za sezonu 2019. Teške tepihe zamenite prostirkama manjih dimenzija. Otvoreniji pod ostavlja utisak lakšeg prostora, samim tim daje utisak da prostor "diše".



SPRING IS
“IN” AGAIN





Ne plašite se da stari zaboravljeni komad nameštaja ofarbate i unesete ga kao komad koji će razvedriti čitav enterijer.

Kada padne mrak, svu hladnu rasvetu zamenite toplom, hladna rasveta asocira na led, dok topla mnogo više podseća na sunce.

Unesite svetlo zelenu, žutu, roze boju u pastelnim tonovima. Ne morate menjati sav nameštaj. Zamenite tanjire ili kupite nove ramove za porodične fotografije. Unesite dezene otvorenog kolorita, kroz raner za trpezarijski sto ili tanko dekorativno ćebence na sofi u dnevnom boravku.

Unesite proleće u enterijer: preuredite prostor u kojem boravite tako da vam prija boravak u zatvorenom isto koliko i na otvorenom kada je lep, sunčan prolećni dan.

Every new season, with the arrival of beautiful sunny weather, we change footwear, clothes, so why should we neglect the space we live in?

With a little imagination, a couple of tricks and a few helpful tips everyone can incorporate spring into the interior. And these little tips can be implemented on restaurants, hotels and other facilities, as well.

For start, put away the curtains and let the natural light in the rooms. Nothing emphasizes colours and textures more beautifully than natural light.

Bring in the flowers: field flowers of bright colours. Don't bother to use luxurious, pretentious bouquets, but rather use casual ones, with lots of leaves and flowers of all kinds. Choose vases of ceramic in pastel colours, different shapes and sizes. With decorative candles make the composition more playful; use candles with a fragrance of field flowers or fresh lemon that will change your mood for the better. Spread planted flowers as much as possible, use spring to play with the colours and the plants that flourish, such as petunias or violets.

Take away everything that reminds you of winter. Decorate the sofas and armchairs with new pillowcases, with graphic motifs of bright colours, such as those suggested by the famous world brand MISSONI home for the 2019 season. Replace massive rugs with the rugs of smaller dimensions. The more exposed floor gives the impression of easier space, and therefore gives the impression that the space "breathes".

Don't be afraid to paint the old forgotten pieces of furniture and bring them in to enlighten the whole interior.

When it gets dark, replace cold lights with warm ones, because cold lights are associated with ice, while warmer lights look a lot more like the sun.

Bring in the light green, yellow and pink colours in pastel shades. You do not have to change all the furniture. Replace plates or buy new family photo frames. Use the patterns of open colours on the dining table cloth or thin decorative blankets on the sofa in the living room.

Bring in spring into the interior: rearrange the space you live in so that you can enjoy indoors as much as outdoors, when it is a beautiful, sunny spring day.

Tamara Štrbac,
Interior designer

VRT UŽIVANJA – „LAS ALAMANDAS“

„POSLEDNJI RAJ NA ZEMLJI“

Šta je zajedničko izbirljivim Ričardu Giru i Šon Penu, Stingu i Ani Lenoks? Gde su se venčali Eli Lanrdi i Mario Lopez, a Kristi Tarlington i Ed Berns proveli svoj medeni mesec? Nikolas Kejdž, Robin Vilijams, Sindi Kraford...? Odgovor je: „Las Alamandas“, za mnoge danas - "Poslednji raj na zemlji"!

THE GARDEN OF ENJOYMENT – “LAS ALAMANDAS”

“THE LAST PARADISE ON EARTH”

What do picky Richard Gere and Sean Penn, Sting and Annie Lennox have in common? Where did Ali Landry and Mario Lopez get married, and Christy Turlington and Ed Burns spend their honeymoon? Nicolas Cage, Robin Williams, Cindy Crawford...? The answer is: “Las Alamandas”, for many today known as - "the last paradise on earth"!

Kada je kupio 3.700 hektara nedirnute pacifičke obale južno od meksičkog mesta Puerto Vallarta, "bolivijski kralj olova" Atenor Patiño nije ni slutio da će, umesto njegove ideje da napravi najveće narodno odmaralište u Latinskoj Americi, na ovom mestu "porasti" samo šest vila!

Beli pesak na nepregledno dugačkoj plaži, njihanje palmi, penušavi tirkizno-plavi talasi, vetrić koji pirka s beskrajnog mora i samo šest vila na 28 hektara potpuno prazne i očuvane obale. Vlasnica je Izabela Goldsmit-Patiño. Njen deda Atenor Patiño, Bolivijac špansko-indijanskog porekla, radio je u prodavnici u kojoj su se kupovale potrepštine za rudnike. Jednog dana, u radnju je ušao kopač koji nije imao novca da plati robu. Ponudio je prodavcu, to jest Atenoru, svoju tapiju na rudnik olova. Iako je znao da od rudnika neće biti ništa, Atenor se sažalio na čoveka i pogodba je bila sklopljena. A on najuren s posla zbog ovakve neposlovnosti! Rudnik je bio neupotrebljiv do kraja XIX veka, kada je siromašni vlasnik rudnika Patiño konačno otkrio žicu olova. Tada je, kaže legenda, Atenor Patiño postao najbogatiji čovek na svetu, jer je posedovao 50% nacionalne proizvodnje i kontrolu nad evropskom preradom bolivijskog olova.

BAJKOVITO PARČE KOLAČA

Kako mu je za brak bila potrebna žena s plemićkim pedigreeom, mladi Atenor oženio je špansku plemkinju groficu Durkal sa kojom je dugo i srećno živio u ekskluzivnijoj pariskoj aveniji Foš. Svojoj deci



When he bought 3,700 hectares of pristine Pacific coast south of the Mexican city of Puerto Vallarta, "Bolivian lead king" Atenor Patiño did not even imagine that, instead of his idea to make the largest national holiday resort in Latin America, only six villas would "grow"!

White sand on an immersive long beach, swinging palm trees, sparkling turquoise-blue waves, a breeze that rises from the endless sea and only six villas to 28 hectares of completely empty and preserved coast. The owner is Isabella Goldsmith Patiño. Her grandfather, Atenor Patiño, a Bolivian of Spanish-Indian origin, worked in a shop where people bought necessities for the mines. One day, there was a digger who did not have the money to pay for the goods. He offered to the seller, that is to Atenor, his ownership of the lead mine. Although he knew that nothing would be left of the mine, Atenor pitied the man and the contract was made. And he was fired because of this bad contract! The mine was unusable until the end of the 19th century, when the poor owner of the mine Patiño finally discovered a lead wire. Then, says the legend, Atenor Patiño became the richest man in the world, because he owned 50% of national production and control over European processing of Bolivian lead.

A FAIRYTALE PIECE OF CAKE

As he needed to marry a woman with a noble pedigree, young Atenor married a Spanish Countess Durcal, with whom he lived long and happily in the exclusive Parisian avenue Fosh. He left huge sums of money to his children and their children, a phenomenal collection of paintings, works of art, furniture, porcelain, rare manuscripts and jewellery. And love for the beautiful.

VRT UŽIVANJA – „LAS ALAMANDAS“

i deci svoje dece ostavio je ogromne sume novca, fenomenalne kolekcije slika, umetnička dela, nameštaj, porcelan, retke rukopise i nakit. I ljubav prema lepom.

Jedna od unuka, Izabela, rođena u Parizu, živela je između Londona i Beverli Hillsa. Njen otac ser Džems Goldsmit, čuveni finansijer, filmski producent, vlasnik časopisa "L'Express", osnivač britanskog magazina "Now!", nezaobilazna figura svet-skog džet-seta pedesetih i šezdesetih godina prošlog veka, imao je nekoliko zvaničnih žena i mnogo dece.

Izabela je bila prvo dete Džemsove prve žene Izabel, jedine kćeri Atenora Patinja. Kada je Goldsmit, zvani lepi Džimi, uleteo kao vihor u život mlade Izabel, Atenor se narogušio na pomisao da će njegova mezimica pasti u ruke jednog Jevrejina: "Zna se da se u mojoj proci nikad ne venčavaju s

One of his grandchildren, Isabelle, born in Paris, lived between London and Beverly Hills. Her father Sir James Goldsmith, famous financier, film producer, owner of L'Express magazine, founder of the British magazine "Now!", the inevitable figure of the world's jet-set in the 1950s and 1960s, had several official women and many children.

Isabelle was the first child of Jim's first wife, Isabelle, the only daughter of Atenor Patiño. When Goldsmith, known as the beautiful Jimmy, flew into the life of young Isabelle, Atenor shuddered at the thought that his loving daughter would fall into the hands of one Jew: "It is known that in my family we don't marry Jews". Goldsmith responded coldly: "It's not common in my family to get married with redskins!" To the shock of Patiño and his family, Jimmy literally stole Isabelle. And while her brothers searched for them all over the world, Isabelle and Jimmy got married in Scotland. Unfortunately, in the seventh





Jevrejima". Goldsmit je hladno odgovorio: "I u mojoj porodici nije uobičajeno da se venčavamo sa crvenokošcima!" Na zaprepašćenje Patinja i njegove porodice, Džimi je bukvalno ukrao Izabel. I dok su njena braća tragala za njima svuda po svetu, Izabel i Džimi su se venčali u nekoj zabiti u Škotskoj. Na žalost, Izabel je u sedmom mesecu trudnoće dobila izliv krvi u mozak i umrla, dok je sićušna beba Izabela spašena zahvaljujući carskom rezu.

Ne znam šta su drugi iz porodice dobili u nasledstvo od Atenora Patinja ali, izgleda da je unuka Izabela dobila parče bajkovitog kolača - najdužu plažu na meksičkoj obali. Umesto da nasledstvo pretvori u hotele, hotele i hotele...koji se nižu duž plavog Pacifika, kako je to deda zamislio, Izabela je uradila nešto nezamislivo: podigla je samo šest ekskluzivnih vila na mestu koje je Atenor nazvao Las Alamandas - cveće Copa de Oro, koje buja u ovom delu sveta. Izabela je odlučila da sačuva lepotu kraja podižući malo i ekskluzivno odmaralište sa šest vila, koje se nalazi na sat i po od luke Puerto Valjerta.

month of pregnancy, Isabelle was given a blood flow into the brain and died, while the tiny baby Isabelle was saved.

I do not know what others from the family got from the inheritance of Atenor Patiño but, it seems, that the granddaughter Isabelle got a piece of a fairy cake - the longest beach on the Mexican coast. Instead of turning succession into hotels, hotels and hotels... stretching along the blue Pacific, as the grandfather had imagined, Isabelle did something unimaginable: she has built only six exclusive villas in the place that Atenor called Las Alamandas - the flowers of the Copa de Oro, which is raging in this part of the world. Isabelle decided to preserve the beauty of the area by raising a small and exclusive resort with six villas, one hour and a half from Port of Puerto Vallarta.

"PLAYA DE SOLEDAD"

There are white-blue Casa Miguel in front of Dolphin Square, Casa Azul, which is led by the most courageous and brightest stairs, the youngest, Casa Isabel, then Casa del Domo with its own cuisine, Casita San Antonio for Honeymoon and Casa del Sol, the original residence of the owner today, mostly, rests

VRT UŽIVANJA – „LAS ALAMANDAS“

"PLAYA DE SOLEDAD"

Postoje belo-plava Casa Miguel ispred Trga Delfina, Casa Azul prema kojoj vode najveselije i najšarenije stepenice, najmlađa, Casa Isabel, zatim Casa del Domo koja ima sopstvenu kuhinju, Casita San Antonio za mladence i Casa del Sol, prvobitno prebivalište vlasnice u kojoj se danas, uglavnom, odmara glumac Robert de Niro sa porodicom. Ovdje Izabela dočekuje scenariste, režisere, zvezde iz Los Anđelesa, zaljubljene i slavne ljude u potrazi za „potpunim mirom i privatnošću“. U zlatno doba njihovog braka, Bred Pit i Dženifer Aniston su iznajmili svih šest kuća kako bi, sa svojim prijateljima, dočekali novi milenijum.

Sofe od ratana presvučene su materijalom kanarinac žute ili šokantne pink boje; jastuci su vezeni rukom. Sva kupatila obložena su plavo-žutim Talavera pločicama, bojenim rukom. U svakoj sobi gost uživa u narodnim rukotvorinama i rukom slikanim figurinama. Velika klizajuća vrata omogućavaju pogled na bujne vrtove, palme, more... U sobama NEMA televizora - što se smatra krajnjim luksuzom za slavne prezaposlene osobe! U „Las Alamandasu“ nema ni jelovnika.

actor Robert De Niro with his family. Here Isabella welcomes screenwriters, directors, stars from Los Angeles, lovers and celebrities in search of "complete peace and privacy." In the golden age of their marriage, Brad Pitt and Jennifer Aniston have rented all six houses and welcomed the new millennium with their friends.

Rattan sofas are coated with a fabric of canary yellow or shocking pink colours; the pillows are hand-woven. All bathrooms are covered with blue-yellow Talavera tiles, painted by hand. In each room the guest enjoys folk handicrafts and hand-painted figurines. The big sliding doors allow you to view the lush gardens, palm trees, the sea... There is no TV in rooms - what is considered to be the ultimate luxury for the busy celebrities! In "Las Alamandas" there are no menus. It's up to you to arrange with your chef what you will eat on a particular day - Mexican or European food. And where: at the restaurants "Oaza", "La Palapa Beach" or "Estrella Azul" the rooftop bar, waiting for the fishermen to bring fresh fish.





Vaše je da se dogovorite sa šefom kuhinje šta ćete jesti određenog dana - meksičku ili evropsku hranu. I gde: u restoranima „Oaza“, "La Palapa Beach" ili „Estrella Azul“ bar na krovu, čekajući da ribari donesu tek ulovljenu ribu.

SRBIJA U SRCU

Izabela Goldsmit je filantrop, osoba ponajviše okrenuta očuvanju čovekove sredine. Radi na razvijanju raznih projekata za zaštitu meksičke obale. I ne samo ove zemlje. Pre nekoliko godina, na veliko iznenađenje Nišlija, Izabela se pojavila u njihovom gradu! Zahvaljujući humanitarnoj organizaciji "Lifeline" princeze Katarine Karađorđević, Izabela je poklonila veliku sumu novca Kliničkom centru Niš. Ovom donacijom otvoreno je Odeljenje za molekularnu biologiju i prenatalnu dijagnostiku. Tom prilikom, Izabeli Goldsmith je uručena statua Cara Konstantina u znak zahvalnosti za ovu vrednu donaciju koja nosi ime "Izabel Patinjo" - kao omaž Izabelinoj majci.

Ukoliko ste radoznali i želite da svojim čulima osetite slast "Vrta uživanja", sve što treba da uradite je da iz Evrope, preko Los Anđelesa, stignete do Puerto Valjerte. Vozač hotela će vas provozati obroncima Sijera Madre, pored iguana i znakova koji pokazuju mesto na kojem je slavni režiser Džon Hjuston snimio nezaboravni film "Noć iguane" sa Avom Gardner i Ričardom Bartonom u glavnim ulogama. Do tada neugledan i prašnjav putić, dovešće vas do nepreglednih negovanih površina trave, šuma palmi, šest vila čije boje bljeskaju u odsjaju velikog plavog Pacifika. Stigli ste u "Las Alamandas"!

SERBIA IN HEART

Isabelle Goldsmith is a philanthropist, the person mostly oriented towards preserving the human environment. She works on developing various projects to protect the Mexican coast. And not just for this country. A few years ago, at the great surprise of the city of Niš's residents, Isabelle appeared in their city! Thanks to the humanitarian organization "Lifeline" of Princess Katarina Karađorđević, Isabelle donated a large sum of money to the Clinical Centre of Niš. With this donation, the Department of Molecular Biology and Pre-natal Diagnostics was opened. On that occasion, Isabelle Goldsmith was presented with the statue of Emperor Constantine as a sign of gratitude for this valuable donation called "Isabelle Patiño" - as a homage to Isabelle's mother.

If you are curious and want to feel the pleasure of the "Garden of Enjoyment" with your senses, all you have to do is reach Puerto Vallarta from Europe via Los Angeles. The hotel driver will drive you along the slopes of Sierra Madra, next to iguanas and signs showing the place where famous director John Houston recorded an unforgettable movie "Iguana nights" with Ava Gardner and Richard Barton in the lead roles. Small and dusty road will take you to the vast cultivated grass, palm trees, six villas the colours of which shine in the reflection of the great blue Pacific. You've reached "Las Alamandas"!

Author: **Jelena Kaličanin**

Photo: "Las Alamandas"



PROBUDITI ČULA, PODSTAĆI EMOCIJE...

WAKE UP SENSES, SPARK EMOTIONS...

Čovekova potreba za lepim datira još iz praistorije, kada je počeo da ukrašava svoje oruđe i oružje. Od tog trenutka on se značajno odvaja od ostalih bića i počinje da se razvija, izražavajući se kroz umetnosti i poimanje estetike. Kriterijumi lepote menjali su se mnogo puta kroz istoriju, a o tome najbolje svedoče upravo metnost i dizajn.

Humans' need for beautiful dates back to prehistory, when they began to decorate their tools and weapons. From that moment on, they have significantly separated them from other beings and begun to evolve, expressing themselves through art and the perception of aesthetics. Beauty criteria have changed many times throughout history, of which art and design testify most.



Osim što je lepota sagledavana drugačije u različitim epohama, shvatanje lepog razlikuje se na različitim geografskim prostorima, kao i kod svakog pojedinca posebno. Ipak, moguće je utvrditi određene estetske karakteristike prostora koje su univerzalno prihvaćene.

Veoma često upotrebljava se pojam “klasična lepota” kada predmet opisivanja zadovoljava vrhunske estetske kriterijume ili kada je “univerzalno lep”, što se zapravo odnosi na postojanje vizuelnih karakteristika – skladne proporcije, simetrije, usklađenu ritmičnost u ponavljanju oblika, uređenu povezanost delova u celinu. Za estetiku je, u filozofskom smislu, najvažnije da probudi čula i izazove pozitivnu emociju.

U HARMONIJU S OKRUŽENJEM

Osim u uređenju enterijera i spoljne pojavnosti, da bismo rekli da zadovoljava sve estetske kriterijume, hotel mora biti harmonično uklopljen u okruženje. Takođe, čitava vizuelna priča mora biti zaokružena u jedinstvenu celinu sa logom hotela, uniformama zaposlenih, dekoracijom i opremom. Harmonija mora da bude saglediva kako u celini, tako i u svim delovima hotela.

S obzirom da je pitanje estetike povezano sa snagom pozitivnih emocija, brojne marketinške strategije je postavljaju u centar svog delovanja. Ono što, prema istraživanjima, razlikuje razvijanje i predstavljanje vrhunskog hotela od

Apart from the fact that beauty has been perceived differently in different epochs, perception of beauty varies from country to country, as well as from one person to another. Nevertheless, it is possible to determine certain aesthetic characteristics of spaces that are universally accepted.

The term “classic beauty” is often used when the object that is described satisfies supreme aesthetic criteria or when it is “universally beautiful”, which is related to owning visual characteristics – harmonic proportions, symmetry, harmonized rhythm in repetition of shapes, ordered connection of parts as a whole. In philosophical sense, the most important thing for aesthetic is to wake up the senses and spark emotions.

IN HARMONY WITH THE ENVIRONMENT

Apart from interior design and external appearance, in order to say that it meets all aesthetic criteria, a hotel must be harmoniously integrated into the environment. Also, the entire visual story must be rounded up into a unique whole with the logo of the hotel, employee uniforms, decoration and equipment. Harmony must be seen both as a whole and in all parts of the hotel.

Since the aesthetics issue is linked to the power of positive emotions, many marketing strategies place it in the centre of their actions. What distinguishes the development and presentation of a superior hotel from an average one is, according to research, the shift of strategies from product-centred to “customer oriented”, where, apart from its service and human factor, the space plays equally important role, ie. its aesthetic characteristics, as an important part of the offer of the hotel.

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prosečnog, jeste pomeranje strategija sa “product-centred” ka “customer orientated”, gde, osim usluge i ljudskog faktora jednako važnu ulogu igra i prostor, tj. njegove estetske karakteristike, kao važan deo ponude hotela.

Osnovni i univerzalni principi estetike mogu se primeniti pri projektovanju ili rekonstrukciji svakog hotelskog objekta, bez obzira za koji smo se stil ili kategoriju odlučili. Holistički pristup dizajnu, gde je veoma važna interdisciplinarnost i saradnja svih uključenih struka, od arhitekata i dizajnera, hotelijera i marketinških stručnjaka, vodi ka uspešnom ostvarivanju cilja: staviti korisnika u centar i pružiti mu udoban boravak uz pozitivnu stimulaciju čula, što je i definicija estetike. Na kraju, neće biti toliko važno da li je hotel uređen minimalistički, elegantno, eklektično... Važno je da je po svim merilima “lep”.

U nekom slučajevima, u estetici dozvoljena je “drama”, asimetrija, kontrast, pa čak i “antiestetika” koja vodi u avangardu. Ovakvi stilovi su, takođe, popularni u određeni krugovima, ali je cilj suštinski isti: prostorom probuditi emocije koje korisnik očekuje da bi se osećao posebno. To zahteva da se radi sa vrhunskim dizajnerima, kako se ne bi otišlo u kič i neukus, zbog ekstravagantnosti i osetljivosti ovakvog stilskog polja.

Ispunjenost univerzalnih estetskih kriterijuma savremenom tehnologijom i kompjuterskim programima koji po algoritmima prepoznaju šta je većini „lep“, može se i egzaktno meriti i iskazati. Ovakvi alati se često koriste u vizuelnom marketingu, ali se mogu koristiti i pri dizajniranju prostora, kako bi u toku projektovanja, objektivno odredili, koliko će neki prostor biti „lep“ i privlačan.

U predstavljanju 50 najpoznatijih i ujedno najbolje ocenjenih hotela na svetu u časopisu “The Telegraph”, može se zaključiti da svaki od njih zadovoljava izuzetno visoke estetske kriterijume. U



The basic and universal principles of aesthetics can be applied when designing or reconstructing each hotel facility, no matter which style or category we have opt for. A holistic approach to design, where the interdisciplinarity and cooperation of all involved professionals is very important, from architects and designers, hotel operators and marketing experts, leads to the successful realization of the goal: to put the user in the centre and provide them with a comfortable stay with positive stimulation of senses, which is the definition of aesthetics. In the end, it will not be so important whether the hotel is decorated in minimalist, elegant, eclectic way... What is important is that it is “beautiful” by all criteria.

posebnim rubrikama, posvećuje se pažnja stilu hotela, kao drugoj najvažnijoj karakteristici koja je gostima i kritičarima važna. Hoteli su razvrstani po kontinentima, a obuhvaćeni su objekti najrazličitijih karaktera i stilova. Evo nekoliko primera.

DIZAJN KOJI ODUZIMA DAH

Hotel du Cap-Eden-Roc, Cap d'Antibes, Provence - France. Veoma luksuzan, a u isto vreme jednostavan hotel na azurnoj obali, omiljen među "celebrity" gostima zbog lepote svoje jednostavnosti, tako da se u intimi okruženja osećaju kao obični ljudi. Smešten je u staroj borovoj šumi, na morskoj obali. Glavna zgrada je simetrična i proporcionalno skladna palata, građena u stilu Napoleona III, i do danas je odana svojoj autentičnoj lepoti.

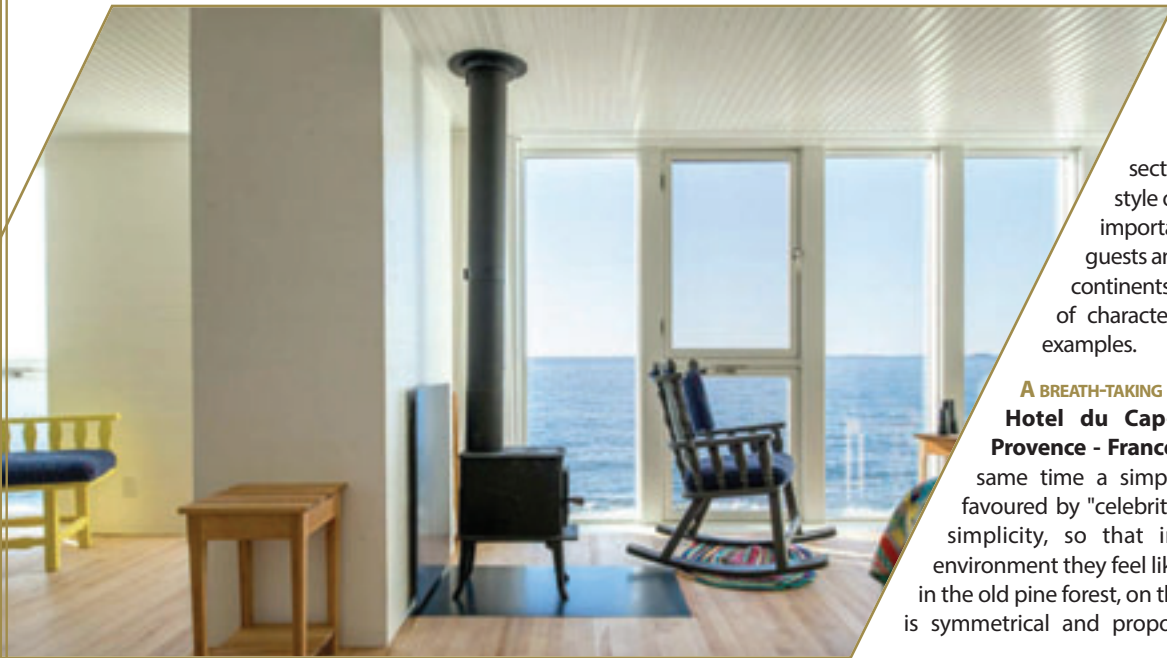
Mandarin Oriental, Tokyo - Japan. Dizajniran da oduzima dah. Lobi hotela, koji se nalazi se na poslednjem spratu oblakodera, sa jedne strane pruža pogled na visoke zgrade

In some cases, aesthetics allows "drama", asymmetry, contrast, and even "anti-aesthetics" that leads to the avant-garde. Such styles are also popular in certain circles, but the goal is essentially the same: space should awake emotions that the user expects in order to feel special. This requires working with top designers to avoid kitsch and bad taste, because of the extravagance and sensitivity of this style.

The fulfilment of universal aesthetic criteria with modern technology and computer programs that by algorithms recognize what is „beautiful“ according to the most, can be accurately measured and expressed. Such tools are often used in visual marketing, but they can also be used in the design of space, so as to design objectively, how much space will be „beautiful“ and attractive.

From the presenting 50 of the world's best-known and, at the same time, the world's best-rated hotels in the magazine The Telegraph, it can be concluded that each of them meets extremely high aesthetic criteria. In separate





sections, attention is paid to the style of the hotel, as the second most important feature that is important to guests and critics. Hotels are classified by continents and include objects of a variety of characters and styles. Here are some examples.

A BREATH-TAKING DESIGN

Hotel du Cap-Eden-Roc, Cap d'Antibes, Provence - France. A very luxurious, yet at the same time a simple hotel on the Cote d'Azur, favoured by "celebrity" guests for the beauty of its simplicity, so that in the surroundings of the environment they feel like ordinary people. It is located in the old pine forest, on the seashore. The main building is symmetrical and proportionally harmonious palace,





poslovne zone Tokija, a sa druge, pušta u enterijer predivnu prirodu Fudži planine. Kao i prethodni primer morskog hotela na Azurnoj obali, i ovaj hotel ispunjava sve estetske kriterijume, među kojima je i savršena harmonija sa okruženjem. Vrhunska estetika enterijera u uspešno i elegantno zaokruženoj kombinaciji tradicionalnog i modernog, pokazuje, s jedne strane harmoniju, a sa druge i razigranost - kroz javne sadržaje hotela čiji dizajn potpisuje Ryu Kosaka, poznat po provokativnim enterijerima noćnih klubova za odrasle.

Fogo Island Inn. Veoma uspešan i moderan eksterijer, dok se u enterijeru harmonično kombinuje ono što je "dizajnerska" vrhunska moda sa tradicionalnim vrednostima koje su vezane za lokaciju. To je poseban estetski kvalitet, koji uključuje lokalno - od materijala, dizajna i proizvodnje, što podupire savremeno stremljenje u estetici - ekološku održivost. U savremenom svetu, ne može se govoriti o "lepom", ukoliko nije u skladu sa očuvanjem prirode i okoline.

Neki hoteli su sagrađeni da traju i u njih su ugrađeni principi estetike. Za to je potrebno vreme, iskustvo i saradnja. Svakako, tokom vremena potrebno je uraditi neku rekonstrukciju, revitalizaciju u vidu manjih ili većih zahvata, koji ne bi trebalo bitno da utiču na stil objekta. Pojedini objekti nemaju takve karakteristike ali postoje alati koji omogućavaju estetske zahvate kojima se može poboljšati kvalitet. Prilikom izgradnje novog ili sprovođenja "estetskih zahvata" na postojećim objektima, neophodno je razmišljati o održivosti rešenja, da bi ono bilo opravdano, isplativo i dugotrajno.

built in the style of Napoleon III, and to this day it is loyal to its authentic beauty.

Mandarin Oriental, Tokyo - Japan. Designed to take your breath away. The lobby of the hotel, located on the highest floor of the skyscraper, on one hand provides a view of the high buildings of Tokyo's business zone, and on the other hand, introduces the beautiful nature of the Fuji Mountains in the interior. Like the previous example of a sea hotel on the Cote d'Azur, this hotel meets all aesthetic criteria, including the perfect harmony with the environment. The ultimate aesthetics of the interior in a successful and elegantly rounded combination of traditional and modern, shows on the one hand harmony and, on the other hand, playfulness - through the public contents of the hotel designed by Ryu Kosak, known for provocative interior nightclubs for adults.

Fogo Island Inn. A very successful and modern exterior, while the interior harmoniously combines what is "designer" top fashion with traditional location-related values. It is a special aesthetic quality, which includes local things - from materials, design and production, which supports modern aesthetics demands - ecological sustainability. In the modern world, one cannot speak of "beautiful", if it is not in keeping with the preservation of nature and the environment.

Some hotels were built to last and have incorporated principles of aesthetics. This takes time, experience and cooperation. Certainly, during the time it is necessary to do some reconstruction, revitalization in the form of smaller or larger procedures, which should not significantly affect the style of the object. Some objects do not have such characteristics, but there are tools that enable aesthetic procedures that can improve quality. When building a new or implementing "aesthetic activities" on existing facilities, it is necessary to think about the sustainability of the solution, so that it is justified, profitable and long-lasting.

Ivana Banović Đorđević, dia



LUKSUZ U RETRO STILU S ELEMENTIMA MODERNOG



Autentični ambijent samog centra Trebinja, obogaćen je krajem 2017. godine hotelom Central Park 4*, luksuznim hotelom smeštenim u istorijskom zdanju, sagrađenom 1894. godine, ubrzo posle dolaska Austrougarske monarhije na ove prostore i to u stilu akademizma, dominantnog u drugoj polovini 19. veka, čiji se primeri mogu naći u svim velikim evropskim prestonicama poput Beča i Praga. Na sreću, prilikom restauracije sačuvan je njen autentični izgled i šarm. Hotel danas raspolaže svim sadržajima za kvalitetan odmor, počev od luksuznih, prostranih soba, uređenih u retro stilu s elementima modernog. U ponudi su 42 smeštajne jedinice - od standardnih soba do komfornih apartmana. Dekorisane su neutralnim nijansama sive i bele sa pažljivo odabranim tonovima crvene. Svaka ima LCD TV, minibar, telefon, centralnu klimu, sef, fen i besplatnu Wi-Fi konekciju.

Enterijer prizemlja nosi pečat klasičnog retro stila prilagođenog potrebama savremenog doba. U njegovom sastavu nalazi se kafe bar i á la carte restoran sa izuzetnom selekcijom jela domaće i internacionalne kuhinje. Na tom nivou su i soba za masažu i teretana, kao i konferencijska sala sa oko 50 mesta, idealna za poslovne susrete. Na radost gostiju, prostrana hotelska terasa i atraktivna bašta u upotrebi su tokom čitave godine.

Zato vas pozivamo da, ako još niste, svakako posetite Hotel Central Park - prepoznatljiv po kombinaciji tradicionalnog gostoprimstva, modernog uređenja hotela i lične posvećenosti svakom pojedinačnom gostu! Biće to sigurno doživljaj za pamćenje, a vaš povratak u Trebinje i ovaj hotel osobenog šarma - postaće vaša dobra navika.

LUXURY – IN RETRO STYLE WITH MODERN ELEMENTS



The authentic ambience of Trebinje is enriched with a new 4* hotel Central Park, in the end of 2017. It is a luxury hotel situated in a building with a very significant history and tradition, built in 1894, shortly after the arrival of the Austro-Hungarian monarchy to these areas, in the academicism architectural style that dominated the second half of the 19th century. The same style is found in all major European capitals such as Vienna and Prague. The authentic appearance of the building is preserved during its restoration.

The hotel offers a high quality stay in the luxurious, spacious rooms, decorated in retro style with modern elements. There are 42 accommodation units, from standard rooms to comfortable suites. Decor consists of neutral tones of gray and white, with refreshed touch of carefully selected red. All rooms are equipped with LCD TV, mini bar, telephone, central air conditioning, safe, hair dryer and free Wi-Fi connection.

The ground floor interior carries a classic retro style adapted to the needs of the modern era. Within it is a cafe bar, a la carte restaurant with an exceptional offer of both domestic and international cuisine, then a massage room and gym. For business meetings, there is a conference room with about 50 seats.

To the delight of guests, the hotel has a spacious terrace which is being used throughout the year.

Therefore, we invite you to visit Hotel Central Park – known for the combination of traditional hospitality, modern hotel design and personal dedication to each individual guest. It will be a memorable experience, and your return to the town of Trebinje and this hotel of special charm – will become your good habit.



VRNJAČKI „VRABAC“ izuzetan u različitosti

Inkluzivni Hotel i Restoran „Vrabac“ je inovativni alat za socijalnu inkluziju, promociju i integraciju vunerabilnih socijalnih grupa, koji je u Vrnjačkoj Banji otvoren početkom marta ove godine, kao prvi ove vrste u Srbiji i šire. Hotel je realizovao Edukacioni centar iz Leskovca, u saradnji sa lokalnim akterima i partnerima.



THE FIRST INCLUSIVE* HOTEL IN SERBIA

VRNJCI'S “VRABAC” Exceptional in diversity

Inclusive Hotel and Restaurant “Vrabac” (Sparrow) is an innovative tool for social inclusion, promotion and integration of vulnerable social groups, which was opened in Vrnjci spa at the beginning of March this year, as the first of its kind in Serbia and wider. The hotel is the project of the Educational Centre from the town of Leskovac, in the cooperation with the local partners.

* **Inkluzija** – Proces uključivanja osoba sa različitim oblikom invalidnosti u što aktivnije i ravnopravnije učestvovanje u društvu.

* **Inclusion** – The process of involving people with different forms of disability in the most active and equal participation in society.

Prvi inkluzivni hotel u Srbiji - hotel „Vrabac“ jedan je od najmlađih smeštajnih objekata u Vrnjačkoj Banji, ali ne samo zato što je tek nedavno otvoren, već i zato što su u njemu zaposleni u većini vrlo mladi ljudi. Ovaj neveliki hotel ima samo devet apartmana, ali zato njegov restoran može da primi 80 osoba, dok na galeriji može da se smesti još 40. Od dodatnih sadržaja, tu je sala za sastanke sa 25 mesta, kao i otvoreni bazeni sa mineralnom vodom za odrasle i decu. Gosti imaju privilegiju da borave na izuzetnom mestu sa kojeg se prostire prekrasan pogled na padine Goča.

The first inclusive hotel in Serbia – the hotel “Vrabac” is one of the youngest accommodation facilities in Vrnjci spa, not just because it was recently opened, but it also employs very young people. This small hotel has only nine suites, but its restaurant can accommodate up to 80 people, while another 40 can be accommodated on the gallery. Additional facilities include a meeting room with 25 seats as well as outdoor swimming pools with mineral water for both adults and children. Guests have the privilege to stay at an exceptional place from which a beautiful view of the Goč slopes extends.



POSVEĆENOST PROMOCIJI SOCIJALNE INKLUZIJE

Prema rečima **Igora Stajića**, izvršnog menadžera Edukacionog centra, pored toga što je hotel svojevrsni inovativni alat za socijalnu inkluziju socijalno marginalizovanih grupa stanovništva, on istovremeno mora da posluje na ekonomski zdravim osnovama kako bi usluga koju pruža bila održiva. Stoga je program Hotela „Vrabac“ postavljen kao korelacija dva paralelna i nezavisna procesa – socijalnog i poslovnog, sa nezavisnim misijama, vizijama i ciljevima.

– Socijalna misija je razvoj jedinstvenog kapaciteta za promociju socijalne inkluzije i uticaja na promene u društvu u odnosu

COMMITMENT TO THE PROMOTION OF SOCIAL INCLUSION

According to Igor Stajić, the executive manager of the Educational centre, in addition to being a kind of innovative tool for social inclusion of socially marginalized population groups, it must simultaneously operate on economically sound grounds in order to make the service provided sustainable. Therefore, the program of the hotel was set up as a correlation between two parallel and independent processes - social and business, with independent missions, visions and goals.

– The social mission is the development of a unique capacity for the promotion of social inclusion and the impact on changes in society in terms of accepting diversity and correct acceptance of disability. We are committed to 100% promoting the employment of socially

na prihvatanje različitosti i ispravnog prihvatanja invalidnosti. Mi smo posvećeni 100% promovisanju zapošljavanja socijalno marginalizovanih grupa, kratkih lanaca nabavke, proizvoda socijalnog preduzetništva, proizvoda malih ruralnih gazdinstava i promovisanju umetnosti. U svemu tome učestvuju pet ciljnih grupa sa kojima radimo: mladi, osobe sa invaliditetom, ruralno stanovništvo, nekvalifikovana radna snaga i žene. Hotel „Vrabac“ će koristiti svoju strategiju, osoblje i sisteme kako bi svakom gostu pružio dovoljno razloga da počne da veruje u izvrsnost u različitosti, da s više poštovanja tretira i primeti različite i aktivno zagovara socijalnu inkluziju. Naše socijalne vrednosti su jak temelj i definišu ko smo, izdvajajući nas od konkurencije.

Osnova vizije budućnosti proističe iz slogana „Izvrstnost u različitosti“ jer „Vrabac“ nudi snažnu društvenu posvećenost unutar svakog ponuđenog proizvoda ili usluge, uvek nastojeći da nadmašimo očekivanja, posebno ona koja su pod uticajem predrasuda. Nema izostavljenih. Svako zaslužuje svoju šansu i mi gradimo mesto koje će ponuditi mogućnosti za napredak onih koji imaju hrabrosti da probaju. Mi radimo sa prirodom i poštujemo je. Razmišljamo o životnoj sredini, a kada kupujemo sirovine ili nudimo svoje proizvode i usluge, uvek smo svesni da smo deo prirode - ističe Igor Stajić.

CARSTVO DOBRE HRANE

Što se tiče poslovne misije, hotel „Vrabac“ pruža svim gostima sjajno iskustvo nudeći vrhunski proizvod, izuzetnu uslugu i lepo okruženje. Hotelski restoran je pravi izbor za jela sa roštilja – poznati leskovački brend. Ali, u ponudi su i brojni ekskluzivni specijaliteti: kozja stelja, sirmijumska kobasica sa bademom i

marginalized groups, short supply chains, social entrepreneurship products, small rural household products and the promotion of art. We work with the five target groups: young people, people with disabilities, rural population, unskilled labour and women. Hotel “Sparrow” will use its strategy, personnel and systems in order to provide each guest with enough reasons to start believing in excellence in diversity, to respect more and notice the different ones and actively promote social inclusion. Our social values are a strong foundation and define who we are, separating us from the competition.

The basis of the vision of the future stems from the slogan “Excellence in diversity” because “Vrabac” offers a strong social commitment within every offered product or service, always trying to outperform expectations, especially those under the influence of prejudice. No one is left out. Everyone deserves his chance and we build a place that will offer opportunities for the progress of those who have the courage to try. We work with nature and we respect it. We are thinking about the environment, and when we buy raw materials or offer our products and services, we are always aware that we are a part of nature - says Igor Stajić.

THE EMPIRE OF GOOD FOOD

As for the business mission, the hotel “Vrabac” provides all the guests with a great experience offering a superior product, exceptional service and a beautiful environment. The hotel restaurant is the right choice for grilled dishes - the famous Leskovac brand. But there are also a number of exclusive specialties: goat “stelja”, Sirmium sausage with almonds and aromatic herbs, Srem’s “kulen u kati***” which matured for six months in grain, beefsteak from Pešter, cow milk cheese with sremush from Stara planina, salty sheep and goat milk cheese from Stara planina, healthy breads enriched with aromatic herbs and seeds... – a real empire of excellent home-made food!





PREVAZILAŽENJE OČEKIVANJA

– Ponašamo se kao odgovorni vlasnici koji uvek nastoje da zadovolje ali i prevaziđu očekivanja. Delujemo kao tim, posvećeni jedni drugima, povezani poverenjem i odanošću. Odnosimo se jedni prema drugima i prema svim našim saradnicima - sa dostojanstvom i poštovanjem. Poštenje, etičko ponašanje i integritet su osnovne karakteristike našeg poslovnog ponašanja. I to je jedan od važnih faktora našeg uspeha – naglašava **Željko Plavšić**, član UO EDC-a.

OVERCOMING EXPECTATIONS

– We act as responsible owners who always try to satisfy but also to exceed expectations. We act as a team devoted to each other, linked by trust and loyalty. We treat each other and all our associates - with dignity and respect. Honesty, ethical behaviour and integrity are the basic characteristics of our business behaviour. And this is one of the important factors of our success - emphasizes **Željko Plavšić**, member of the EDC's board of directors.

aromatičnim biljem, sremski kulen u kati** koji dozreva u žitu šest meseci, juneći biftek sa Peštera, kravliji sir sa sremskim Stare planine, salamureni ovčiji i kozji sir sa Stare planine, beskvasni hlebovi oplemenjeni aromatičnim biljem i semenjem... - pravo carstvo izvanredne domaće hrane!

Osim perfektnih hrane sa proverenih i neafirmisanih farmi, gosti u Restoranu „Vrabac“ imaju priliku da piju zanatski izrađene sokove ili piva, vina iz malih lokalnih vinarija i to iz ekološki čiste sredine.

– Svesni smo da je ovo veliki izazov i da će biti mnogo borbe da izuzetnost u različitosti bude održiva. Radimo par meseci i veoma smo srećni što gosti iz našeg hotela odlaze prezadovoljni, naročito kvalitetom hrane, i gotovo redovno se vraćaju da probaju nešto što prethodno nisu stigli. To nas ohrabruje i podržava naše uverenje da izvrsnost u različitosti ima budućnost, dodaje Stajić.

Na pitanje koliko su zadovoljni dosadašnjim poslovanjem, naš sagovornik kaže da se još ugovaraju, ali da su dosadašnji gosti iz zemlje i inostranstva puni pozitivnih utisaka. Za unapređenje ima dosta prostora a i potrebe. Tako je letnja bašta sa 200 mesta već u planu.

** *Kata* – Prirodni omotač tj. slepo crevo svinje koje služi za pravljenje kobasica, u ovom slučaju kulena.

** *Kata* – Natural cover, i.e. pig's appendix used to make sausages, in this case kulen.

In addition to the perfect food from the approved and less-known farms, guests at the "Vrabac" Restaurant get the opportunity to drink home-made juice or beer, wine from small local wineries, from ecologically clean environment.

– We are aware that this is a great challenge and that there will be a lot of struggle to make the difference in diversity sustainable. We work for a couple of months and we are very happy that guests leave our hotel very satisfied, especially with the quality of food, and they almost always return to try something new. This encourages us and supports our belief that the excellence in diversity has a future - adds Stajić.

When asked how satisfied they are with the current business, our interlocutor says that they are still learning, but that the guests from the country and abroad are full of positive impressions. There is plenty of space and needs for improvement. Thus, the summer garden with 200 seats is already in the plan.

Author:

Marina Stanković Janković

U SLUŽBI KULTURE I TURIZMA

Kada je pre nepune dve godine, odlukom Ministarstva prosvete, nauke i tehnološkog razvoja, u Tršiću – zavičaju oca srpske pismenosti, otvoren Obrazovno-kulturni centar “Vuk Karadžić”, svima je bilo jasno šta je vizija osnivača, ali je danas još jasnije da je s ovim modernim centrom i Loznica i Srbija dobila ustanovu iz koje izlaze ne samo obrazovaniji i bolji ljudi, borci za očuvanje nacionalnog identiteta, već i pravi ambasadori naše zemlje širom sveta. Sa ovim centrom, koji predstavlja jedan atraktivni, multifunkcionalni smeštajni objekat, obogaćena je istovremeno i turistička ponuda i Tršića i Loznice.



IN THE SERVICE OF CULTURE AND TOURISM

When, less than two years ago, with the decision of the Ministry of Education, Science and Technological Development, Education and Culture Centre “Vuk Karadžić” was opened in the village of Tršić – a birthplace of the founder of Serbian literacy, it was clear what the founder's vision is, but it is even more clear today that the town of Loznica and Serbia got the institution where not only more educated and better people, the fighters for preserving national identity come out of, but the real Ambassadors of our country, as well. With this centre, which is an attractive, multifunctional accommodation facility, the tourist offer of the village of Tršić and the town of Loznica is also enriched.

Posle gotovo pet godina, koliko je trebalo da prođe od ideje do realizacije, krajem 2017. u Tršiću je, odlukom Ministarstva prosvete, nauke i tehnološkog razvoja, otvoren jedinstveni Obrazovno-kulturni centar „Vuk Karadžić“, s ciljem da postane mesto koje će okupljati mlade ljude spremne da negujući i štiteći svoj jezik i pismo, rade na očuvanju nacionalnog identiteta.

- Organizovanjem radionica, kampova, terenske prakse, naučnih skupova - vezanih za izučavanje istorije srpske književnosti, folkloristike, kulturnog nasleđa, kao i srpskog jezika i ćirilicnog pisma, osnaživanjem i lične i kolektivne svesti o svojim korenima – mladi ljudi iz zemlje ali i iz sveta, u ovom

After nearly five years, the time elapsed from the idea to realization, at the end of 2017 in the village of Tršić, with the decision of the Ministry of Education, Science and Technological Development, a unique Education and Culture Centre "Vuk Karadžić" was opened with the aim to become a place gathering young people who are willing to nurture and protect their language and letter, working to preserve national identity.

- By organizing workshops, camps, field exercises, scientific events – related to the study of the history of Serbian literature, folklore, cultural heritage, as well as the Serbian language and Cyrillic letter, empowerment and personal and collective awareness of their roots – young people from the country and abroad successfully fulfil the founder's vision in this centre, according to the **Aleksandra Purić**, Acting Director.



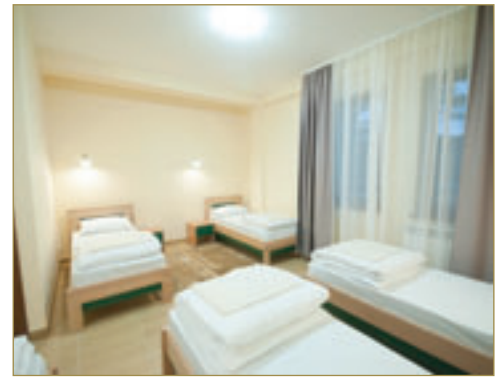
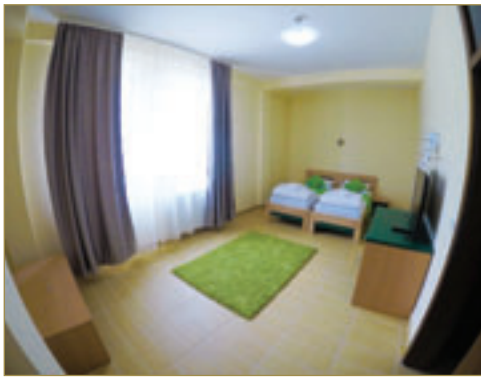
centru, prema rečima **Aleksandre Purić**, vršioca dužnosti direktora, uspešno ostvaruju viziju osnivača.

S druge strane, izgradnja OKC „Vuk Karadžić“ u Tršiću - turističkom mestu od nacionalnog značaja, rešen je donekle i problem nedostatka smeštajnih kapaciteta. Tokom Vukovog sabora, najveće kulturne manifestacije u Srbiji, u Tršić se sjati oko 100.000 turista koji ranije nisu imali gde da spavaju. Tako se njihov boravak u Tršiću svodio na jednodnevni izlet, umesto bar na vikend ili koji dan više, a turistička privreda i opštinski budžet po tom osnovu ostajali uskraćeni za značajna sredstva.

On the other hand, by the construction of ECC "Vuk Karadžić" in the village of Tršić – tourist destination of national importance, was partially solved the problem of lack of accommodation. During the Vukov sabor, the biggest cultural event in Serbia, around 100.000 tourist come to Tršić so these people had no place to stay before. Thus, their stay in Tršić was reduced to a one-day excursion, instead of at least a weekend or more, and the tourist economy and municipal budget on this basis remained deprived of significant funds.

MODERN, IN HARMONY WITH NATURE

With the construction of the Educational and Cultural Centre "Vuk Karadžić" – modern facility on 3.100 square meters, offering 40



MODERNO, U SKLADU S PRIRODOM

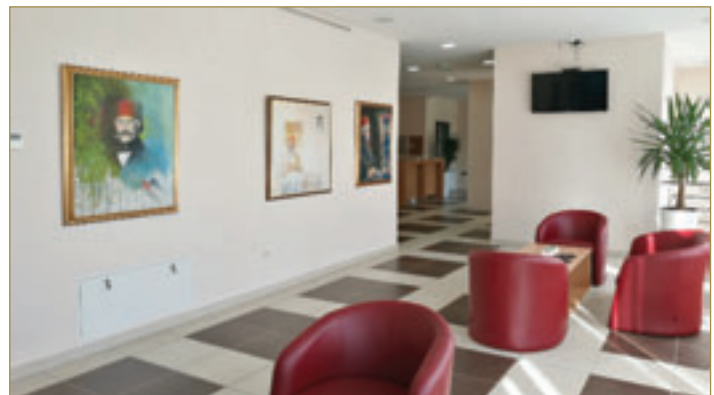
Sa izgradnjom Obrazovno-kulturnog centra „Vuk Karadžić“ - modernog zdanja na 3.100 kvm, sa 40 smeštajnih jedinica i ukupno 144 ležaja, mnogo toga se promenilo nabolje. Objekat je planiran za đачki turizam, pa otuda i veći broj višekrevetnih soba, što nimalo ne utiče na kvalitet smeštaja. Naprotiv, predstavlja prednost u bavljenju omladinskim i porodičnim turizmom, što je i njihov poslovni cilj. Sobe su komforne, savremeno opremljene, svaka ima svoje kupatilo u rangu hotela sa 3 ili 4*, sve je besprekorno čisto i uredno, uključujući i javne prostore objekta, čiji su zidovi puni umetničkih slika. A za to i sve drugo, zaslužno je samo 15-oro zaposlenih, izuzetno ljubaznih i predu-sretljivih ljudi.

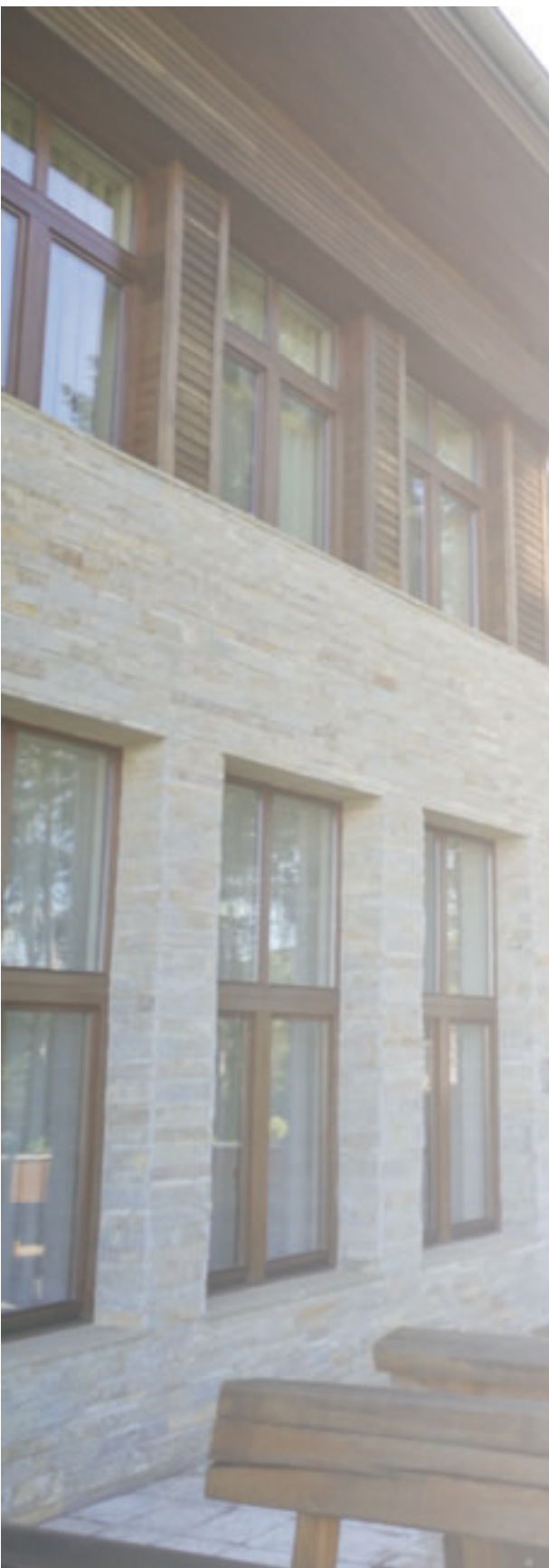
Objekat je, inače, rađen od prirodnog materijala – uglavnom drvo i kamen, a svojim arhitektonskim rešenjem potpuno je

accommodation units and a total of 144 beds, many things have changed for the better. The facility will be used for student tourism, hence a larger number of multi-bed rooms, which does not affect the quality of accommodation. On the contrary, it is an advantage in dealing with youth and family tourism, which is their business goal. The rooms are comfortable, modernly equipped, each has its own bathroom in the ranking of a 3 or 4 * hotel, everything is perfectly clean and neat, including the public spaces of the building, the walls of which are full of artistic paintings. And there are only 15 kind and friendly employees who take care of everything.

The building is usually made of natural materials - mostly wood and stone, and its architectural solution is completely integrated into the environment, with which it builds a unique natural entity, with full respect of the principles of "green construction".

- The entire investment is worth 360 million Dinars, says the director Purić. The 60 % was financed by the local government's budget and





uklopljen u sredinu, s kojom gradi jedinstvenu prirodnu celinu, uz puno poštovanje principa „zelenog graditeljstva“.

- Čitava investicija - kaže direktorka Purić, vredna je 360 miliona dinara, od čega je 60 % finansirano iz budžeta lokalne samouprave a 40% je finansiralo Ministarstvo prosvete, nauke i tehnološkog razvoja. Inače, u Tršiću, Centar za kulturu iz Loznice ima svoje vaje u kojima su muzeji jezika i pisma, Kuća pisaca, Vukova spomen kuća i muzeji za eksponate sa umetničkih kolonija. Sve je to trebalo sklopiti u jednu celinu sa novim centrom, tako da svi međusobno saraduju i da ništa tematski ne odskaje. Urađen je sjajan posao i napravljen kompleks koji pruža obilje sadržaja svojim posetiocima.

Prošle godine održano je tokom leta 5 fantastičnih radionica, folkloristički kamp, tokom Vukovog sabora u posetu su došli slavisti iz čitavog sveta, pevale su se tradicionalne srpske pesme, igrala kola... Bilo je mladih iz čitave Srbije, a nekoliko i iz Republike Srpske. Ove godine očekuje se da će ih biti mnogo više.

VISOK KVALITET, CENE - PRIHVATLJIVE

- Pošto nauka nije profitabilna, moramo i sami da zarađujemo, ali je olakšavajuće to što ne moramo da jurimo profit - kaže direktorka, dodajući da su od osnivača dobili dozvolu da rade na komercijalnoj osnovi, ali po vrlo prihvatljivim cenama (ležaj u 3-krevetnoj sobi, - 1.320 dinara, u 5-krevetnoj - 990, doručak je 300 dinara, a 60 dinara boravišna taksa). U tome će im svakako biti od koristi vrlo moderna, dobro opremljena kuhinja i restoran. Kapacitet kuhinje je 500 obroka dnevno, što je, kažu, za sada sasvim dovoljno. Dve kongresne sale, kapaciteta 50 i 80 mesta, internet sala, učionica i veliki holovi i terasa duž čitavog objekta koji mogu dobro da se iskoriste kad zatreba, recimo za timbilinge i radionice u prirodi - biće vrlo upotrebljivi multifunkcionalni profitni centri. Njihovu ponudu upotpuniće, na inicijativu direktorke, već ovog leta, velika biblioteka, stacionirana na više mesta, sa mnoštvom knjiga za čiju će nabavku biti zaduženo resorno Ministarstvo.

Kako saznajemo, po istom principu, u najavi je otvaranje šest ovakvih centara u Srbiji. Prvi sledeći je - Beloj Crkvi.

40% was financed by the Ministry of Education, Science and Technological Development. In addition, the Culture Centre from the town of Loznica has its own facilities in the village of Tršić: Language and Letter Museum, the House of writers, memorial house of Vuk Karadžić and museums for exhibits from art colonies. All this was to be done in one whole with the new centre, so that everyone cooperates with each other and that nothing stands out of the theme. A great job was done and a complex that provides plenty of content to its visitors was made.

Last year, during summer there were 5 fantastic workshops, folklore camp, and for the Vukov sabor, Slavic scholars came from all over the world, and they have sung traditional Serbian songs, danced folklore dances... There were young people from all over Serbia, and a few from the Republic of Srpska. This year, it is expected to be much more.

HIGH QUALITY AND ACCEPTABLE PRICES

- Since science is not profitable, we have to make money on our own, but it's liberating that we don't have to make profit - says director, adding that the founders granted them permission to work commercially, but at reasonable prices (bed in 3-bed room - 1.320 Dinars, in 5-bed room - 990, breakfast costs 300 Dinars, and residence tax costs 60 Dinars). In this, they will certainly benefit from a very modern, well-equipped kitchen and restaurant. The capacity of the kitchen is 500 meals per day, which, they say, is enough for now. Two congress halls, with the capacity of 50 and 80 seats, internet room, classrooms and large halls and terraces along the whole building that can be used well when needed, for example, for teambuilding and workshops in the nature- will be very usable multifunctional profit centres. At the initiative of the director, their offer will be completed, already this summer, by a large library, in several places, with a number of books which will be supplied by the line Ministry.

As we find out, by the same principle, they announced the opening of six other centres in Serbia. The next will be located in the town of Bela Crkva.

Author: Lj. Rebronja



VIŠE OD 100 GODINA SINONIM ZA VRHUNSKI KVALITET

Kompanija **Pionir** doo jedan je od vodećih proizvođača konditorskih proizvoda na jugu Evrope, čije ime više od 100 godina predstavlja sinonim za tradiciju i vrhunski kvalitet.

Ako pitate: u čemu je ključ njenog uspeha, odgovor je - u stalnom fokusu na razvoj i usavršavanje procesa koji obezbeđuju neprikosnoveni kvalitet proizvoda, a po njima je kompanija **Pionir** prepoznatljiva već čitav jedan vek! Neprestanim inovacijama proizvodnog asortimana, Pionir postavlja nove trendove na tržištu i stiže nove potrošače. Njegova najnovija inovacija su *Bonno premium kremovi*, proizvodi vrhunskog kvaliteta u četiri neodoljiva ukusa: lešnik, seckani lešnik, badem i pistači. Tajna bogatog i punog ukusa leži u činjenici da svaki krem sadrži čak 20% jezgrastog voća. Sa *Bonno premium kremovima* reč dezert dobija potpuno novi smisao, a njihov ukus otkriva nove dimenzije apsolutnog uživanja.

Stvarajući *Bonno kremove* vrhunskog kvaliteta, **Pionir** svim pravim sladokuscima poklanja idealne poslastice za trenutke koji bi trebalo da budu zaista posebni. Jer, *Bonno kremovi* su i kreirani za one koji žele samo najbolje od života, za one koji ne pristaju na manje od onog što zaslužuju!

Bonno premium kremovi - samo za prave hedoniste!

Pionir

novo

ZA PRAVE HEDONISTE...



TANJIR KAO SLIKARSKO PLATNO

Inspiraciju crpi u neodoljivim bojama i ukusima Mediterana, u mirisima poznatim iz detinjstva i trenucima koje je provodio sa dedom ribarom na jednom dalmatinskom ostrvu. Danas, jedan od najprepoznatljivijih šefova Hrvatske – Marin Rendić uspešno neguje spoj tradicije i modernog, ne samo u potrazi za savršenstvom u svakom tanjiru, već i u vođenju svog renomiranog restorana „Bistro Apetit“ u Zagrebu.

INTERVIEW:
MARIN RENDIĆ,
MASTERCHEF

A PLATE AS A CANVAS

He draws inspiration from the irresistible colours and tastes of the Mediterranean, in fragrances known from childhood and the moments he spent with his grandfather on a Dalmatian island. Today, one of the best known chefs in Croatia – Marin Rendić successfully fosters the combination of tradition and modernity, not only in pursuit of perfection in every plate, but also in the management of its renowned Bistro Apetit restaurant in Zagreb.

Sve češće, prestionički hedonisti su, zahvaljujući raznim specijalnim gastronomskim događajima, u prilici da se upoznaju i uživaju u umeću vrhunskih šefova. Među tim inspirativnim susretima je i poseban Gastro show serijal „5A soba predstavlja kulinarsku umetnost“, u kome su učesnici neki od regionalno najistaknutijih predstavnika novog talasa kulinarskih majstora i vinskih kreatora. Svestran i pre svega istančan ugostiteljski koncept ove sve popularnije beogradske oaze (koji je zapravo nastavak kulturnog sarajevskog koncepta prostora „Četiri sobe gospođe Safije“), učinio je „Petu sobu“, za kratko vreme, nezaobilaznom adresom i za sve odvažne sladokusce, spremne na eksperiment, nezaboravna iskustva i upoznavanje sa aktuelnim trendovima.

Drugo izdanje gastro serijala je u Beograd dovelo hrvatskog master šefa **Marina Rendića**, vlasnika i glavnog kuvara najboljeg zagrebačkog restorana „Bistro Apetit“, ovenčanog sa tri kapice (Gault Millau ga je ocenio sa 16/20). U njegovoj dvadesetogodišnjoj profesionalnoj biografiji stoji da je treniran u elitnim evropskim restoranima sa dve i tri Mišelinove zvezdice (čuvena „Noma“ - Kopenhagen, „Arzak“ - San Sebastijan, „Enoteca Pinchiorri“ - Firenca...), da je učio od najsjajnijih svetskih šefova (Joan Roca, Rene Redžepi...), da su njegovu kreativnost i inovativnost prepoznali znalci i hedonisti sa svih meridijana, kao i kritičari od New York Timesa do Feinscheckera. Sa svojim prvim restoranom „Pepenerom“ u Novigradu primljen je u prestižno evropsko udruženje kuvara „Jeunes Restaurateurs d Europe“.

Kuvanje je za njega i način života i strast, kojoj se predaje u potpunosti.

Beogradskoj publici je predstavio svoje mediteranske favorite sljubljene sa izborom izuzetne ponude hercegovačke vinarije „Vukoje“. Vizuelno raskošan utisak i postignuti balans ukusa, inače najzahtevniji čin u gastronomiji – bio je pravi praznik za oči i nepca!

• *Da li vam je ovo prvo gostovanje u Beogradu?*

- Nije, bio sam mnogo puta, ali se uvek iznova rado vraćam. Kuhao sam u Hyatt-u, dva puta sam radio prezentaciju, budući da sam zaštitno lice Kenwood kuhinjskih aparata. Upriličio sam jedan zatvoren event za svoje stalne klijente u Narodnoj biblioteci, gde smo tom prilikom instalirali kuhinju. Bilo je i nekih privatnih zabava na kojima sam učestvovao. Ali je ovo prvi nastup otvoren za javnost.

UŽIVAM U IZVORNOM

• *Pratite li našu gastro scenu? Čemu teško odolite kad ste ovdje?*

- Naravno da pratim, imam tu i kolege i prijatelje. Među njima je meni vrlo drag Igor Belošević (restoran „Avala“), zasigurno jedan od najboljih šefova te generacije. Uživam u onom što je izvorno, sa čim Beograd treba da se predstavlja, a to je poštovanje tradicije na jedan moderan način, koji zadržava ukuse i još ih poboljšava. Jedem roštilj, tartar biftek, meso uglavnom...

More often, the capital's hedonists, thanks to the different special gastronomy events, have the opportunity to meet and enjoy the art of supreme chefs. Among these inspiring encounters is the special Gastro show series "5A room presents culinary art" in which some of the region's most prominent representatives of the new wave of culinary masters and wine makers take part. The versatile and above all the refined restaurant concept of this increasingly popular Belgrade oasis (which is in fact the continuation of the famous concept space in Sarajevo "Four Rooms of Mrs. Safija"), has quickly made this "Fifth room", inevitable address for all fans of quality food, ready to experiment with tastes, for unforgettable experiences and getting acquainted with current trends.

The second edition of the gastronomic series was brought to Belgrade by the Croatian MasterChef Marin Rendić, the owner and the head chef of the best restaurant in Zagreb "Bistro Apetit", awarded with three caps (Gault Millau rated it with 16/20). In his twenty-year professional biography he says that he was trained in elite European restaurants with two and three Michelin stars (famous "Noma" - Copenhagen, "Arzak" - San Sebastian, "Enoteca Pinchiorri" - Florence...), learned from the brightest world chefs (Joan Roca, René Redžepi...), that his creativity and innovation were recognized by all-meridian scholars and hedonists, as well as critics from the New York Times to Feinschecker. With his first restaurant "Pepener" in Novigrad, he was admitted to the prestigious European association of chefs "Jeunes Restaurateurs d Europe".

For him, cooking is a way of life and passion, to which he is entirely committed.

He presented to Belgrade's audience his Mediterranean favourites with the selection of the excellent offer of the "Vukoje" winery from Herzegovina. Visually sumptuous impression and achieved balance of taste, otherwise the most demanding act in gastronomy – was a real treat for the eyes and palates!

• *Is this your first visit to Belgrade?*

- No, I've been many times, but I am always happy to come back. I cooked at Hyatt, I had presentations two times, since I'm a promo face for Kenwood kitchen appliances. I also organized a private event for my loyal clients in the National library, where we installed the kitchen for the purposes. There were also some private parties I participated in. But this is the first performance open to the public.

I ENJOY THE TRADITIONAL

• *Are you following our gastronomic scene? What is it difficult to resist when you are here?*

- Of course I follow it. I have colleagues and friends here. Among them is very dear to me Igor Belošević (restaurant "Avala"), certainly one of the best chefs of this generation. I enjoy what is traditional, with what Belgrade should be presented, which is the respect of tradition in a modern way, which preserves the tastes and improves them. I eat barbecue, tartar steak, meat mostly... You have good food, although two, three days is enough (laughter), because it's heavy.

• *You started your independent career in Istria. It is widely recognized as an exceptional gastronomic destination, which is largely based on tradition.*

Imate dobru hranu, mada dva, tri dana mi je sasvim dovoljno (smeh), pošto je teška.

• *Svoju samostalnu karijeru započeli ste u Istri. Ona je uveliko prepoznata kao izuzetna gastro destinacija, koja svoju ponudu umnogome zasniva na tradiciji.*

- Da, početak uspeha vezan je za Novigrad i moj prvi restoran „Pepenero“. On je danas zatvoren, jer nisam želeo da isti brend prenosim u Zagreb, iako sam po njemu postao poznat. Brzo su usledile sjajne reakcije i priznanja: Gault Millau nam je dao najvišu ocenu u Istri, „Timeout“ nas je tada proglasio najboljim restoranom u Istri, a u „Istria gourmet“-u smo bili top restoran. Trudilo se i ulagalo...

Istra je na gastronomskom glasu zahvaljujući velikom radu i trudu turističke zajednice i Istarske županije. Imala je izuzetnu potporu i ozbiljno strateško razvijanje turizma, pa je dolaskom stranih medija dobila vetar u leđa i samim tim krenula krupnim koracima napred.

• *Sledite li tradiciju u svom radu?*

- Tradiciju poštujem, ona mi je sve. Ne mogu je zaboraviti. Vraćam se u prošlost i sećam se onih okusa iz detinjstva, kad sam bio mali i želim ih ponovo. U mojoj obitelji se jela riba, više nego meso, koje je bilo skuplje, a djed je bio ribar. Za mene je i miris kruha ta tradicija, na primer. Vrlo mi je važan. Uvek moj dan u restoranu počinje upravo njegovim pravljenjem. Danas koristim moderne tehnike kuhanja, koje nam olakšavaju pravljenje i poboljšavaju taj tradicionalni ukus, kao i način prezentacije.

• *Ipak, ne odričete se novih tendencija. Koliko primenjujete moderne, aktuelne trendove u postavci svog menija?*

- Među prvima sam prihvatio avangardnu kuhinju, a bilo nas je tada možda tek nekoliko. U medijima se ustalio taj naziv molekularna, iako je jedan od njenih tvoraca i mojih mentora - Huan Marija Zak (Juan Marie Zak) imenuje potpuno drugačije! Budući da sam i šef i vlasnik restorana, za mene je najbitnije da se gost vraća. A kad sam razmišljao zbog čega bi dolazio iznova? Pa to bi sigurno bilo zbog okusa.

• *Kako biste definisali svoj stil?*

- Namirnica mora da ima čist okus. Tehnikama kuvanja vladam vrlo dobro, neki kažu da sam u tome jedan od najboljih. Znam zadržati okus namirnica. Moj stil je avangardan, ali uvek sa daškom Mediterana. On me jednostavno opisuje. Iako sam rođen u Karlovcu, na kopnu, moj otac i djed su otočani - Bračani, iz Supetra. Od malih nogu sam na moru i jeli smo ribu, najbolju! A koja je najbolja? „Samo ona sveža“, kako bi rekao moj djed. Osećam veliku ljubav prema mediteranskom nasleđu iz koga crpim inspiraciju i sa kojim bi trebalo da privlačimo druge.

„BE DIFFERENT OR DIE“

• *Kad uđete kao gost u neki restoran da li možete da zanemarite profesionalno procenjivanje i na šta posebno obraćate pažnju?*

- Yes, the start of success is related to Novigrad and my first restaurant "Pepenero". Today, it is closed, because I did not want to transfer the same brand to Zagreb, although I became known because of it. Quick reactions and acknowledgments followed: Gault Millau gave us the highest rating in Istria, "Timeout" declared us the best restaurant in Istria at that time, and in "Istria gourmet" we were the top restaurant. We have made efforts and invested...

Istria is known as a gastronomy destination thanks to the great work and effort of the tourist organization and the Istria County. It had exceptional support and a serious strategic development of tourism, so with the arrival of foreign media it got wind at the back and thus made a big step forward.

• *Do you follow tradition in your work?*

- I respect tradition, it means everything to me. I cannot forget it. I go back in the past and remember those childhood tastes and I want them again. My family ate fish more than meat, which was more expensive, but my grandfather was a fisherman. For me, the smell of bread is that tradition, for example. It's very important to me. My day at the restaurant starts with making the bread. Today I use modern cooking techniques, which make it easy to prepare and improve this traditional taste, as well as the way of presentation.

• *However, you do not give up new tendencies. How much do you use modern, current trends in your menu setting?*



- I was among the first to accept the avant-garde cuisine, and there may have been only a few of us at that time. In the media stayed that term molecular, although one of its creators and my mentors - Juan Marie Zak calls in completely differently!

Since I am the chef and the owner of the restaurant, for me it is most important that a guest returns. And when I thought about why he would come again? Well, that would certainly be for the taste.

• *How would you define your style?*

- The ingredient needs to have a clean taste. Cooking techniques are very good, some say that I am one of the best in this. I can keep the taste of food. My style is avant-garde, but always with the dash of the Mediterranean. It simply describes me. Although I was born in



- Imao sam priliku da budem deo tima danskog restorana „Noma“, koji je četiri godine proglašavan najboljim na svetu i tamo sam naučio najvažniju stvar: šta je ono što te čini boljim ili drugačijim? To su detalji. Tamo sam treniran da ih vidim. Isto tako veoma mi je bitna, u poslovnom i privatnom životu – energija. Trudim se da širim podsticajnu energiju u poslovnom okruženju, jer moji saradnici ne treba da „odrađuju smenu“, već treba da su sretni što su deo tog tima, i to mora biti jače od svega! A kad uđete u restoran može biti puno detalja koji vas ističu i razlikuju od drugih. Ja se držim onog „Be different or die“ (Budi drugačiji ili umri, odustani). Važno je da gost oseti energiju, jer ona daje impresiju, taj važan - prvi utisak.

• Šta je sve potrebno da bi jedan restoran postao vrhunski?

- Potrebno je puno rada i puno odricanja. Treba preživeti, to je najteže. Svaki dan je stresan – kreće u 7 ujutru, od dizanja, razgovora telefonom, odlaska na tržnicu... Ja volim u svom restoranu sudjelovati od početka u pripremi. Volim ići u nabavku, odabrati namirnice i voditi svoj tim tako da moraju sve to znati... Priprema čini velik procenat onoga kako će dan početi, ali i završiti. Imamo meeting (dogovor) pre ručka, to je nešto što sam preuzeo od „Noma“, da vidimo ko su nam gosti. Imamo odličan program, sistem rezervacije, koji prati

Karlovac, on the mainland, my father and grandfather are islanders – from Brač, Supetar. I grew up by the sea when I was a child and we ate fish, the best fish! And which is the best? “Only fresh one”, as my grandfather used to say. I feel great love for the Mediterranean heritage from which I draw inspiration and with which we should attract others.

„BE DIFFERENT OR DIE“

• When you enter as a guest in a restaurant, can you ignore the professional assessment and what do you pay special attention to?

- I had the opportunity to be the part of the team of Danish restaurant "Noma", which has been declared the best in the world for four years and I learned the most important thing there: what is it that makes you better or different? These are details. I was trained there to see them. Energy is also very important for me, in business and private life. I am trying to expand incentive energy in a business environment, because my associates should not "do the job", but they should be happy that they are part of that team, and it must be stronger than everything! And when you enter a restaurant, there can be many details that distinguish you from others. I stick to "Be different or die". It is important that the guests feel the energy, because it gives the impression, the important first impression.

• What it takes to become a top restaurant?

- It takes a lot of work and a lot of renunciation. To survive, that is the hardest thing. Every day is stressful - it starts at 7 in the morning, from lifting, talking on the phone, going to the market... I like to take part

goste i uvodi ih u kompjuter. I kad ste drugi put došli kod nas, a rezervisali ste preko istog broj telefona ili mejlom, znamo kako ste prvi put reagovali. Bitno nam je da pratimo gosta, njegove želje i zahteve... Mi smo tu za njega i uvek ćemo biti, pokušati da mu uvek udovoljimo. Najviše radimo sa degustacijskim menijima, „à la cart“ nam je 20% poslovanja. Degustacijski zahtevaju preciznost, odličnu pripremu... Sve mora biti u tajmingu i to je vrlo stresan posao, psihički mnogo više nego fizički.

• *Svi restorani u kojima ste sticali iskustvo, veštinu i znanje su ovenčani Michelinovim zvezdicama i to sa više njih, šta one predstavljaju za vas?*

- Zvezdica je priznanje za tvoj rad, to je naš kuharski oskar. Ja nikad neću raditi za nju, već najbolje što mogu i za svog gosta. Mi danas imamo Michelinovu preporuku, ove godine nam je zvezdica izmakla. Gault Millau nam je dodelio najbolju ocenu u Zagrebu, dobili smo tri kapice. To je, kad bi upoređivali, više od jedne zvezdice. Iako je nismo dobili, rešili smo da idemo napred, još jačim tempom, pre svega zbog sebe.

MOJ POTPIS JE: RAGU OD SIPE

• *Živimo u doba u kom su vizuelni doživljaji dominantni. Koliko je u savremenoj gastronomiji i modernom ugostiteljstvu važna estetika?*

- Ja volim boje. Vrlo su mi bitne. Boja stvara prvi dojam. Tanjir koji stiže na sto je nešto što ti predstavljaš i što gost vidi, zato je smatram važnom. Oduvek sam želeo da slikam po tom tanjiru, da on bude nešto omamljujuće i „živo“, da privuče svakog gosta. Nekad je to prepuštanje kreiranju činilo da zaboravim na ono što je podjednako važno, a to je okus. Danas okus mora biti savršen, tanjir uvek mora biti lep, jer to je standard.

• *Status vrhunskih kuvara se promenio i planetarno... Oni su postali vrlo popularni zahvaljujući medijima, različitim angažmanima... U vašem portfoliju osim menadžerskog posla, stoji da radite i catering, pravite kuvarski šou, interaktivne demonstracije, da radite kao konsultant, a bili ste i ekspert za hranu u tv emisijama „Masterchef“ i „Grill Boss“. Da li se zbog svega toga osećate kao zvezda? Umetnik?*

- Ne, smatram se kreativcem, drugačijim... Zahvalim se svaki dan kad se probudim živ i zdrav, sam sebi (smeh).

• *„Sto je mesto gde putovanje počinje i gde se istražuju novi ukusi hrane...“ piše na sajtu „Bistro Apetita“, koji je nastao pre manje od dve godine. Šta biste preporučili u svom restoranu?*

- Moj potpis, što se pokazalo i dokazalo u komunikaciji sa publikom i što svi kritičari obavezno pomenu kad pišu o meni da se mora probati, je ragu od sipe, sa talentom od bosiljka i pjenom od Grana Padana. Meni je svako jelo autorsko. Nemamo puno jela, oko petnaest, koja menjamo. Ne slažem se sa menjanjem menija, već jela i to u odnosu na

in my restaurant from the beginning in preparation. I like going shopping, picking groceries and running my team so they have to know everything... Preparation makes a big percentage of how the day will start and finish. We have a meeting before lunchtime; it's something I took from "Noma", to see who our guests are. We have an excellent program, reservation system, which traces guests and puts them in the computer. And when you came to our restaurant the second time and you have booked through the same phone number or email, we know how you reacted the first time. It is important for us to follow the guest, his wishes and demands... We are here for them and we will always be, we will try to please them. We work most with tasting menus; à la carte is 20% of our business. Tasting requires precision, excellent preparation... Timing is everything and it's a very stressful job, mentally much more than physical.

• *All the restaurants in which you have acquired experience, skills and knowledge have Michelin stars, what do they represent for you?*

- The star is an acknowledgment for your work, it's our Cooking Oscar. I will never work for it, but for a guest, the best I can. We have Michelin's recommendation today, this year we lost our star. Gault Millau gave us the best score in Zagreb, we got three caps. That is, if you compare, more than one star. Although we did not get it, we decided to go ahead, even stronger, first of all for ourselves.

MY SIGNATURE DISH IS: CUTTLEFISH STEW

• *We live in a time where visual experiences are dominant. How important is aesthetics in modern gastronomy and modern catering?*

- I love colours. They are very important to me. Colour creates the first impression. The plate you put on a table is something that you represents and what guest sees, so I find it important. I have always wanted to paint on the plate, to make it into something mesmerizing and "live", to attract each guest. Sometimes this creating experience made me forget what is important, and that is the taste. Today, taste must be perfect, the plate must always be beautiful, and that is the standard.

• *The status of top chefs has changed also planetary... They have become very popular thanks to the media, various engagements. In your portfolio, besides managerial work, you say that you do catering, cooking shows, interactive demonstrations, consulting, and you were food expert in TV shows "MasterChef" and "Grill Boss". Do you feel like a star for all this? An artist?*

- No, I consider myself to be creative, different ... I am grateful when I wake up in the morning live and well (laughter).

• *„A table is place when journeys begin and where new tastes are being discovered ...“ stands of the webpage of "Bistro Apetita", which was founded less than two years ago. What would you recommend in your restaurant?*

- My signature dish, which was proven by the guests, and what all critics necessarily say when they write about me, is cuttlefish stew, with basil palenta and Gran Padana mousse. This is my creation. We do not have a lot of dishes, around fifteen and we change them. I do not agree with changing the menu, but eating it in relation to nature, because I want to use every food when it is best - when it has the best taste!



prirodu, jer svaku namirnicu želim da koristim kad je najbolja - onda kad ima najbolji okus!

• *Koliko kuvate van restorana?*

- Kuvam manje nego pre pet ili deset godina. Sve više želim biti u njemu. Svaki dan se tu dokazujem. To me drži da radim i opstajem i volim još više, ne želim da taj plamen nestane u meni! Danas kuvam više, a biram gde želim biti i gde se pojavljujem. Privatno kuvam vrlo malo. Moja supruga kaže da ne želi da čisti kuhinju iza mene! Retko sam kod kuće.

• *How often do you cook outside the restaurant?*

- I cooked less than I used to do five or ten years ago. I want to spend more time in the restaurant. There, I prove myself every day. It keeps me working and loving even more, I do not want that flame inside me to diminish! Today I cook more, and I choose where I want to be and where I appear. I cook a little bit privately. My wife says she does not want to clean the kitchen after me! I'm rarely at home.

Author: **Jelena Milić**

Photo: Promo

KAD WELLNESS POSTANE EKSTREMAN

Život savremenog čoveka ispunjen je nezdravim navikama koje loše utiču na celokupno zdravlje – od provođenja previše vremena ispred ekrana (bilo na poslu ili kod kuće) u prostorima sa mnoštvo zagađivača u vazduhu, do nezdrave ishrane... Kao reakcija na ovakav način života, pojavili su se novi wellness poklonici koji žele da svoje telo i um odvedu na neočekivano ekstremna mesta.

WELLNESS BECOMES EXTREME

The life of a modern man is filled with unhealthy habits that have a bad influence on overall health – from spending too much time in front of the screens in spaces (at work and home) filled with air toxins to unhealthy diet... As a reaction of such way of life emerged new wellness fans who want to take their body and mind to unexpectedly extreme places.



Za mnoge istinske poklonike wellness-a, više nije "cool" izležavati se na plaži ili pored bazena, uživati u opuštajućim spa tretmanima ili joga vežbama. Umesto toga, oni traže jedinstvene izazove u stilu „preživljavanja“ u prirodi, dostizanja nivoa kondicije kakvu imaju profesionalni sportisti i izlaganja tela ekstremnoj hladnoći.

WELLNESS RATNICI

Britanska kompanija za luksuzna putovanja „Black Tomato“, osmislila je program „Get Lost“, kreiran kao iskustvo koje putnike vodi daleko izvan zone komfora i to po ceni od 30.000 funti. Putnici započinju pripreme za putovanje čak 6 meseci unapred, kako bi se što bolje prilagodili teškim fizičkim i mentalnim izazovima koji ih očekuju, a priprema često podrazumeva i učenje veština za preživljavanje. Istrenirani wellness ratnici sami biraju teren, koji može biti polarna oblast, džungla, pustinja, planina ili određena obala, a zatim se upuštaju u pravi test preživljavanja (uz naravno nekoliko uputstava). Kreatori ovog programa tvrde da ovakvi „odmori“ transformišu ljude i fizički i mentalno, i da ih oslobađaju svakodnevnih briga.

For many true wellness fans, it's no longer "cool" to relax on the beach or by the pool, enjoy relaxing spa treatments or yoga exercises. Instead, they are looking for unique challenges, like "surviving" in nature, reaching fitness level of a professional athlete or exposing the body to extreme cold.

WELLNESS WARRIORS

The British luxury travel company "Black Tomato" designed the Get Lost program, created as an experience that drives travellers far beyond the comfort zone at a price of 30,000 pounds. Travellers start preparing for the journey as early as 6 months in advance, in order to better adapt to the difficult physical and mental challenges that await them, and preparation often involves learning survival skills. The well-trained wellness warriors themselves choose the terrain, which can be a polar area, a jungle, a desert, a mountain or a certain shore, and then enter the true survival test (with several guidelines, of course). The creators of this program claim that such "breaks" transform people physically and mentally, and free their minds from daily problems.





BITI NEPOBEDIV

Wellness ratnicima se mogu nazvati i oni koji se upuštaju u fitness režime nalik onima koje praktikuju profesionalni sportisti. Na primer, američka kompanija „BodyHoliday“ osnovala je „WellFit“ rizort, u kojem treninge drže različiti olimpijski sportisti - od plivača, veslača, atletičara, čak i NFL šampiona. Sve više fitness klubova nudi trening programe u kojima obećavaju da će korisnici imati kondiciju profesionalnih sportista ili nude prvoklasne elitne metode vežbanja. Zašto je to važno savremenom čoveku? Spoznaja da smo uspeali da postignemo nešto što nam se ranije činilo nemogućim (da istrčimo maraton, preplivamo velike dužine, popnemo se na teško dostupan planinski vrh...), dovodi do toga da se osećamo „moćnije“, mentalno snažnije i nepobedivo, te stoga spremnije za suočavanje sa svakodnevnim stresom.

LEDENO SPA DOBA

Da li je izlaganje temperaturama ispod 0°C sledeći veliki trend? Trominutni boravak u kabini rashlađenoj do minus 130°C možda zvuči kao nemoguća misija za čoveka, ali to je, zapravo, trend koji postaje sve prisutniji u spa centrima, kao rezultat podizanja svesti o benefitima koje hladnoća ima na naše telo. Naime, tretman pod nazivom krioterapija ima brojne prednosti širokog spektra - od poboljšanja raspoloženja, preko smanjenja bolova, posebno usled

TO BE UNBEATABLE

Wellness warriors can also be those who go into fitness regimes similar to those practiced by professional athletes. For example, the American company “BodyHoliday” has established a “WellFit” resort where training is held by various Olympic athletes, from swimmers, rowers, sprinters and even NFL champions. There is an increasing number of fitness clubs that promise their members will have the strength and agility of professional athletes or offer elite fitness exercises. Why is it important to a modern man? The cognition that we managed to achieve something that previously seemed impossible to us (to run a marathon, swim long-distance, climb to the hardly accessible mountain peak), makes us feel “more powerful”, mentally stronger and unbeatable, therefore ready to deal with everyday stress.

ICE SPA AGE

Is exposing your body to sub-zero temperatures a next big trend? A three-minute-long stay in a space cooled to minus 130°C may sound like mission impossible for a man, but it is actually a trend that is becoming more common in spa centres, due to raising awareness of the benefits that the cold has on our





starenja zglobova, do bržeg oporavka nakon vežbanja, te čak i lepšeg spoljnog izgleda.

Krioterapija je posebno popularna među sportistima jer poboljšava snagu, performanse i izdržljivost, i pomaže u eliminisanju mlečne kiseline. Zato ubrzava oporavak nakon napornih vežbi i smanjuje bolove, čak i one uzrokovane artritisom. Za sve veću primenu ove terapije u spa centrima, pored benefita na zdravlje, zaslužni su i benefiti na lepotu jer utiču na podmlađivanje kože. Naime, niske temperature stimulišu proizvodnju kolagena, smanjuju pojavu bora i sužavaju pore. Ukoliko se koristi zajedno sa aktivnim kozmetičkim proizvodima, krioterapija može da unapredi obnavljajuću sposobnost kože, vrati joj elastičnost, mekoću i mladalački sjaj. Vredi probati, čak i ako to podrazumeva trominutno „smrzavanje“ u ledenoj kabini. Naravno, kao što se „nećemo skuhati“ u sauni na 90°C, ni ovde se nećemo zalediti na minus 130°C, jer pri tako niskim temperaturama u kabini nema vlage, pa nema ni osećaja ekstremne hladnoće. Ipak, da bi se zaštitili delovi tela iz kojih se krv prvo povlači, koriste se zaštitne maske, rukavice, štitičnici za bradavice i prikladna obuća. Lagana muzika ima zadatak da korisnike opusti i oslobodi suvišnih misli.

Terapija hladnoćom ima dugu primenu u istoriji medicinskog lečenja, a prvi put se pominje 400. godine p.n.e. kada je Hipokrat koristio kao tretman protiv bolova. U 19. veku, Sebastian Kneipp lansirao je svoju Kneipp metodu, čija je suština u izlaganju ekstremiteta hladnoj vodi, što se kao metod koristi i danas u mnogim spa centrima i termalnim kupatilima.

body. Namely, a treatment called cryotherapy has many benefits of a wide spectrum, from improving mood through pain reduction, especially due to aging of the joints, to a faster recovery after exercise, and even a more beautiful exterior look.

Cryotherapy is particularly popular among athletes as it improves strength, performance and durability, and helps eliminate lactic acid. It therefore speeds up recovery after strenuous exercises and reduces pain, even those caused by arthritis. In addition to health, beauty benefits are also causing more and more spa centres to use it, because cryotherapy affects the rejuvenation of the skin. Namely, low temperatures stimulate the production of collagen, reduce the appearance of wrinkles and narrow the pores. If used together with active cosmetic products, cryotherapy can improve the skin's renewing ability; restore its elasticity, softness and youthful glow. It's worthy to try, even if it means a three-minute-long "freezing" in the ice cabin. Of course, as we are not "cooked" in the sauna at 90°C, we will not be "frozen" on minus 130°C because at such low temperatures in the cabin there is no moisture, so we do not have the feeling of extreme cold. However, in order to protect the parts of the body from which the blood is first retrieved, protective masks, gloves, warts protectors and suitable footwear are used. Music is often used to take people's minds off excessive thoughts.

Cold therapy has a long history in medical treatments, first mentioned 400 years BC by Hippocrates as a method of treating pain. In the 19th century, Sebastian Kneipp popularised the Kneipp Method, which uses cold on the extremities – a method still used today in many spas and thermal baths.

Author: **Marija Obradović**

ČAROBNJAK KOJI OSLOBAĐA OD BOLA

540 miliona! Zaista toliko?

Jeste, to je prosečan broj ljudi u razvijenim državama, koje, prema studiji objavljenoj u renomiranom medicinskom časopisu "Lanset", pogađa bol u donjem delu kičme, što je vodeći uzrok invaliditeta širom sveta.

Da li ste u poslednje vreme osetili umor ili bol u leđima? Ako jeste, niste jedini.

Bol u leđima je sve prisutnija pojava i najviše se ignoriše kao nešto što "prolazi vremenom", a ignorisanjem problem se ne umanjuje. Kod **70% ljudi** intenzivan bol u donjem delu leđa najavljuje hronične bolove i ozbiljnije deformitete, što se često ignoriše.

Diskus hernija jedna je od najčešćih bolesti kičmenog stuba, treća u svetu po učestalosti i može da dovede čak do invalidnosti, nekontrolisanog mokrenja i drugih neurološki problema. Prema brojnim studijama, **operacija je poslednje rešenje**, i to uspešno samo u 30% slučajeva.

KAKO SVE TO IZBEĆI NA VREME?

ŠVEDSKA MASTERCARE® METODA ZA LEČENJE I PREVENCIJU BOLOVA U LEĐIMA JE – REŠENJE

Švedska metoda lečenja pomoću Mastercare® sprave je medicinski testirana, naučno potvrđena i priznata metoda za rehabilitaciju, prevenciju i jačanje mišića vrata, kičme i kolena. Razvili su je u saradnji sa fizijatrima tako da vežbe koje se rade na spravi u potpunosti odgovaraju fizionomiji i potrebama ljudskog tela.

Čak 71% korisnika Mastercare® metode otkazalo je zakazanu operaciju kičme!

Uz pomoć ovog švedskog sistema za brigu o leđima otklanja se išijas, skolioza, "zamor u leđima", artritis, diskus hernija, bol u mišićima, ramenima, vratu i donjem delu kičme i povrede zbog naglog pokreta glave.

Statistika vođena od 1987. godine pokazuje da je gotovo 71% korisnika Mastercare® metode otkazalo zakazanu operaciju kičme.

Sve bolja ponuda Wellness usluga u hotelima i banjama

Danas je Wellness i Spa ponuda u porastu. Traži se nešto bolje, nešto efikasnije, jer svako zna da je investicija u sebe i u održavanje svog zdravlja najpametnija odluka u svakom smislu. Biti zdrav je, ipak, najveće bogatstvo.



MILORAD ČAVIĆ, poznati plivač,
Mastercare® sistem koristi od 2011.

MILORAD ČAVIĆ, renowned swimmer,
is using Mastercare® system since 2011.

MASTERCARE® – THE SWEDISH BACK CARE SYSTEM

THE METHOD FOR A PAIN-FREE LIVING

540 millions! Really?

Yes, this is the average number of people in developed countries, who, according to a study published in the renowned medical journal, "The Lancet", are affected by the lower back pain, which is the leading cause of disability around the world.

Have you recently experienced tiredness or back pain? If you have, you are not the only one.

Back pain is an ever more present phenomenon and most ignored one like it is something that "passes over time," but ignoring this problem does not make it go away.

„Moje iskustvo sa Mastercare® sistemom je veoma pozitivno. Ljudi i atletičari širom sveta bili su iznenađeni da sam uspeo da se vratim u profesionalnu plivačku karijeru nakon operacije kičme. Ja sam živi dokaz da Mastercare® pomaže!“

„My experience with the Mastercare® system is very positive. People and athletes around the world were surprised to see me return to my professional swimming career after a spine operation. I'm living proof that Mastercare® works!“



Vl. Jorga *Ilija Jorga*



“Mastercare is made for karate!”

Prof. Dr. Ilija Jorga



www.mastercare.co.rs



*Bolovi u leđima (hernija diska, išijas, artritis i dr.)
Lower back pain (herniated disc, sciatica, arthritis, etc.)*

Mastercare® u sportu

Proveren sistem koriste mnogobrojni poznati i uspešni sportisti širom sveta, pa i iz Srbije. Zna se da u sportu uvek dolazi do naprezanja mišićnih struktura i ligamnata, kao i zglobova i kičmenog stuba.

Mastercare® sistem je danas prilagođen široj populaciji

U početku je Mastercare® koristilo isključivo stručno medicinsko osoblje u klinikama, ali su Šveđani kasnije napravili nekoliko izmena da bi mogli da ga koriste i pojedinci – **samostalno i bezbedno u kancelarijama ili kod kuće.**

In 70% of people, the intense lower back pain is announcing chronic pain and more serious deformities, which are often not taken seriously.

A herniated, or slipped, disk is one of the most common and painful conditions of the spine and the third in the world by frequency. It can even lead to disability, uncontrolled urinary tract function and other neurological problems. According to numerous studies, surgery is the last solution and it is successful only in 30% of cases.

HOW CAN ALL THIS BE AVOIDED IN TIME?

THE SOLUTION IS MASTERCARE®, THE SWEDISH BACK CARE SYSTEM - BACK AND JOINT PAIN PREVENTION TREATMENT METHOD -

Mastercare® – The Swedish Back Care System is medically tested, and its use scientifically proven and a recognized method for rehabilitation and prevention. It is also used for strengthening muscle groups of the neck,

Kompanije su svesne da čovek vredi najviše

Svetski poznata imena kao što su **Volvo, Electrolux, Ikea** i sl. su kompanije koje godinama obezbeđuju mogućnost "relaks" tretmana sa sistemom Mastercare® u toku radnog vremena. Dokazano je da su zaposleni posle opuštanja smireniji i mnogo koncentrisaniji na svoj posao, a to znači i produktivniji. Ovo je kombinacija koja korisnicima smanjuje bolovanje, donosi zdravlje i bolju kondiciju na duži period.

Da je Mastercare® efikasna metoda, potvrđuju i naši brojni partneri i saradnici u svetu i kod nas, kao što su opšte bolnice, klinike, ordinacije fizikalne i sportske medicine, fizioterapeutske ambulante, klubovi, instituti, fakulteti itd.

"Mastercare® je zaista jedna vanredna sprava. Rasterećuje organizam, što je specijalno važno u našem sportu - karateu, gde su prisutne te snažne kontrakcije i potisci. Mastercare® je jako koristan i neophodan u svakom karate klubu i ambulanti."

Prof. dr Ilija Jorga



"Mastercare® is truly an extraordinary device. It relieves the body of physical tension, which is especially important in our sport - karate, where these powerful contractions and compressions are present. Mastercare® is very useful and necessary in every karate club and clinic."

Univ. Prof. Dr. Ilija Jorga, MD, PhD

Dodatne informacije za profesionalnu ili ličnu upotrebu
Mastercare® sistema:

www.mastercare.co.rs , info@mastercare.co.rs

Moguća je i saradnja s inostranstvom.

spine and knees. The system and its method have been developed in cooperation with medical doctors so the exercises, which are being performed with Mastercare®, fully correspond to the physiognomy and the needs of the human body.

As much as 71% of users of the Mastercare® method have had their scheduled spinal surgery canceled!

With the help of this Swedish back care system, conditions like sciatica, scoliosis, arthritis, herniated disc, muscle pain, shoulder, neck and lumbar muscle fatigue and chronic lower back pain and injuries due to sudden head movement (car accident) are eliminated.

Statistics conducted since 1987 have shown that 71% of users of the Mastercare® method have had their scheduled spinal surgery canceled.

Ever improving offers of Wellness programmes in hotels and spas

Today, Wellness and Spa offers are on the rise. The guests are always after something better, something more efficient, because everyone knows that investing in oneself and maintaining one's health is the smartest decision in every sense. Being healthy is, in every perspective, the greatest asset.

Mastercare® in sports

This medically recognized system is used by many well-known and successful athletes from all around the world, including Serbia. It is well known that in sports there are always great forces present which bring pressure to muscular structures and ligaments, as well as joints and spine itself.

The Mastercare® system now tailored to the needs of wider population

In the beginning, Mastercare® was used exclusively by professional medical staff in clinics, but the Swedes made several changes later on, which allowed it to be used by non professional individuals – **independently and safely at the office or at home.**

Companies are aware the person comes first in business

World-renowned names such as **Volvo, Electrolux, Ikea** and alike are those companies that have been providing the possibility of relaxing treatments with Mastercare® for their employees during working hours for many years now. It has been proven that the employees feel more calm and are much more concentrated on their work after their session, which resulted in them being more productive. This combination reduces workers' sick leave days and brings them health with better overall fitness for a long time.

It has been confirmed by our numerous partners and associates around the world, including Serbia, among which there are general hospitals, clinics, offices of physical and sports medicine, rehabilitation clinics, sports clubs, institutes, universities, etc. that Mastercare® really is most effective method.

FOR MORE INFORMATION on personal and professional use of Mastercare® system, contact us on:

www.mastercare.co.rs , info@mastercare.co.rs

Cooperation with foreign countries is also possible.



POZDRAV ŽIVOTNOJ ENERGIJI!



Leto nas uvek obraduje najlepšim darovima i ispred nas postavlja bezbroj različitih mogućnosti da se povratkom prirodi, posvetimo negovanju svog zdravlja, da se vratimo u samo srce svoga centra. Aktivan odmor je već odavno pravi izbor. Zato oni hotelijeri koji razumeju potrebe svojih gostiju, osim leškarenja, hedonizma, plivanja, uživanja u gastronomskim delicijama, slobodnog vremena za regeneraciju svake ćelije - osmišljavaju i posebne programe, zahvaljujući kojima se sa odmora vraća opušteno, napunjenih baterija, sa više korisnih znanja i plemenitih veština. Jedan sjajan primer takve brige o gostima je program nastao u saradnji hotela Kraljevi čardaci SPA na Kopaoniku i Wellness Akademije Peđa Filipović, kreiran u slavu života i zdravlja, a pod nazivom „Pozdrav životnoj energiji u Kraljevima čardacima SPA“, koji ove godine očekuje svoju petu generaciju polaznika od 7. do 14. jula.

GREETINGS TO LIFE ENERGY!

Summer always brings us joy with the most beautiful gifts and puts in front of us countless different possibilities to return to nature, dedicate to health nourishment, and return to the heart of our core. Active vacation has long been the right choice. There are hoteliers who understand the needs of their guests, and in addition to lounge moments, hedonism, swimming, enjoying gastronomy delights, free time for the regeneration of each cell – design special programs thank to which we return from the holiday feeling relaxed, energized, with more useful knowledge and noble skills. The great example of such care for guests is the program created in the cooperation of hotel Kraljevi čardaci SPA on the Kopaonik mountain and Wellness Academy Peđa Filipović, designed to celebrate life and health, under the title of “Greetings to life energy at Kraljevi čardaci SPA“, which this year expects its fifth generation of students from July 7th to 14th.



Program „Pozdrav životnoj energiji u Kraljevim čardacima SPA“, namenjen je svima koji su zainteresovani za putovanje do središta duše, sa puno ljubavi, bez obzira na pol, godine, znanja i iskustva iz oblasti masaže, joga, tehnika relaksacije...

Poznato je da nam je svakodnevica puna stresa i da ostavlja zapise, kako u našoj duši, tako i na telu i muti nam misli. Prepoznati opasnosti koje mogu da ugroze naše najveće bogatstvo - zdravlje, odagnati ih i ne dozvoliti da ostave zapise ni u jednom delu nas, glavni je zadatak svakog antistres programa, pa i ovog u Kraljevim čardacima SPA. Pored tehnika koje nas uče kako da se vratimo u centar božanske harmonije duša-um-telo, uključene su i one koje sa ljubavlju primenjujemo na sebi da bismo se negovali, spojili sa lepotama prirode i razmenili najlepši energetski zapis sa vodom, vazduhom, suncem, travom, zemljom, oblakom... u hotelu koji vibrira energijom, koju su u svaki njegov deo utkali njegovi idejni tvorci.

UŽIVANJE – U UČENJU I UZ UČENJE

Tokom osmodnevnog druženja upoznaćemo se sa sledećim tehnikama:

- **Ai chi** (energija ljubavi) japanskog autora Jun Konna. Najbliže bi bilo približiti ga kao **thai chi u vodi**. Ovaj izuzetan program daruje sjajne efekte kada se primenjuje u prirodi i u spoljnom bazenu wellness centra „Kraljevih čardaka SPA“.

- **Refleksologija stopala** - pomaže u oslobađanju različitih tegoba. Oni koji nauče kako da stimulišu refleksne zone na svojim stopalima i oseće blagodeti ove tehnike, pozeleće da i svojim bližnjima poklone nezaboravne, dragocene antistres trenutke ali i trenutke uživanja.

- **Jutarnje i večernje nanošenje krema na lice** - sa efektom razbuđivanja, pripreme za dan, tonizacije, sa antiage efektom, „brisanjem“ zapisa dana i umirivanjem kože pred počinak... Sve to obogaćićemo posebno kreiranom jutarnjom i večernjom samo-masažom lica, vrata i skalpa, u koju su utkani elementi refleksoterapije lica i kompletan program će biti obogaćen limfnom samodrenažom lica - da se ublaže podočnjaci, otečenost lica, neguje svežina kože i dotok kiseonika u nju.

The program “Greetings to life energy at Kraljevi čardaci SPA”, designed for those who are interested in travelling to the centre of the soul, with lots of love, regardless of the sex, age, skills and experience in the field of massage, yoga, relaxation techniques...

It is known that our everyday life is full of stress and leaves traces, both on our souls and on our bodies and it clutters our minds. To recognize the dangers that can threaten our biggest treasure – our health, avoid them and don't let them leave traces in any part of us, is the main task of every anti-stress program, and thus also this one, at Kraljevi čardaci SPA. In addition to the techniques that teach us how to return to the centre of the divine harmony of the soul-mind-body, there are also incorporated those that we apply with love in order to be nourished, connected with the nature beauties and to exchange the most beautiful energy trace with water, air, sun, grass, earth, cloud... at the hotel that vibrates the energy, embedded in each of its part by the owners.

ENJOYING – IN LEARNING AND WHILE LEARNING

During the eight-day gathering we will get acquainted with the following techniques:

- **Ai chi** (love energy) by the Japanese author Jun Konna. The best way to describe it is as **thai chi in water**. This extraordinary program has great effect when applied in nature or in outdoor swimming pool of the wellness centre „Kraljevi čardaci SPA“.

- **Foot Reflexology** – helps in relieving various disorders. Those, who learn how to stimulate reflex zones on their feet and feel the benefits of this technique, will wish to give their loved ones unforgettable, precious anti-stress moments as well as moments of enjoyment.

- **Morning and evening skin cream application** – with the effect of awakening, preparing for the day, toning with anti-age effect, deleting the day's traces and resting the skin before the bed... All this enriched with a specially created morning and evening face, neck and scalp self-massage, in which elements of face reflex therapy is embedded and a complete program will be enriched with face lymphatic self-drainage – to soften the eye bags, swelling of the face, nourish the freshness of the skin and the inflow of oxygen into it.



- **Progresivna relaksacija** - je dobrodošla u svakodnevnom životu. Vođenje kroz Džekobsonov sistem progresivne relaksacije uz elemente joga disanja biće čarolija koju je moguće nastaviti i kod kuće, zahvaljujući audio cd-u koji će dobiti svaki učesnik programa.

- **Autorska SHI- THAI tehnika WAPF** - je kombinovani tretman japanskog šiacu i tradicionalne thai masaže. Primjenjuje se holistički pristup u učenju o energetskim meridijanima i akupresurnim tačkama, o značaju istezanja svih meridijana... Praktično će se učiti i vežbati kompletan SHI - THAI ritual u prirodi. Za edukaciju SHI-THAI tretmana, svi učesnici dobiće i sertifikat WAPF.

MIRISI I DODIRI SRBIJE

Tim terapeuta wellness centra „Kraljevi čardaci SPA“, sve učesnike programa obradovaće sa **dva detox masažna rituala**, uključena u cenu aranžmana, koje sam kreirao u sklopu selfness koncepta „Spoznaj samoga sebe“, koji se tu ekskluzivno primjenjuje i živi. Sve vreme boravka moći će da se koriste svi sadržaji wellness centra - bazen, sauna, parno kupatila, slana soba...

Kao i svake godine do sada, domaćini su pripremili za sve učesnike programa i izlet iznenađenja, na kojem će se zajednički raditi tehnike opuštanja i ponavljati naučeno. Biće svakako i dovoljno slobodnog vremena za druženje i individualne aktivnosti.

Tokom učenja, druženja i odmaranja, koristiće se ulja iz nove kolekcije WAPF "Wellness touch of Serbia" – prirodna, s mirisima maline i grožđa, borovnice, smokve i posebno lekovitog smilja. Biće to dobar način da pokažemo kako aromaterapiju i fitoterapiju možemo uključiti u svakodnevni život.

Rezervacije i više informacija o programu u slavu života i zdravlja - „Pozdrav životnoj energiji“:

www.kraljevicardaci.com/aranzmani/5407/

Dobro došli!



- **Progressive relaxation** – is welcomed in everyday life. Guiding through the Jacobson's system of progressive relaxation with the elements of yoga breathing will be the magic that can be continued at home, as well, thanks to the audio CD which will be given to each participant.

- **Author SHI - THAI technique WAPF** – is a combined treatment of Japanese shiatsu and a traditional thai massage. The holistic approach to learning about energy meridians and acupressure points, the importance of stretching of all meridians is applied... Practically the entire SHI - THAI ritual in nature will be trained. For the SHI - THAI treatment education, all participants will receive the WAPF certificate.

SMELLS AND TOUCHES OF SERBIA

The team of therapists of the wellness centre "Kraljevi čardaci SPA" will treat all participants of the program with **two detox massage rituals**, included in the price of the package, which I designed within the selfness concept "Get to know yourself", exclusively applied here. All the facilities of the wellness centre can be used throughout the stay - swimming pool, sauna, steam bath, salt room...

As every year, the hosts are going to prepare a surprise excursion for all program participants, during which they are going to work together on the relaxation techniques and repeat what they have learned. There will be enough free time for socializing and individual activities.

During learning, socializing and relaxing, the oil from the new collection WAPF "Wellness touch of Serbia" will be used - natural, with raspberries and grapes, blueberries, figs and especially medicinal herbs. It will be a good way to show how we can incorporate aromatherapy and phytotherapy into everyday life.

Reservation and more information about the programme "Greetings to life energy":

www.kraljevicardaci.com/aranzmani/5407/

Welcome!





HONG KONG 2019



**GLOBAL WELLNESS
SUMMIT 2019**

**October 15-17, 2019
Grand Hyatt Hong Kong**



Join delegates at the world's most important business conference on the \$4.2. trillion global wellness economy.

**APPLY TO ATTEND AT
GLOBALWELLNESSUMMIT.COM**

Mandarin and Japanese translation
will be provided

现场提供普通话和日语翻译

会議は英語ですが、日本語と中国語
(普通語) の通訳が入ります



Grad Sunca

Mjesto za sve generacije!



Trebinjski Grad sunca, biser porodičnog, avanturističkog i sportskog turizma i ove godine plijeni posjetioce novim sadržajima. Nikao u srcu Hercegovine, lociran u kamenitom kršu i najsunčanijem dijelu regije, Grad sunca oaza je mira i dobre zabave u isto vrijeme. Najatraktivniji za posjetiti, ovaj kompleks koji se prostire na više od 500.000 kvadratnih metara, je u ljeto kada su svi sadržaji dostupni gostima, a ima ih za sve uzraste i sve ukuse.

Ako ste željni kupanja i zabave na vodi oduševiće vas jedinstveni koncept „Akva parka“. Šest bazena, sa 13 fantastičnih tobogana, od adrenalinskih, visokih 21 i dugih 200 metara, do dječjih, spleš safarija, prskalice... Prostor je prilagođen porodicama sa malom djecom, a raspolaže i igraonicom i Dino parkom u kojem je smješteno 16 replika dinosaurusu u prirodnoj veličini. Bilo da uživate u vodenim akrobacijama ili odmarate u prirodnoj hladovini uz piće i poslužnje, ambijent će učiniti da se osjećate odmorno i relaksirano.

The City of Sun, as a pearl of family, sport and adventurous tourism in Trebinje has some new contents to offer.

It is located in the very heart of Herzegovina, surrounded by sun and karst representing an oasis of peace and good fun at the same time.

Spreading at 500.000m², it is the most attractive place during the hot summer days and it is available for all ages and tastes.

If you like swimming and water adventures, you will be amazed by this unique concept of „Aqua Park., with its 6 swimming pools, 13 fantastic adrenaline slides (21m high, 200m long), children splash safari and sprayers...

This place is adjusted for families with children, and it also has a children playground and Dino Park where you can find 16 dinosaur replicas in their natural size.

Whether you enjoy in water adventures or you rest in the sun shades drinking your favourite drinks, this environment will make you feel relaxed.



GALIJA



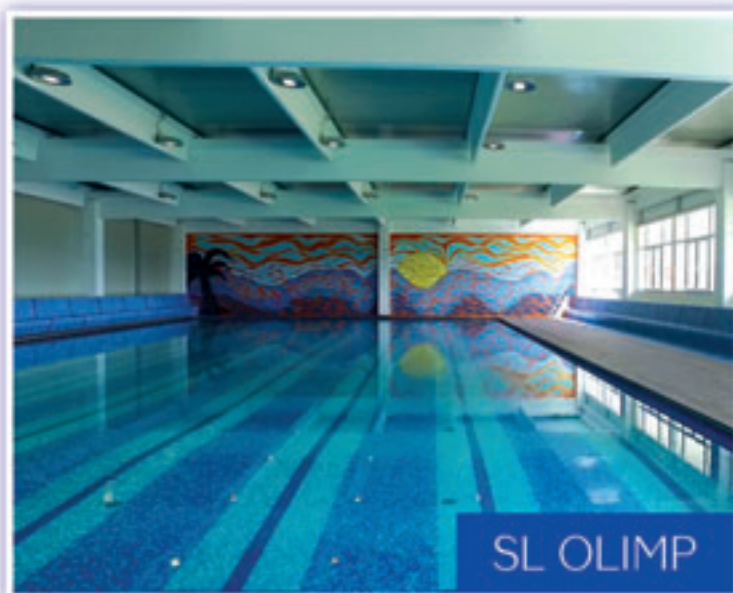
GALIJA

A za hedoniste, stotinak metara dalje, u sklopu kompleksa je pravi raj za uživanje. Wellness i Spa centar „Galija” nudi najsavremenije tretmane za uživanje i uljepšavanje, kao i fizikalnu terapiju. Neobičnim dizajnom, arhitekturom nasukanog broda ne odaje utisak da je u unutrašnjosti objekta prostrani spa centar sa bazenom obogaćenim ozonizovanom vodom, tepidarijumima, saunama... Poseban sprat rezervisan je za uljepšavanje i tu vas očekuje carski tretman sa najsavremenijim aparatima estske medicine. Sve je na dohvat ruke i za goste koji više vole sport i aktivni odmor. U okviru kompleksa Grada sunca nalazi se Sportsko – rekreativni centar „SL Olimp” prilagođen za potrebe profesionalnih sportista. „SL Olimp” raspolaže sa sportskom dvoranom, vanjskim i unutrašnjim terenima za odbojku, košarku, tenis, kik – boks., a kompleks posjeduje i zatvoreni bazen. Kada su u pitanju smještajni kapaciteti, prilagođeni su svačijem ukusu ali i džepu. Od luksuznog Hotela „SL Panorama” do jednostavnih apartmana. A od ove sezone gostima će biti dostupan i novi prostor “Bijeli Grad”. Radi se o apartmanskome naselju, koje se prostire na gotovo pet hektara i ima sve potrebne sadžaje za organizaciju kongresnih manifestacija, poslovnih susreta, kulturnih i sportskih događaja.

And for all hedonists, for about hundred meters away, in this same complex, you can find a real heaven to enjoy. Our Wellness & Spa center „Galija,” is offering the most contemporary treatments for beauty and physical therapy. With its unusual design, an arhitecture of a stranded ship, it makes you difficult to guess that in this facility you can find a spacious Spa center with an ozonized water, tepidariums, saunas.. A particular floor is reserved for beauty treatments as well as an royal treatment with the most contemporary devices for aesthetic medicine. Everything is at your fingertips, like our Sports and Recreation center „SL Olimp,” adjusted to professional athletes and to all guests who like sport and want to have an active vacation. SL Olimp is offering sports Hall, external and internal sport fields for volleyball, basketball, tennis, kick boxing and an indoor pool. All the accomodation capacities are suitable for each pocket and taste, from our luxurious SL Panorama Hotel till the some modest apartments. A new content „The White City,” will be available for all the guests, starting from this summer. It is an apartment settlement which spreads at five hectares and possess all the necessary contents for organization of conferences, business meetings, cultural and sport manifestations.



SL OLIMP



SL OLIMP



U pitanju je jedinstven koncept "grada u gradu" čiji je idejni tvorac najveći hercegovački investitor i privrednik, Rodoljub Drašković, koji je prije nepune četiri godine osmislio koncept najatraktivnijeg turističkog kompleksa na Balkanu – Grada Sunca.

Bijeli grad će raspolagati sa 155 apartmana i nekoliko restorana sa različitom gastro ponudom, kongresnim centrom od 650 mjesta, vještačkim jezerom, etno selom i auto kampingom.

Izgradnja prvog bloka kojeg čini 60 luksuzno opremljenih apartmana sa terasama je završena. Namještanje je u toku, a na raspolaganju će korisnicima biti početkom juna. Arhitektura i sadržaji "Bijelog Grada" imaće oblike svih kultura koje su gravitirale na ovim prostorima.

Prostor će odisati svježinom, mirom i prostranošću jer će biti oplemenjen vještačkim jezerom i obiljem vegetacije svojstvene mediteranskom podneblju.

Ako odlučite da se upustite u avanturu i krenete ovo ljeto put juga, naša je topla preporuka da ne propustite Grad Sunca, Dučićevo „milo Trebinje“, kako je ovaj znameniti Hercegovac znao da kaže za svoj rodni grad koji dočekuje svakog putnika-namjernika širom raširenih ruku pod stogodišnjim platanima koji su obeležje srca Hercegovine.



It is an unique „city in the city,“ concept which creator is the greatest Herzegovinian investor and businessman Mr Rodoljub Draskovic, who created a concept of the most attractive touristic complex in the Balkans – The City of the Sun, only four years ago. The White City is offering 155 apartments and a couple of restaurants with a various gastro content, congress center up to 650 seats, an artificial lake, ethno village and a campsite. Buildig of the first block of 60 luxurious balcony apartments has been already finished and it will be available from the beginning of june.

Architecture and design of the White City will be a mixture of all the cultures gravitated in this area.

The space will spread the freshness, peace and spaciousness because of its artificial lake and abundance of mediterranean vegetation.

If you decide to go south and to take an adventure, do not skip The City of Sun. A place located in Ducic's „Dear Trebinje,“ as this famous Herzegovinian poet said for his hometown, his hometown which is waiting for all the travellers with its arms wide open under the Platans, a hundred of years old trees which represent the heart of Herzegovina.





PANORAMA HOTEL



INDUSTRY HOTEL



www.gradsuncatrebinje.com

 [grad_sunca_trebinje](https://www.instagram.com/grad_sunca_trebinje)  [aqua.park.grad.sunca](https://www.facebook.com/aqua.park.grad.sunca)

www.slhotelsgroup.com

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PONOS CRNOGORSKOG ZDRAVSTVENOG TURIZMA

JUBILEE: 70 YEARS OF THE INSTITUTE "DR SIMO MILOŠEVIĆ" IN THE TOWN OF IGALO

THE PRIDE OF THE MONTENEGRO HEALTH TOURISM

Institut za fizikalnu medicinu, rehabilitaciju i reumatologiju "Dr Simo Milošević" A.D. Igalo ubraja se u najveće i najpoznatije institucije za multidisciplinarno banjsko lečenje na Balkanu, zahvaljujući konstantnom unapređenju postojećih i uvođenju novih programa lečenja i rehabilitacije, kao i redovnog profesionalnog usavršavanja njihovog medicinskog osoblja, tokom čitavih 70 godina poslovanja. Začetnik je moderne fizikalne i preventivne medicine, rehabilitacije, talasoterapije i wellness-a i postao je jedan od glavnih međunarodnih centara za rehabilitaciju dece, odraslih i starih osoba.



The institute for physical medicine, rehabilitation and rheumatology "Dr Simo Milošević" in the town of Igalo is one of the biggest and the most recognizable institutions specialized in multidisciplinary spa treatment in the Balkans, thanks to the constant development of existing and introduction of new treatment programs and rehabilitation, as well as regular professional training of their medical staff, during the 70 years of business. It has started modern physical and preventive medicine practice, rehabilitation, thalassotherapy and wellness and it has also become one of the main international centres for a rehabilitation of children, adults and seniors.

Institut "Dr Simo Milošević" u Iгалu jedna je od retkih zdravstveno-turističkih ustanova u regionu sa 70 godina dugom tradicijom i prepoznatljivošću širom sveta. Otvoren je 1949. godine kao banjsko i klimatsko lečilište, u to vreme praktično na ledini, na prostoru koji se danas zove Stara banja. Ubrzo nakon toga "Jankovića" hotel adaptiran je u stacionar, izgrađeni su objekti za fizikalnu terapiju i lečilište je preimenovano u Zavod za fizikalnu medicinu i rehabilitaciju. Sledi izgradnja dečijeg odeljenja i Mediteranskog zdravstvenog centra koji je završen 1982. godine. Pri Institutu je 1976. godine osnovana Viša fizioterapeutska škola, koja je 2004. godine unapređena u Fakultet primijenjene fizioterapije, a sada je organizaciona jedinica Medicinskog fakulteta Univerziteta Crne Gore.

Danas, Institut Iгалo, kako ga popularno zovu, predstavlja ogroman zdravstveno-rekreativni kompleks, i po kvadraturi i raskošnom bogatstvu prostora. Ima 412 smeštajnih savremeno opremljenih smeštajnih jedinica, sa prostranim balkonima, većinom s pogledom na more, kao i dve konferencijske sale kapaciteta do 300 mesta i 6 drugih sala, kapaciteta 30 - 100 mesta – idealnih za kongresni turizam i organizaciju velikih događaja. U sastavu Instituta je sportsko-rekreativni centar sa: sportskim bazenom (33x25m), saunom, stonim tenisom, salom za male sportove, fitness kabinetom, kuglanom, terapijskim prostorom... Laboratorija, beauty centar, velika izložbena galerija i još mnogo toga – samo je deo ponude Instituta, koji još uvek može da se pohvali i ogromnim restoranom sa čak 700 mesta ali i veoma atraktivnim Nacionalnim restoranom sa intimnijom atmosferom za manji broj gostiju. Uz to, Institut je dobio na upravljanje i Titovu vilu, u neposrednoj blizini Instituta, koja još uvek predstavlja jednu od najintrigantnijih turističkih atrakcija u ovom delu Crne Gore.

USPEH UPRKOS IZAZOVIMA

Institut "Dr Simo Milošević", prepoznatljiv po lečenju reumatičara, rehabilitaciji pacijenata posle povreda i sa neurološkim, kardiološkim i respiratornim oboljenjima, nakon sedam decenija poslovanja uprkos teškoćama, ostvaruje dobre poslovne rezultate, uvodi nove programe lečenja i rehabilitacije, obnavlja opremu, neguje naučno-istraživački rad i širi se na nova tržišta.

Iгалo se specijalizovalo za rehabilitaciju kroz modernu, banjsku i istočnjačku medicinu. Wellness turizam se razvio zahvaljujući banjskoj terapiji, antistres

The institute "Dr Simo Milošević" in the town of Iгалo is one of rare treatment-tourism institution in the region with 70-year-long tradition and world-wide recognition. It was opened in 1949 as a spa resort, at the time on a wasteland, today known as Old spa. Shortly thereafter, "Janković" hotel was adapted into the stationary, facilities for physical therapy were built and the health center was renamed to the Institute of Physical Medicine and Rehabilitation. Then, the construction of the children's department and the Mediterranean Health Centre followed and was completed in 1982. In 1976, the Institute of Physiotherapy was established at the Institute, which was upgraded to the Faculty of Applied Physiotherapy in 2004 and now it is the organizational unit of the Faculty of Medicine of the University of Montenegro.

Today, the Iгалo Institute, as it is popularly called, represents a huge health-recreational complex, both in terms of size and luxurious space. It has 412 well-equipped accommodation units, with spacious balconies, most of which overlook the sea, as well as two conference rooms with capacity of up to 300 seats and 6 other halls, with a capacity of 30-100 seats – ideal for congress tourism and organization of major events. The Institute has a sports and recreational centre with: a pool (33x25m), a sauna, table tennis, smaller sports hall, a gym, a bowling alley, a therapy space... Laboratory, beauty centre, large exhibition gallery and much more – is just a part of the Institute's offer, which still has a huge restaurant with an intimate atmosphere for a smaller number of guests.

SUCCESS DESPITE CHALLENGES

The institute "Dr Simo Milošević", recognizable by the treatment of rheumatism, rehabilitation of patients after





i fitness programima, taičiju, jogi i drugim alternativnim terapijama. I medicinski turizam je prisutan u Institutu u vidu estetske hirurgije, estetske i preventivne stomatologije.

Najbrojniji i najdugotrajniji gosti i pacijenti su korisnici crnogorskog Fonda zdravstva, a potom Norvežani, Holandani, Švedani i Nemci. Pacijenti iz Norveške koji, inače, u Igalo dolaze već 42 godine, zahvaljujući posebnom ugovoru o lečenju o trošku njihove države, borave u Drugoj fazi Instituta koja je po kvalitetu smeštaja bolja od prve. Do sada ih je boravilo više od 50.000, a posebno ih privlači princip "individualna terapija svima", koja podrazumeva visokopersonalizovanu uslugu, prvenstveno terapeuta, koju norveški pacijenti obožavaju, ali je u Norveškoj više ne mogu dobiti.

ČEKAJUĆI PRIVATIZACIJU

- Pred Institutom su veliki izazovi, kao i očekivana privatizacija ali osnovni cilj se ne menja: sačuvati i unapređivati osnovnu delatnost – fizikalnu medicinu i rehabilitaciju, istakla je dr Gordana Rajović, direktorka Instituta, na akademiji povodom obeležavanja 70 godina ove zdravstvene ustanove.

Dr Rajović je istakla da je ono čime se rukovode u radu svih 70 godina - primena prirodnih lekovitih faktora u kombinaciji sa metodama savremene medicine, pri čemu se nužno prati tehnološki napredak i unapređuju uslovi za primenu terapija i boravak pacijenata, ali i sprovodi edukacija 607 stalno zaposlenih i još stotinak sezonskih radnika.

- Prevencija, lečenje i rehabilitacija čitavog niza oboljenja i spremnost ljudi da putuju radi održavanja i očuvanja zdravlja, kao i mogućnost da im se to pruži na visokom nivou, zahvaljujući tradiciji i renomeu Instituta "Dr Simo Milošević" je perspektiva koja se nikako ne bi smela dovesti u pitanje – naglasila je dr Rajović.

injuries and with neurological, cardiac and respiratory diseases, after seven decades of business despite the difficulties, achieves good business results, introduces new programs of treatment and rehabilitation, restores equipment, fosters scientific research and spreads to new markets.

The Institute specializes in rehabilitation through modern, spa and eastern medicine. Wellness tourism has developed thanks to spa therapy, anti-stress and fitness programs, tai chi, yoga and other alternative therapies. And medical tourism is present at the Institute in the form of aesthetic surgery, aesthetic and preventive dentistry.

The most numerous and long-lasting guests and patients are beneficiaries of the Montenegrin Health Fund, followed by the Norwegians, the Dutch, the Swedes and the Germans. Patients from Norway who have been coming to Igalo for 42 years, thanks to a special treatment contract on the cost of their country, stay in the Second Phase of the Institute, which is better than the First according to the quality of accommodation. So far, more than 50,000 Norwegians have come, and they are particularly attracted by the principle of "individual therapy for everyone", which means a highly personalized service, provided primarily by the therapists, which Norwegian patients adore, and they can't get that kind of service in Norway anymore.

WAITING FOR PRIVATIZATION

- There are great challenges for the Institute, as well as the expected privatization, but the basic goal has not changed: to preserve and improve the basic activity – physical medicine and rehabilitation, said **dr Gordana Rajović** director of the Institute at the Academy on the occasion of marking 70 years of this healthcare institution.

Dr Rajović stressed that they are guided in the 70 years-long work by the application of natural healing factors in combination with methods of modern medicine, whereby it is necessary to follow technological advancement and improve the conditions for the application of therapy and stay of patients, and also education of 607 permanent employees and about 100 more seasonal workers.

- The prevention, treatment and rehabilitation of a whole range of illnesses and the willingness of people to travel to maintain and preserve health, as well as the possibility of providing them with a high level of service, thanks to the tradition and reputation of the Institute "Dr Simo Milošević" is a perspective that should never be brought in question – dr Rajović pointed out.

VRNJAČKA BANJA U SUSRET NOVOJ TURISTIČKOJ SEZONI

VREMEŠNA DAMA S MONDENSKIM DUHOM

VRNJCI SPA – EXPECTING NEW TOURISM SEASON

OLD LADY WITH A
FASHIONABLE SPIRIT

MilanMitrovic
PHOTOGRAPHY

Harizmatična kraljica kontinentalnog turizma, koja već 150 godina gradi svoj brend u zdravstvenom turizmu, ubrzano se priprema za novu turističku sezonu. Završava se kružni tok i parterno uređenje kod novog hotela *Tonanti 5**, koji je i pre nego što je otvoren rasprodat do avgusta meseca. Velikim kapitalnim investicijama ali i autentičnim detaljima, Vrnjačkoj Banji udahnut je mondenski duh. A sve to zahvaljujući naporima koje je lokalna samouprava uložila u prethodnom periodu kako bi rešila mnoga pitanja od važnosti za dalji razvoj Banje: sređivanje infrastrukture, rekonstrukciju Promenade, Letnje pozornice i šetališta, izgradnju vodopada i fontana, stavljanje u funkciju autobuske stanice i pronalaženje investitora za vrnjačke hotele. Konačno, vreme je za investicije u izgradnju turističkih sadržaja i osmišljavanje šarenolike ponude za turiste, ali i za podizanje standarda i kvaliteta usluge, kao i kreiranje marketinškog nastupa Vrnjačke Banje, što je bila glavna tema sastanka vrnjačkih ugostitelja pred početak sezone a na inicijativu predsednika Opštine Bobana Đurovića.

ŠAMPION LOKALNOG RAZVOJA

Danas Vrnjačka Banja ima uređenu komunalnu infrastrukturu, Centralni banjanski park, površine 60 ha, sa više od hiljadu stoletnih stabala i dve stotine raznovrsnih biljaka, među najlepšim je parkovima u Srbiji, kao i Japanski vrt, drugi takav u Srbiji. Zahvaljujući investitorima, stari-novi hoteli sa više od 100 miliona evra investicija, predstavljaju novo turističko poglavlje

The charismatic queen of continental tourism, which has been building its brand in health tourism for 150 years, is preparing for a new tourist season. Soon the construction of a roundabout and plateau in front of a new hotel *Tonanti 5** will be finished, and it has been sold out until August before the official opening. With great capital investments as well as with authentic details, Vrnjci spa has got the fashionable atmosphere. All this happens thanks to the efforts made by the local self-government in the previous period to solve many issues of importance for the further development of the Spa: infrastructure, reconstruction of the Promenade, summer stage and promenades, construction of waterfalls and fountains, putting into operation the bus station and finding investors for hotels in Vrnjci spa. Finally, it is time for investments in the construction of tourist facilities and the development of a variety of offers for tourists, but also for raising the standards and quality of service, as well as creating a marketing performance of Vrnjci spa, which was the main topic of the meeting of the local caterers before the beginning of the season, and at the initiative of the President of the Municipality Boban Đurović.

CHAMPION OF LOCAL DEVELOPMENT

Today Vrnjci spa has a landscaped infrastructure, the Central park of 60 hectares with more than a thousand of hundred-year-old trees and two hundreds plants, is among the most beautiful parks in Serbia, as well as the Japanese garden, second of its kind in Serbia. Thanks to investors, newly redecorated old hotels with more than 100 million Euros of investments represent the new tourist chapter of Vrnjci spa. After thirty years, with the investment of over 80 million dinars, the Promenade, with its waterfall, arranged facades, a mosaic setting of





Vrnjačke Banje. Nakon trideset godina, investicijom od preko 80 miliona dinara vrnjačka Promenada, sa svojim vodopadom, sređenim fasadama, mozaičnom postavkom više od 10.000 kvadrata behaton kocki i hortikulturom, potpuno je promenila imidž „stare dame“. Rekonstruisana je i Letnja pozornica.

Realizovane investicije i vidljivi rezultati posledice su organizovanog timskog rada lokalne vlasti. Za samo pet godina Vrnjačka Banja je postala centar interesovanja ne samo lokalnog stanovništva, ne samo okruženja, već i mnogo šire. U prošloj godini zabeležen je rast od 40% stranih turista u odnosu na prethodni period. Unapređen je rad opštinske Uprave. Lokalna administracija Vrnjačke Banje izdala je prvu elektronsku dozvolu u Srbiji, primenila rad u E upravi, prvi u Srbiji dobili su dozvolu za funkcionisanje i rad Autobuske stanice. Vrnjačka Banja je osvojila nagradu za šampiona lokalnog razvoja. Pohvale su stigle i od Ministarstva građevinarstva i infrastrukture, kao i od Predsednice Vlade Republike jer je Vrnjačka Banja prva Opština u Srbiji koja je uradila adresni registar stanovnika. Kako su Vrnjčani navikli da Banja uvek bude na tronu, stalno pomeranje granica je nešto što se od lokalne vlasti naprosto očekuje.

SVI IGRAJU ZA ISTI TIM

Za nepune dve godine, Vrnjčani su na svom putu u ispisivanju nove turističke istorije stekli i nove partnere. Danas svi igraju za isti tim. Tim Vrnjačke Banje. A granice i ciljevi se stalno pomeraju. Samo u toku prošle i ove godine u Vrnjačkoj Banji su započete hotelske investicije u vrednosti od gotovo 80 miliona evra i to: otvaranjem novih hotela „Fontana“, „Zepter“, „Slatina“, „Banbus“ i „Tonanti“, a u toku naredne godine hotela „Park“, dru-

more than 10,000 squares of behaton blocks and horticulture, has completely changed the image of the "old lady". The Summer stage has also been reconstructed.

The realized investments and visible results are the consequences of the organized team work of the local government. In just five years, Vrnjci spa has become a center of interest not only for the local population and the environment, but much more than that. In the past year, growth of 40% of foreign tourists has been recorded, in relation to the previous period. The work of the municipal administration has been improved. The local administration of Vrnjci spa has issued the first electronic license in Serbia, applied the work in E administration, and has been granted a license for the functioning and operation of the Bus station for the first time in Serbia. Vrnjci spa has won the award for the local development champion. Compliments arrived from the Ministry of Construction and Infrastructure as well as from the Prime Minister of the Republic of Serbia because Vrnjci spa has been the first Municipality in Serbia to do the address register of residents. As the locals are used to the fact that Vrnjaci spa is on the throne, the constant movement development is something that is expected from the local authorities.

EVERYONE IS PLAYING FOR THE SAME TEAM

In less than two years, Vrnjci spa residents have made new partners, being on their way to write a new tourism history. Today, everyone is playing for the same team. It is the team of Vrnjci spa. And the boundaries and goals are constantly moving forward. For two years now in Vrnjci spa has started hotel investments almost 80 million Euros worth: new hotels "Fontana", "Zepter", "Slatina", "Banbus" and "Tonanti" have been opened, and next year the opening of hotel "Park", the second part of the hotel, Vrnjci bath and hotel "Mercur Palas" are expected to open. The present Hindus confirmed that the

BANJSKE ZANIMLJIVOSTI

- U nekadašnjem vrnjačkom hotelu „Mon Repo“ smeštaj je trebalo rezervirati po nekoliko meseci unapred.
- Sedamdesetih godina, Vrnjačka Banja je imala više od 130 milionera.
- Sedamdesetih godina, zgrada novog Merkura je proglašena za najbolje arhitektonsko rešenje u Srbiji (autori: Miloš Konstatinović i Dimitrije Ivančević).
- Godine 1990. u Vrnjačkoj Banji su održane "Igre bez granica" u kojima su učestvovali Španija, Italija, Portugalija, San Marino, Francuska i Jugoslavija.
- Dobrica Ćosić je 1965. u okviru Vrnjačkih kulturnih svečanosti pokrenuo Vrnjačku jesen.
- Vrnjačku Banju posećivali su knez Miloš Obrenović, kraljevska porodica Karađorđević je redovno provodila leto u Banji, Josip Broz Tito koji je postavio i kamen temeljac fabrike mineralne vode "Vrnjci".
- Vrnjačkim parkovima šetali su Ivo Andrić, Desanka Maksimović, Mira Alečković, Danilo Bata Stojković, Dragan Nikolić, Bata Živojinović, Milorad Pavić, Milivoje Živanović...
- Bogdan Bogdanović, nekadašnji gradonačelnik Beograda, napravio je spomen park na Popini.
- Godine 1984. Dušan Čkrebić, predsednik Srbije otvorio je Zamak kulture u Vrnjačkoj Banji.

INTERESTING FACTS

- In the former hotel "Mon Repo" rooms had to be booked several month in advance.
- In the '70s, Vrnjci spa had more than 130 millionaires.
- In the '70s, the new Merkur's building was awarded as the best architecture solution in Serbia (authors: Miloš Konstatinović and Dimitrije Ivančević).
- In 1990, "Games Without Borders" were held in Vrnjci spa where Spain, Italy, Portugal, San Marino, France and Yugoslavia took part.
- In 1965, Dobrica Ćosić founded the "Vrnjačka jesen" within the Vrnjci cultural festivities.
- Vrnjci spa was visited by Prince Milos Obrenovic, the royal family Karadjordjevic regularly spent their summer holidays here, and Josip Broz Tito who laid the cornerstone of the mineral water factory "Vrnjci".
- Ivo Andrić, Desanka Maksimović, Mira Alečković, Danilo Bata Stojković, Dragan Nikolić, Bata Živojinović, Milorad Pavić, Milivoje Živanović... walked through the parks
- Bogdan Bogdanović, former the Mayor of Belgrade, created the memorial park in Popina.
- In 1984, Dušan Čkrebić, the President of Serbia opened the Castle of culture in Vrnjci spa.

gog dela hotela „Zepter“, vrnjačkih termi i hotela „Merkur Palas“. Da interesovanje za ulaganje u kontinentalni turizam i Vrnjačku Banju ne jenjava, potvrdili su svojim prisustvom i Indijci.

Zdravstveni turizam predstavlja osnovu ukupne turističke ponude Vrnjačke Banje, koja je oduvek bila sinonim za zdravlje, lečenje i rehabilitaciju. Medicinske usluge, koje se danas pružaju u okviru specijalizovane ustanove „Merkur“, uz primenu terapije prirodnog lekovitog faktora, estetske medicine, kao i wellness i spa programa, stalno se usavršavaju. Ali, osim zdravstvenog, u Vrnjačkoj Banji razvio se i bogat sportski i kulturno-manifestacioni turizam.

Prošlog leta Vrnjčani su ugostili nekoliko sportskih kampova: tradicionalni rukometni kamp Andree Lekić, košarkaški kamp Crvene zvezde, rukometni kamp Ratka Mitrovića i kamp vodenih sportova „Number one“ Nikole Rađena. U Vrnjačkoj Banji se u dve smene organizuju i fudbalski kampovi Crvene zvezde. Sportski kampovi su rezultat strateških planova i ciljeva rukovodstva opštine Vrnjačke Banje za razvoj sportskog turizma. Stvaranjem uslova, izgradnjom sportskih hala, terena i balon hala, stekli su se uslovi za realizaciju brojnih sportskih dešavanja, ali i priprema vrhunskih sportskih reprezentacija.

Zato je danas Vrnjačka Banja u svakom smislu turističko mesto broj jedan i mesto Prve turističke kategorije u Srbiji, kao jedina banja kojoj je ovaj status priznat, uz Beograd, Novi Sad, Kopaonik i Zlatibor. U 2018 godini, Vrnjačka Banja je kao deveta članica pristupila i Asocijaciji Rimskih evropskih banja, kao jedina banja iz Srbije i jedina iz ovog dela Evrope.

interest in investing in continental tourism and Vrnjci spa doesn't stop. Health tourism represents the basis of the total tourist offer of Vrnjci spa, which has always been a synonym for health, treatment and rehabilitation. Medical services provided today within the specialized institution "Merkur", with the application of natural healing therapy, aesthetic medicine, as well as wellness and spa programs, are constantly improving. But besides health, Vrnjci spa has developed rich sports and cultural-manifestation tourism.

Last year, Vrnjci hosted several sports camps: traditional handball camp Andrea Lekić, basketball camp of Red Star, handball camp Ratko Mitrović and water sports camp "Number one" by Nikola Rađen. Football camps of the Red Star are organized in two shifts in Vrnjci spa. Sports camps are the result of the strategic plans and goals of the management of the municipality of Vrnjci spa for the development of sports tourism. By creating conditions, building sports halls, terrain and balloon hall, conditions have been created for the realization of numerous sports events, as well as preparing top sports teams.

That is why today Vrnjci spa is a tourist place number one in every sense and of the First Tourist category in Serbia, being the only spa with this status, next to Belgrade, Novi Sad, Kopaonik and Zlatibor. In 2018, Vrnjci spa joined the Association of Roman European Spa as the ninth member as the only spa from Serbia and the only one from this part of Europe.





MESTO IZ KOJEG IZVIRE ZDRAVLJE



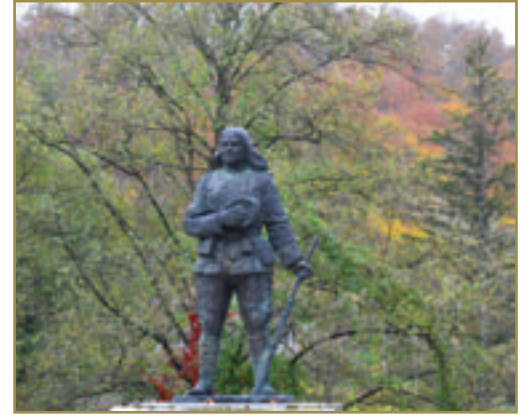
Jošanička Banja je jedno od balneoloških naselja sa najtoplijom vodom u Evropi (77° C). Neposredna blizina Kopaonika, blagotvorna voda, prijatna nadmorska visina i klima, kao i dobre saobraćajne veze – dobra su osnova za razvoj turističkog mesta u kojem je čitava priroda u službi zdravlja.

Za lekovite vode Jošaničke Banje znali su još Rimljani, a u njihovom blagotvornom dejstvu uživali su i Turci. Zahvaljujući realizaciji projekata uređenja banjskog parka, izgradnji keja, rekonstrukciji Starog i Novog kupatila, kao i izgradnji Blatnog kupatila - Jošanička Banja postala je atraktivna destinacija za lečenje mnogih oboljenja, ali i za pripremu sportista, odmor i rekreaciju. Obeležene pešačko-biciklističke staze idealne su za ljubitelje prirode i avanturiste koji žele da se upoznaju sa skrivenim lepotama ovog dela planine. A tradicionalno gostoprimstvo domaćina i bogata ugostiteljska ponuda u kojoj dominiraju autentični specijaliteti ovog kraja, izvor su istinskog uživanja koje se dugo pamti.

Baš kao i priča o istoriji Banje, njenom kulturnom nasleđu i običajima, koju ne treba propustiti. Treba znati da je u stvaranju njene istorije učestvovalo mnogo slavni ljudi. A neki od njih, kao što su Milunka Savić i srpski patrijarh German - tu su i rođeni.



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THE PLACE WHERE THE HEALTH SPRINGS

Jošanička Banja is among the balneological settlements with the warmest water in Europe (77° C). Its location near Kopaonik, beneficial water, pleasant altitude and climate, as well as good traffic connection – are the starting point for the destination's development where nature is in the service of health.

The Romans were first introduced to the medicinal waters of Jošanička Banja, and their beneficial effect was also used by Turks. The realization of the project for an arrangement of a spa park, the construction of quay, the reconstruction of the Old and New Baths, the construction of the Muddy bath makes Jošanička Banja an attractive destination for the treatment of diseases, the preparation of athletes, a vacation and recreation area. The walking-bicycle paths provide the opportunity for nature lovers and adventurers to get introduced with the hidden beauty of this part of the mountain. The gastronomic offer that provides unavoidable specialties in the restaurants and the kindness of the host will be unforgettable and will provide true enjoyment.

Like the story of Banja's history, its cultural heritage and customs, that should not be missed. It is important to stress out that many famous people participated in the creation of its history, and some of them, such as Milunka Savić and the Serbian patriarch German – were born here.



KREIRATI NOVE TURISTIČKE PROIZVODE



Da je kreiranje novih zanimljivih proizvoda, u stvari najvažniji zadatak turističkih organizacija, kao i da je udruživanje potencijala destinacija danas uslov za razvoj turizma, poručio je ministar trgovine, turizma i telekomunikacija Rasim Ljajić učesnicima jubilarnog 10. Turističkog foruma u Banji Koviljači. A znamo li šta je zaista turistički proizvod kako bismo ga razvijali – pitanje je na koji smo potražili odgovor u Turističkoj organizaciji Srbije.

FOR THE DEVELOPMENT OF TOURISM THE MOST IMPORTANT IS TO:

CREATE NEW TOURIST PRODUCTS



That the creation of new interesting products is in fact the most important task of the tourist organizations, and that the pooling of potentials of several destinations today is a condition for the development of tourism, was confirmed by Rasim Ljajić, the Minister of Trade, Tourism and Telecommunication to the participants of the jubilee 10th Tourism Forum, held in Banja Koviljača. Whether we really know what a tourism product is in order to develop it – is the question the answer to which we looked for in the Tourist Organization of Serbia.

U svom obraćanju učesnicima 10. Turističkog foruma u obnovljenom zdanju Kur-salona u Banji Koviljači, **Rasim Ljajić**, ministar trgovine, turizma i telekomunikacija u Vladi Republike Srbije, istakao je da, zahvaljujući izuzetno dobrim rezultatima u poslednjih pet godina (rast 110 - 114 % godišnje), Srbija više nije turistički potencijal, već ozbiljna turistička destinacija i dodao:

- Dobra vest je da će se taj trend rasta nastaviti i sledećih godina, ali ne istim intenzitetom i tempom. Da bi taj rast bio što veći a konkurentna prednost na tržištu značajnija, neophodno je kreirati nove turističke proizvode. Jer, da biste nešto promovisali i prodali, morate prvo da proizvedete, da stvorite zanimljiv proizvod koji će privući turiste. A taj posao je u nadležnosti upravo turističkih organizacija! Turizam, takođe, nećemo moći da razvijamo ako je svaka opština, svako naselje - turistička destinacija za sebe. Potencijali moraju da se udružuju, destinacije treba da se ukupnjaju. Upravo zato, definisali smo za sada 5 turističkih destinacija koje su lokomotiva razvoja srpskog turizma - Beograd, Novi Sad, Kopaonik, Zlatibor, Vrnjačka Banja, a naš cilj je da u naredne dve godine dobijemo još 5 destinacija koje će vući naš turizam. To je trend u svetu, pa se sada već i o Evropi govori kao o jednoj turističkoj destinaciji – poručio je resorni ministar, ističući da je TOS dosta učinio na transformaciji rada turističkih organizacija i da to samo treba dalje unapređivati.

A šta u Turističkoj organizaciji Srbije kažu na temu turističkih proizvoda i destinacija, saznali smo u razgovoru sa **Ljiljanom Čerović**, šefovicom Službe razvoja turističke ponude. I evo šta smo saznali.

PROIZVODI DEFINISANI STRATEGIJOM

- Šta su to turistički proizvodi od posebnog značaja za razvoj turizma, jasno je definisano Strategijom razvoja turizma u Srbiji do 2025. godine. Ima ih 11 - kaže Ljiljana Čerović, i to su: 1) poseta gradovima; 2) manifestacije/događaji; 3) planinski turizam; 4) SPA & Wellness u banjama/zdravstveni turizam; 5) tematske rute; 6) ruralni turizam; 7) nautički turizam; 8) sastanci, podsticajna putovanja, konferencije i izložbe/događaji (MICE turizam); 9) kulturno nasleđe; 10) specijalni interesi i 11) tranzitni turizam. U Strategiji se, takođe, navodi da je za obezbeđivanje kvalitetnog razvoja i unapređenja kvaliteta turističkih proizvoda, kao i njihove promocije na domaćem i inostranom turističkom tržištu, potrebno ostvariti stalnu saradnju i koordinaciju sa brojnim institucijama, organizacijama i udruženjima, kao i lokalnim turističkim organizacijama.

Tako kaže Strategija, a u praksi se često turistička destinacija vidi kao turistički proizvod, pa otuda i dilema. Planinski turizam, na primer, ili banjanski turizam kao proizvod, podrazumeva specifični sadržaj na tom mestu, u bilo koje godišnje doba. Ali

In his address to the participants of the 10th Tourism Forum in the renovated Kur-salon building in Banja Koviljača, **Rasim Ljajić**, the Minister of Trade, Tourism and Telecommunications in the Government of the Republic of Serbia, pointed out that, thanks to very good results in the last five years (110-114% annual growth) Serbia is no longer a tourist potential but a serious tourist destination and added:

- The good news is that this growth trend will continue in the coming years, but not at the same intensity and pace. In order to keep the growth as big as possible and the market competitiveness more significant, it is necessary to create new tourist products. That is because, in order to promote and sell something, you must first produce; then you have to create an interesting product that will attract tourists. And that is the task for tourism organizations. At the

same time, we will not be able to develop tourism if every municipality, every settlement is a tourist destination for itself. Potentials must be united, as well destinations. That is why we have defined 5 tourism destinations that are the drivers of the development of tourism in Serbia – Belgrade, Novi Sad, Kopaonik, Zlatibor, Vrnjačka Banja and our goal is to create 5 more destinations in the next two years that will drive our tourism. That's a global trend, so even the Europe is referred as one destination – said the minister in charge, who pointed out that TOS has done a lot to transform the work of tourist organizations and that it needs to be further improved.

And what the Tourist Organization of Serbia has to say on the topic of tourism product and destinations we found out from **Ljiljana Čerović**, the head of the Tourism Offer Development office at TOS. And here's what we found out.

PRODUCTS DEFINED BY THE STRATEGY

- A tourism product of special importance for the development of tourism is clearly defined by the Tourism Development Strategy in Serbia by 2025. There are 11 of them - says Ljiljana Čerović, and these are: 1) city-break; 2) events; 3) mountain tourism; 4) SPA & Wellness /health tourism; 5) theme routes; 6) rural tourism; 7) nautical tourism; 8) meetings, incentive trips, conferences and exhibitions/events (MICE tourism); 9) cultural heritage; 10) special interest trips 11) transit tourism. It is also stated in the Strategy that in order to ensure the quality development and improvement of the quality of tourism products, as well as their promotion on the domestic and foreign tourist market, it is necessary to achieve constant cooperation and coordination with numerous institutions, organizations and associations, as well as local tourist organizations.

This is what the Strategy says, and in practice, a tourist destination is often perceived as a tourist product, hence the dilemma. For example, mountain tourism or spa tourism as a product means specific content at that place, at any season. But if, for example, Zlatibor is treated as a tourist product, then we say it is, in fact, a destination that has a rich offer of diverse content.

When it comes to rural tourism as a product, today it means accommodation with a host in a natural environment, domestic food, various activities, a tour of cultural and historical heritage,





ako, recimo, Zlatibor tretiramo kao turistički proizvod, onda, u stvari, govorimo o destinaciji koja ima bogatu ponudu raznovrsnog sadržaja.

Kada je reč o ruralnom turizmu kao proizvodu, to danas podrazumeva smeštaj kod domaćina u prirodnom ambijentu, domaću hranu, razne aktivnosti, obilazak kulturno-istorijskog nasleđa, vožnju bicikla, pešačenje, planinarenje... Još pre 20 godina tako je seoski turizam videla Slavka Nedeljković, rođonačelnica seoskog turizma u Srbiji – kaže Ljiljana Čerović. - Njen koncept je podrazumevao da domaćinstva ili mali hoteli daju smeštaj, a da čitava zajednica bude uključena tako što će neko da proizvodi hranu, neko drugi suvenire, lokalna TO ili agencija da ponudi za svaki dan neke izlete, obilaske kulturnog nasleđa, razne sportske aktivnosti ili organizuje razne radionice (što se dodatno plaća) itd. Na taj način bi se stvorilo više radnih mesta, a zadatak TO bi bio da sve aktivnosti i učesnike objedini. Posle toliko godina pojavio se koncept veoma sličan Slavkinom, pod nazivom „slow adventure“ („lagana avantura“), koji je na 10. Turističkom forumu predstavila Sara Bellshow iz Irske.

TRAŽI SE DOŽIVLJAJ

- Rekla bih da smo sa brojem turista koji smo dostigli, došli do nivoa kada su nam važni turistički sadržaji i kada taj nivo podrazumeva bolju organizovanost i saradnju svih koji rade u turizmu na jednoj destinaciji ali i ostalih (razni ponuđači, organizacije, udruženja...). Da bi to bilo moguće, potrebno je da razumeju suštinsku stvar: da turista više ne traži destinaciju, on traži doživljaj! Što je priča o doživljaju koji se nudi – zanimljivija (marketinški koncept „storytelling“), turista će pre izabrati destinaciju. Naročito ako postoji mogućnost da bude i aktivno uključen u neki dobro osmišljeni događaj i zajedno sa ostalima doživi nešto neobično, autentično, nešto što drugde nije moguće – naglašava Ljiljana Čerović i dodaje:

- Inače, od svih turističkih proizvoda, u Srbiji se najviše razvija poseta gradovima i manifestacije, koje su već postale brend. Ima ih oko 900 u našem kalendaru. RH centri su uspeali da razviju svoju ponudu i zato i jeste povećan broj turista u banjama. Tematske rute su posećene ali njih osmišljavaju agencije. Ruralni turizam se muči, jer se niko njime ne bavi organizovano. Kad je u pitanju kongresni turizam, mislim da smo našim aktivnostima na pozicioniranju Srbije kao turističke destinacije, prevazišli raniju lošu sliku. A kulturno nasleđe zapravo nije proizvod, već deo svakog proizvoda.

cycling, hiking... Even 20 years ago Slavka Nedeljković, the founder of rural tourism in Serbia saw rural tourism as such – says Ljiljana Čerović. - Her concept implied that households or small hotels provide accommodation, and that the entire community is involved in the production of food, souvenirs, a local TO or an agency to offer day trips, visits to cultural heritage, and various sports activities or organizing various workshops (which are additionally paid), etc. In this way, more jobs would be created, and the TO task would be to unite all activities and participants. After many years a concept similar to Slavka's called „slow adventure“ appeared, presented by Sara Bellshow from Ireland at the 10th Tourist Forum.

PEOPLE WANT AN EXPERIENCE

- I would say that with the number of tourists we gained, we reached the level when we find tourism content to be important and that level implies better organization and cooperation of all those who work in tourism in a destination, as well as others (various suppliers, organizations, associations...). To do this, they need to understand the essential thing: that a tourist no longer seeks a destination, but seeks an experience! What is the story of the experience offered - more interesting (the marketing concept of "storytelling"); the tourist will choose a destination before. Especially if there is a possibility to be actively involved in a well-thought-out event and, together with others, it experiences something unusual, authentic, something that is not possible elsewhere – points out Ljiljana Čerović and adds: Otherwise, from all tourist products, city-breaks and events are being developed most. They have become a brand of their own. There are about 900 events in our calendar. Rehabilitation centres have managed to develop their offer and that is why there is an increased number of tourists in the spas. Theme routs are visited, but they are designed by agencies. Rural tourism is struggling because no one is dealing with it in an organized way. When it comes to congress tourism, I think that our activities on positioning Serbia as a tourist destination have exceeded the previous bad image. And cultural heritage is not actually a product, but a part of every product.

Author:

Ljiljana Rebronja

STAZAMA SLOVENSKE MITOLOGIJE U ZAGRLJAJU SOKOBANJE

Na konkursu koji je početkom godine raspisalo uredništvo sajta www.serbianadventures.com na temu "**5 idealnih dana za odmor u Srbiji**", kako bi podstaklo obogaćivanje turističke ponude Srbije kreativnim programima, od 50-tak pristiglih programa, tek je 30-tak zadovoljilo uslove da budu predstavljeni na ovom sajtu, a od njih izabrano - 16 najljepših. Svi ovi programi su dostupni za online rezervisanje preko www.serbianadventures.com, a za neke je bilo moguće koristiti i vaučere resornog Ministarstva, pa je njihova cena bila samo 1.000 din!

Priznanje za najbolji i najkreativniji turistički program odmora u Srbiji, pripalo je programu **Stazama slovenske mitologije u zagrljaju Sokobanje** - koji kombinuje wellness, aktivni turizam i mitologiju, a koji je u ime Specijalne bolnice „Banjica“ u Sokobanji, predstavio autor programa Milan Bošković, upravnik. Evo šta kaže.

THE BEST NEW TRAVEL PROGRAM:

THE PATHS OF OLD SLAVIC MYTHOLOGY IN THE EMBRACE OF SOKOBANJA

In order to encourage the enrichment of the tourism offer of Serbia with creative programs there was a competition, announced by the editorial office of www.serbianadventures.com with the theme of "**5 ideal days for a holiday in Serbia**" at the beginning of this year. Out of around 50 signed up programs, only 30 ones satisfied the conditions to be presented on this website, and then 16 most beautiful ones were selected. All these programs are available for online reservation at www.serbianadventures.com, and for some it was possible to use the vouchers of the relevant Ministry, so their price was only 1.000 dinars!

The program of the **Paths of Old Slavic mythology in the embrace of Sokobanja**, which combines wellness, active tourism and mythology, was awarded as the best and most creative holiday program in Serbia, and now was presented by the author of the program Milan Bošković, the manager of the Special Hospital "Banjica" in Sokobanja on behalf of his institution. Here's what he says.



NAJBOLJI NOVI TURISTIČKI PROGRAM:

„Stazama slovenske mitologija u zagrljaju Sokobanje“ je adrenalinsko-avanturistički program koji kombinuje hotelski i wellness program Sokobanje, prirodne lepote i slovensku mitologiju u jedno. Nešto sasvim novo na našem turističkom tržištu.

Novi sadržaji i aktivnosti su nešto što stalno pripremamo i nudimo našim gostima u objektu SB „Banjica“. Cilj nam je da dodatnim sadržajima za različite strukture gostiju, njihov boravak gostiju učinimo jedinstvenim, interesantnim i upečatljivim. Već godina-ma svakog dana organizujemo pešačke šetnje ili autobuske ture sa našim vodičima i to za sve goste hotela. Jednom nedeljno se organizuje piknik u etno restoranu na planini Ozren, koji je osmišljen i kao „poligon“ za neke stare sportske discipline, poput bacanja kamena sa ramena, navlačenja konopca, skoka u dalj... I ne mirujemo. Stalno osmišljavamo nove programe.

U Sokobanji još uvek ima mnoštvo lepih izletišta i vidikovaca do kojih turisti nikada i ne dođu, pa sam odlučio da napravim program koji će obuhvatiti ture na ovim nesvakidašnjim ali prelepim destinacijama, koje same po sebi ostavljaju bez daha. U to sam uključio slovensku mitologiju, jer većina toponima u okolini Sokobanje praktično i potiče direktno iz ove mitologije (Vidin - Svetovid, Moravica - Morena, Vlasina - Veles, Devica - Devana, Leskovik - Lesnik, Kalinovica - Kalina...). Istražujući, pronašao sam mnogo



priča i legendi vezanih za ovaj kraj prožetih temom slovenske mitologije. Tako je napravljen spoj netaknute prirode, priča i legendi koje su nam još naše bake pričale, a danas su zaboravljene. Rezultat je: ekskluzivna ponuda za lokalitet Sokobanje sa destinacijama i stazama koje su nešto novo za goste i sa pričama i legendama iz slovenske mitologije koje niko od vodiča do sada nije ispričao.

Program obuhvata wellness i Aqua park u Sokobanji, pozorišnu predstavu ispred „Grudanske vodenice“, kao i večeru sa tamburicama ali i žurku na Župan plaži, uz logorsku vatru i gitaru i još dosta interesantnih aktivnosti. Šetnje jesu malo „jače“, ali predeli kroz koje se prolazi i mesta koja su cilj ovih tura, uvek višestruko nagrade one koji do njih stignu. Prizori neverovatne lepote i zanimljive, mistične priče naših vodiča, pune adrenalina, učesnike programa vode direktno u svet bajki.

Ako je turizam doživljaj, oni koji sa nama krenu Stazama slovenske mitologije – poneće iz Sokobanje ne samo mnoštvo neponovljivih fotografija i pregršt prelepih priča, već i uspomenu za ceo život.

“The Paths of Old Slavic mythology in the embrace of Sokobanja“ is an adrenalin-adventure program that combines hotel and wellness program of Sokobanja, natural beauty and Old Slavic mythology. It is something completely new on our tourist market.

New contents and activities are something that we constantly prepare and offer to our guests in the facility SH “Banjica“. Our goal is to make additional contents for different guest structures, make their stay unique, interesting and memorable. For many years we have been organizing walking tours or bus tours with our guides on a daily basis for the hotel guests. Once a week we organize a picnic in the ethno restaurant on the Ozren Mountain, which is also designed as a “polygon” for some of the old sports disciplines, such as throwing stones from the shoulders, pulling the rope, long jump... And we do not stand still. We are constantly designing new programs.

In Sokobanja there are still many beautiful picnics and sightseeing spots to which tourists never come, so I have decided to make a program that will include tours in these unusual and beautiful, breathtaking destinations. To this I have added the Old Slavic mythology, because most of the toponyms around Sokobanja practically originate directly from this mythology (Vidin – Svetovid, Moravica – Morena, Vlasina – Veles, Devica – Devana, Leskovik – Lesnik, Kalinovica – Kalina...). Investigating, I found many stories and legends related to this region with the topics of the Old Slavic



mythology. A combination of untouched nature, stories and legends, told by our grandmothers, and now are forgotten, have been made. The result is: an exclusive offer for the Sokobanja site with destinations and trails that are something new for guests and with stories and legends from the Old Slavic mythology that none of the guides have told so far.

The program includes wellness and Aqua Park in Sokobanja, a theatre performance in front of the “Grudanske vodenice“, as well as a dinner with music and a party on Župan beach, by the camp fire and guitar music and many interesting activities. Walks are slightly “harder“, but the areas we go through and that are the final destinations, are worth a little struggle. The scenes of incredible beauty and interesting mystical stories of our guides, full of adrenaline, take the program participants directly to the world of fairy tales.

If tourism is an experience, those who step with us on the Path of the Old Slavic mythology will take from Sokobanja many one-of-a-kind photographs, plenty beautiful stories and a memory for a lifetime.

ČETIRI ČAROBNA VRHA
- avanturističko adrenalinski program -

dodirnite magiju koja naš kraj štiti vekovima
nađite se na mestima gde se ukrštaju drevna slovenska mitologija i hrišćanska vera

probudite avanturistički duh u sebi
osetite adrenalin u venama
poboljšajte svoju kondiciju

probudite svoje telo i svoju maštu
čujte najstarije priče i legende koje se u ovim krajevima prenose
sa kolena na koleno i iskusite ih uživo

osetite moć ovih neverovatnih mesta i vidite zašto su ona opčinila
naše pretke i nas, da verujemo da ovde vladaju neke više sile

osvojite vrhove Ozrena, Rtnja, Device i Leskovika
dodirnite spomenike prirode i prirodna bogatstva koja su jedinstvena u svetu
doživite veličanstvenu prirodu sa kakvom se niste susreli
uživajte u ukusima i mirisima divljeg voća

susretnite se sa predelima od kojih zastaje dah i
iznenadite se koliko priroda može biti moćna

udahnite čaroliju



LEGENDA O MOKOŠI

Jedna zanimljiva tura „Grudno - Sveti Randel – Troroga“ počinje sa poznatog izletišta Grudno, gde može da se vidi Rupaljka - jedan od najvećih vodopada u Srbiji, a završava se na izletištu Kalinovica kod Kalininih izvora. Prati je mnoštvo zanimljivih mitskih priča i legendi. Evo jedne vezane za slovensku boginju Mokošu.

„Od Tatomirovog grada do izletišta Sveti Randel prolazi se bajkovitim stazama kroz šumu. Pored staze će se ukazati nekoliko malih zemljanih kućica. Ove kućice su po narodnom verovanju mesta gde se pojavljuje Babaroga ili Baba Jaga, kod Slovena - Mokoša (majka bogova). Mokoša je u slovenskoj mitologiji boginja prelja, zaštitnica žena i boginja plodnosti. Prema legendama, u ovakvim kućicama se ukazivala ženama kako prede svojim čarobnim iglama od brekinje. Ako bi se devojka ubola na Mokošinu iglu, pala bi u san sve dok je ljubav njenog života ne poljubi. Na kipovima je predstavljena kao stara, sa velikom glavom i dugim rukama, ili kao strašna nakaza sastavljena od raznih životinja. Zbog izgleda se veruje da je to zlo božanstvo, pa odatle i strah od nje, tj. od Babaroge ili Baba Jage. Kažnjavala je lenje žene a bila zaštitnik vrednih. Određivala je sudbinu žena.

Inače, za drvo pod nazivom brekinja (vrlo retka i specifična vrsta), stari Sloveni su verovali da je čarobno i da je majka svog ostalog drveća (pa se odatle veruje da ono predstavlja Mokošu, majku svih bogova). Srbi veruju da je Isus Hrist razapet na drvetu od brekinje. Ovo drvo se smatra prokletim, pa se njeni plodovi ne jedu sveži a samo drvo se ne seče. Od njenih grana po verovanju nije dozvoljeno praviti ništa osim sitnih alata za tkanje, predenje i magiju (Mokoša boginja tkanja). Zabranjeno je bacati i najmanje drveće brekinje u vatru jer se veruje da će onome ko to uradi - izgoreti kuća. Od brekinje se po verovanju prave čarobni štapići...“

THE LEGEND OF MOKOŠA

One interesting tour “Grudno - Sveti Randel – Troroga” starts from the famous picnic area Grudno, from where it is possible to see Rupaljka – one of the biggest waterfalls in Serbia, and ends at the picnic site Kalinovica near Kalinini springs. There are many interesting myths and legends related to this area. Here is one about the Old Slavic goddess Mokoša.

„On the road from the Tatomirov grad to the picnic area Sveti Randel you pass along magical forest trails. By the trail there are a few small houses made of clay. Legends say that these houses are the place where Bogeyman appears, among the Old Slavic folk known as – Mokoša (the mother of gods). According to the Old Slavic mythology, Mokoša is the goddess of knitting women, protector of women and fertility goddesses. According to the legends, in these houses a woman that knits with her magical needles made of brekinja appears. If a girl stables on Mokoša's needle, she falls asleep and wakes up only when the love of her lives kisses her. On statues she is shown as an old woman with large head and long arms, but also as a horrible freak made of different animals. Because of her look it is believed that she is an evil goddess, so people are afraid of her. She punishes lazy and protects hard-working women. She determines the fate of women.

Otherwise, a tree called *brekinja* (very rare and specific plant) is believed to be magical and the mother of other trees by the Old Slavic (so it is believed it represents Mokoša, the mother of all gods). The Serbs believe that Jesus Christ was crucified on a *brekinja* tree. This tree is considered to be damned, so its fruits are not eaten fresh, and the tree itself is not cut down. It is not permitted by belief to make anything of its branches, except the fine tools for weaving, knitting and magic (Mokoša the goddess of knitting). It is forbidden to throw away even the smallest branches into the fire, and if anyone did that, their house would burn. It is believed that magic sticks are made of brekinja...“

SPORE AVANTURE: POMOĆ U PROMENI ISKUSTVA POSETILACA

Na jubilarnom 10. Turističkom forumu, koji je ove godine održan početkom maja u Loznici, odnosno u Banji Koviljači, jedna od centralnih tema bila je novi evropski turistički proizvod - "slow adventure". O ovom proizvodu ili, pre, konceptu koji predstavlja moguće rešenje za "overtourism" - sve ozbiljniji problem koji već pogađa popularne turističke destinacije, govorila je Sara Mair Bellshaw, projekt menadžer na West Highland College UHI, u Škotskoj, koja je i sama učestvovala u njegovom kreiranju. Iako Srbija još uvek nije u opasnosti u kakvoj su Dubrovnik, Pariz ili Barselona, dobro je znati kako je moguće na vreme sprečiti da do toga uopšte dođe, jer su posledice - nesagledive. Evo šta za čitaoce Turističkog Sveta o novom proizvodu/konceptu "slow adventure" kaže Sara Mair Bellshaw.

Kada novinari izveštavaju o, recimo Barseloni i Amsterdamu, njihov fokus je sve češće na danas veoma aktuelnom problemu pritiska koji turizam vrši na neke od najpopularnijih svetskih turističkih destinacija. „Overtourism“ je termin koji se sve češće koristi u medijima za opisivanje nivoa ekoloških i socijalnih pretnji po lokalno stanovništvo na tim popularnim lokacijama. Isto važi i za udaljene i ruralne predele, kao što je Isle of Skye u Škotskoj, gde problem nije nužno vezan za preveliki broj turista, već za veliku koncentraciju posetilaca na određenim mestima, što je najprimetnije tokom sezone. Tome se može dodati i pitanje "šta radite kada posećujete ta mesta?". Prelep prirodni predeo sigurno privlači turiste, ali samo zaustavljanje radi selfija pre nego što pređete na neko drugo mesto na vašoj listi, teško se može nazvati posetom, zar ne?

Na nekim od mesta/destinacija koja su danas popularna i koja nažalost dobijaju loš publicitet zbog naglog rasta turističkih poseta, primećuje se da broj turista nije bio mnogo viši u 2018. godini. Koncentracija na putevima i najpopularnijim lokalitetima je primetna, iako broj posetilaca ne mora uvek da bude veći. Stoga možemo da zaključimo da se ljudi koji posećuju destinaciju na kojoj se nalaze popularni lokaliteti, ponašaju po istim šablonima: idu na ista mesta, provode malo vremena na tim mestima, potencijalno troše i manje novca u lokalnu zbog činjenice da se tu previše ne zadržavaju, jer nastoje da posete što više mesta sa svoje liste tokom jednog putovanja. Na kraju, sve se više ljudi ponaša na taj način, često zahvaljujući moći društvenih medija i dobrim marketinškim kampanjama.

SLOW ADVENTURE: HELPING TO CHANGE VISITOR EXPERIENCE

At the jubilee 10th Tourist Forum, held this year in May in Loznica, i.e. in Banja Koviljača, one of the main topics was the new European tourism product - "slow adventure". About this product, or better said, concept that is a possible solution for "over-tourism" - an increasingly serious problem already affecting the popular tourist destinations, spoke **Sara Mair Bellshaw**, Project Manager at West Highland College UHI, Scotland, who participated in its creation. Although Serbia is still not at risk as Dubrovnik, Paris or Barcelona, it is good to know that it is possible to prevent it from occurring at all in time, because the consequences are unimaginable. Here's what says Sara Mair Bellshaw for the readers of the Turistički Svet about the new product/concept of "slow adventure".

KLJUČNO: USPORITI

Ukoliko je jedan od problema način na koji se turisti ponašaju na popularnim turističkim mestima, ključ za kreiranje održivije budućnosti za ta mesta i potencijalno za sektor turizma globalno, je u promeni ponašanja posetilaca. Investicije u prikladnu infrastrukturu su važne, ali da li je održivo rešenje samostalna mera? Verovatno nije. To je kratkoročno rešenje za postojeći problem. Potrebno je da mesta, tj. destinacije razvijaju dugoročne planove održivog upravljanja turizmom, u saradnji sa zajednicama i lokalnim organizacijama. Takođe, treba da se promeni način na koji se turisti ponašaju na mestima koja su nam dragocena, mestima koje smatramo domom. Ukoliko odlučimo da privučemo turiste na prvom mestu, onda moramo i da ih podstaknemo da se duže zadrže, da posećuju manje poznate i manje zagušene predele i da iskuse destinaciju u svim vremenskim periodima, tokom svih sezona, povezujući se sa mestom kroz aktivnosti i sa ljudima koji tamo žive i rade.

Turizam „sporih avantura“ (*slow adventure* ili „*soft adventure*“) može da doprinese privlačenju turista u manje poznate predele i može da promeni način na koji se turisti ponašaju na popularnim turističkim lokalitetima. Pojam „*slow adventure*“ se pojavljuje u naučnim radovima dvojice akademika (P. Varley i T. Semple), sa University of the Highlands and Islands (UHI) u Škotskoj, koji su predložili rešenje za užurbani stil života ljudi, podstičući ih da uživaju i iskuse okolinu sporijim tempom. Nasuprot masovnom turizmu koji šteti destinaciji, spori avanturisti uživaju u divljim mestima i povezuju se sa lokalnim stanovništvom, kroz priče i hranu. To se dopada bogatim urbanim potrošačima i zadovoljava njihov apetit za programima i pričama o osamljivanju i bežanju iz grada, sveprisutnim u popularnim medijima.

„SPORE AVANTURE“ USKORO - „POKRET“

„*Spora avantura*“ se razvila kao marketinški koncept u nedavnom transnacionalnom projektu, koji je vodio University of the Highlands and Islands (UHI), a finansirao Interreg Europe's Northern Periphery and Arctic program. Omogućavanje saradnje lokalnih biznisa, regije širom Skandinavije, Irske i Velike Britanije razvile su širok spektar proizvoda „sporih avantura“: od šetnje i vožnje kajaka u Škotskoj do vožnje bicikla i boravka u sauni u Finskoj. Centar za rekreaciju i istraživanje turizma i drugi partneri sada žele da razviju „spore avanture“ u „pokret“ koji će podstaći biznise sa drugih destinacija i regiona da razviju svoje jedinstvene održive turističke proizvode.

Nakon razgovora sa preduzetnicima,

When journalists report about, say Barcelona and Amsterdam, their focus is increasingly on today's very current problem of pressure that tourism is making on some of the world's most popular tourist destinations. Dubbed 'overtourism', the term has been used in popular media to describe the scale of the threats to the environmental and social fabric of local communities in these prime locations. The same is true in remote and rural areas, such as on the Isle of Skye in Scotland, where the problem is not necessarily one of too many tourists, per se, but rather the over-concentration of visitors at honeypot sites, most notably in the peak seasons. To add to this would also be the question of 'what do you do?' when at these sites. A beautiful natural landscape inevitably attracts visitors, but a mere stop and selfie before moving on to the next site on the bucket list can hardly be called a visit. Can it?

Some of the places that are now known as honeypot sites and that unfortunately received negative publicity because of the sharp increase in visitor numbers have reported that numbers were not necessarily higher in 2018. The concentration on roads and key sites has been noted, however the number of visitors aren't necessarily always higher. It seems therefore that people who visit the destinations where the honeypot sites are located are following the same patterns. People seem to be going to the same sites, spending less time in a place, potentially spending less money locally because of the fact that they spend less time there, and because they are trying to visit too many places (completing that bucket list is a must it seems) in one holiday or trip. Ultimately, more and more people are behaving in the same way, quite often because of the power of social media and successful marketing campaigns.

IT IMPORTANT TO SLOW DOWN

If one of the main issues is about the way in which people behave in popular tourism sites, the key to creating a more sustainable future for these sites, and potentially for the global tourism sector, is to change visitors' behaviour. Investment in suitable infrastructure is important, but is it a sustainable solution as a stand-alone measure? Probably not. It's a short-term solution for a current problem. We need places (or in tourism terms, destinations) to develop long-term sustainable tourism management plans in collaboration with communities and local organisations. We also need to change the way in which visitors behave in the places that we cherish, the places







turoperaterima, marketing poslenicima međunarodnih događaja i turistima, jasno je da su „*spore avanture*“ postale marketing brend koji zadovoljava potrebe tražnje za autentičnijim iskustvima. One, takođe, prepoznaju da divlji i ruralni predeli imaju mnogo toga da ponude van sezone – i čini se da su turisti počeli da prihvataju činjenicu da je kasno proleće ili jesen pravo vreme za posetu evropskim destinacijama.

Nastanak ovih turističkih alternativa ne nastoji da smanji broj turista u Evropi. Privlačeći visokoplatežne turiste, „*spore avanture*“ vode turiste izvan dobro poznatih staza u divlje i manje poznate predele. I nasuprot želji da ‘projure kroz Evropu ili Škotsku’ – zar i onako nemamo dovoljno žurbe u svakodnevnom životu? – ovde je reč o navođenju ljudi da uspore, ostanu malo duže na destinaciji, nauče nešto novo i puste da priče, a ne selfiji govore o njihovim iskustvima.

Ukoliko biste želeli da iskusite sporu avanturu u Norveškoj, Islandu, Finskoj, Švedskoj, Irskoj, Severnoj Irskoj i Škotskoj, posetite www.slowadventure.org. Za kompanije, destinacije i zajednice zainteresovane za razvoj „*sporih avantura*“ u svom regionu, kontakt je: Sara Mair Bellshaw, Centar za rekreaciju i istraživanje turizma, UHI, Škotska. sara.bellshaw.whc@uhi.ac.uk.

that we call home. If we decide to attract visitors in the first place then we also need to encourage them to dwell longer, to visit the less well-known and less-congested areas, and experience the place in all its timeframes, in all seasons, by actually connecting with the place through an activity, and with the people who live and work there.

‘Slow adventure’ tourism could help to attract people to less known areas and could change the way in which visitors behave in the popular tourism spots. Slow adventure derives from an academic paper by two academics (P.Varley & T.Semple), from the University of the Highlands and Islands (UHI) in Scotland, who suggested an antidote to people’s frenetic urban lives, encouraging people to enjoy and experience the outdoors at a slower pace. Rather than mass tourists scratching the veneer of a destination, slow adventurers immerse themselves in wild places and engage with local people, stories and food. It appeals to an affluent urban consumer base and captures a customer appetite demonstrated by the many bushcraft or escape programmes and stories in popular media.

“SLOW ADVENTURE” SOON AS A “MOVEMENT”

Slow adventure was developed as a marketing concept in a recent transnational project, which was led by the University of the Highlands and Islands (UHI) and co-financed by Interreg Europe’s Northern Periphery and Arctic programme. Facilitating the collaboration of local businesses, regions across Scandinavia, Ireland and the UK have developed a wide range of slow adventure products, from foraging and kayaking in the Scottish Highlands to cycling and sauna in Finland. The Centre for Recreation and Tourism Research, UHI and other partners are now looking to develop slow adventure as a ‘movement’ that will encourage businesses from other destinations and regions to develop their own unique sustainable tourism products.

It is clear from discussions with businesses, tour operators, marketing bodies at international events, and with visitors, that slow adventure is a marketing brand that does capture the current consumer appetite for more authentic and immersive experiences. And slow adventure recognises that wild and rural landscapes have so much to offer in the cooler seasons – and more visitors appear to be waking up to the fact that the shoulder months such as late spring or the autumn in European destinations are, in many ways, the time to visit.

The creation of these tourism alternatives is not trying to reduce the number of tourists to our shores. While also appealing to a more affluent consumer, slow adventure seeks to take people off the well-trammelled tourist trail into the wilder and less developed areas. And rather than the rush to ‘do Europe’ or ‘do Scotland’ – do we not have enough haste in our everyday lives? – it’s about getting to people to slow down, stay a while, learn something new and let stories, not selfies, narrate people’s experience of a country.


If you would like to experience a slow adventure in Norway, Iceland, Finland, Sweden, Ireland, Northern Ireland and Scotland, please visit www.slowadventure.org. For businesses, destinations and communities interested in developing slow adventures in their regions, please contact Sara Mair Bellshaw at the Centre for Recreation and Tourism Research, UHI, Scotland sara.bellshaw.whc@uhi.ac.uk.

KADA TURISTI SVE PREPLAVE

Overtourism - samo još jedna nova engleska reč koja će se lako odomaćiti kod nas, ili nešto što očekuje i Srbiju u budućnosti? Ova kovanica označava pojavu prekomernog turizma - gorući problem sa kojim se suočavaju zemlje sa vrlo popularnim turističkim destinacijama, posebno u Evropi. Prevelika koncentracija turista na određenim destinacijama postala je nezaobilazna tema u svetskoj turističkoj industriji, dok se kod nas o tome malo zna i govori, osim u stručnoj javnosti. To je i razumljivo jer Srbija tek pokušava da iskoristi svoj turistički potencijal, ali se postavlja pitanje da li već sada treba razmišljati o tome kako izbeći negativan uticaj masovnog turizma na lokalne zajednice i sredine. Jer, taj uticaj može biti takav da potpuno obesmisli život u njima i time naruši delikatnu spregu arhitektonske celine, geografskih odlika, s jedne, i lokalne atmosfere i načina života, s druge strane, tako važnu za turizam.

Koliko ste puta čuli da Beograd možda nije najlepši grad, ali da ima ono nešto – atmosferu, dušu i gostoprimljive i otvorene ljude. Upravo su to, pored istorijskih i kulturnih znamenitosti i prirodnih lepota, glavni aduti glavnog grada i cele Srbije. Svedoci smo i da se popularne turističke destinacije u Srbiji ubrzano razvijaju i menjaju, bilo da je reč o gradovima, banjama ili planinskim centrima, kako bi se odgovorilo na potražnju i privukao veći broj turista. Koliko se to planski radi druga je tema, ali vidimo da se otvaraju novi hoteli, da na popularnim lokacijama niču kafići, restorani i radnje sa suvenirima, dok broj turista iz godine u godine raste. Prema podacima Republičkog zavoda za statistiku, u 2018. godini u Srbiji boravilo je ukupno 3,4 miliona turista, što je za 11% više u odnosu na 2017. godinu. Od toga, oko polovina su bili strani turisti, a 1,1 miliona turista posetilo je Beograd. U prošloj godini ostvareno je ukupno 9,336.103 noćenja, 12% više nego 2017. godine, dok je, prema prvim procenama, turizam doneo devizni priliv od oko 1,3 milijardu evra. Želja da se konačno iskoristi turistički potencijal zemlje i razvije turizam kao važna privredna grana je sasvim razumljiva i reklo bi se da Srbija u tome hvata zalet. Za sada postojeća infrastruktura može da izdrži rastući





THE PHENOMENON OF OVERTOURISM

WHEN TOURISTS OCCUPY EVERYTHING

Overtourism – is it a new English word that will soon be very common here, or something that can be expected in Serbia in the future? This word defines the phenomenon of excessive tourism – a big problem that countries with popular tourism destinations, especially those in Europe face with. Excessive concentration of tourists in certain destinations has become an indispensable topic in the world of tourism industry, while in our country little is known and spoken, except in the professional public. This is understandable because Serbia is only trying to capitalize on its tourism potential, but the question whether we should now think about how to avoid the negative impact of mass tourism on local communities and the environment arises. For, this influence can be such to completely obscure the life in them and thus undermine the delicate balance of the architectural whole, the geographical features, on one hand, and the local atmosphere and lifestyle so important for tourism, on the other hand.



How many times have you heard that Belgrade may not be the most beautiful city, but that it has something - an atmosphere, a soul, and hospitable and opened people? These are precisely the main attractions of the capital city and all of Serbia, in addition to historical and cultural sights and natural beauties. We are also witnessing that the popular tourist destinations in Serbia are rapidly developing and changing, whether its cities, spas or mountain centres, in order to respond to demand and attract more tourists. How much of this is planned is another thing, but we see that new hotels are open, that in popular locations there are no bars, restaurants and souvenir shops, while the number of tourists grows from year to year. According to the Statistical Office of the Republic of Serbia, in 2018, there were a total of 3.4 million tourists in Serbia which is an increase of 11% in comparison to 2017. Of this, about half were foreign tourists, and 1.1 million tourists visited Belgrade. Last year, a total of 9,336,103 overnights was made, 12% more than in 2017, while according to initial estimates, tourism brought foreign exchange inflows of about 1.3 billion Euros.

The desire to finally exploit the tourist potential of the country and develop tourism as an important economic branch is quite understandable and we could say that Serbia is catching up with it. For now, the existing infrastructure can withstand the growing influx of tourists and maybe Serbia is still far from excessive tourism. But what would happen if the number of tourists became so large that, for example, it is no longer possible to live in the most attractive parts of Belgrade for the sake of expensive and crowded places, that it can no



priliv turista i možda je Srbija još daleko od prekomernog turizma. Ali šta bi se desilo da broj turista postane toliki da, na primer, više nije moguće živeti u turistički najatraktivnijim delovima Beograda zbog skupoće i gužvi, da se više ne može ni prići istorijskim znamenostima bez čekanja u dugim redovima, niti pronaći obućara koji bi vam popravio cipele, dok po Savi i Dunavu sve vrvi od prepunih turističkih brodova zbog kojih ptice beže sa Velikog ratnog ostrva.

MUKE DUBROVČANA

Ovako nešto su već iskusili stanovnici Dubrovnika koji je i prošle godine oborio rekorde sa 1,2 milion dolazaka i 4,1 miliona noćenja. To su podaci sistema za prijavu i odjavu turista eVisitor Hrvatske turističke zajednice, u koje nije uključen i nautički turizam. Međutim, dok statističke brojke u oblasti turizma rastu, one demografske ukazuju na alarmantan trend. Prema popisu sprovedenom za potrebe Zavoda za obnovu Dubrovnika, u istorijskom jezgru grada živi 1.557 stanovnika, za četvrtinu manje u odnosu na popis stanovništva iz 2011. godine, a pritom je trećina građana starija od 65 godina.

Ovaj trend ukazuje na opasnost da grad ne izgubi samo vitalnost, već i autentičnost, zbog čega se u jednom trenutku nad njim nadvila opasnost da ostane bez

longer come to historical sites without waiting in long lines, nor find a shoemaker to have your shoes repaired, while there are many boats on the Sava and the Danube making birds to fly away from the Veliko ratno ostrvo.

DUBROVNIK RESIDENTS' TROUBLES

This is something that has already been experienced by the inhabitants of Dubrovnik, who recorded records with 1.2 million arrivals and 4.1 million overnight stays last year. These are the data of the eVisitor Tourist and Registration Authority of the Croatian Tourist Board, which does not include nautical tourism. However, while statistical figures in the field of tourism are growing, those demographic points have an alarming trend. According to the census conducted for the needs of the Dubrovnik Reconstruction Institute, 1.557 inhabitants live in the historical core of the city, a quarter less than the 2011 census, with a third of citizens aged 65 and over.

This trend points to the danger that the city not only loses vitality but also its authenticity, which at one point was overwhelmed by the danger of being left without UNESCO's World Heritage status. Thus, as the experts point out, UNESCO protects, besides the monuments, the culture and authentic way of life, as well. The inhabitants of Dubrovnik, clustered between tourists who rushed from the land and sea, or cruisers, began to compare their city with Disneyland.

Although the wider area of the city is marked by the opposite trend - immigration due to higher employment opportunities, this situation can be very bad for tourism. At the beginning of 2018, the CNN ranked Dubrovnik third in 12 destinations in the world to be avoided. And unfortunately it wasn't the only one.

statusa svetske baštine UNESCO. Jer, kako ističu stručnjaci, UNESCO, osim spomenika, štiti kulturu i autentičan način života. Dubrovčani, stešnjeni između turista koji hrle sa kopna i mora, odnosno kruzera, počeli su da svoj grad porede sa Diznilandom.

Iako šire područje grada beleži i suprotan trend - doseljavanje zbog većih mogućnosti za zapošljavanje, ovakvo stanje može biti vrlo loše i za turizam. Američka TV mreža CNN je početkom 2018. godine uvrstila Dubrovnik, i to na trećem mestu, u 12 destinacija u svetu koje treba izbegavati. I u tome, nažalost, nije bila usamljena.

MANJI BROJ TURISTA – BOLJA USLUGA – NOVI PRIHODI

U pokušaju da se nađe rešenje kako dubrovački turizam ne bi postao žrtva sopstvenog uspeha, u februaru prošle godine gradske vlasti predstavile su trogodišnji akcioni plan čiji naslov dovoljno govori - „Respect the city“ (Poštuj grad). Ovaj plan treba da, pre svega, doprinese održivom razvoju grada tako što će objediniti i razvoj turizma, upravljanje istorijskim jezgrom i druge važne aspekte za funkcionisanje grada.

Plan sadrži kratkoročne, srednjoročne i dugoročne mere, a optimalna distribucija posetilaca trebalo bi da se dostigne 2020. godine. Neke hitne mere su već donete: od ove turističke sezone ograničen je broj kruzera na dva dnevno – pre neku godinu dešavalo se da pristane i sedam kruzera. Broj posetilaca sa kruzera je ograničen na 5.000 u jednom danu, dok je UNESCO kao gornju granicu postavio 8.000 posetilaca. Gradske vlasti odlučile su i da u danima kada pristaju kruzera, izletnički autobusi ne ulaze u grad. Među dugoročnim ciljevima je izgradnja kanalizacionog sistema, a grad planira i da podrži razvoj IT sektora kako bi svoju privredu učinio raznovrsnijom i mladima pružio šansu da pokrenu svoj biznis.

Neka osnova ideja jeste da se ide na kvalitet usluge nauštrb broja turista. Ograničavanje broja turista sigurno će uticati na prihode, što može izazvati nezadovoljstvo među lokalnim preduzetnicima, ali gradske vlasti računaju na poboljšanje kvaliteta usluge i boravka zbog čega će gosti ostajati duže, što će stvarati nove prihode.

GLOBALNI PROBLEM

Nažalost, Dubrovnik nije usamljen u ovome ni u Hrvatskoj ni u svetu, već samo primer u našem bližem okruženju. Venecija, čiji se broj stanovnika sveo na 55.000 sa oko 175.000 početkom 1950-ih, takođe bježi od bitke sa kruzera. O kojim je razmerama reč, dovoljno govori podatak da „kraljicu Jadrana“ godišnje poseti oko 22 miliona ljudi. Sa sličnim problemima se suočava i Barselona, ali i mnogi drugi gradovi i zemlje u svetu.

Iza ovog turističkog fenomena stoji činjenica da su danas putovanja finansijski i logistički pristupačnija i da više ljudi



može da priušti sebi da otputuje negde bar jednom godišnje. U svetu oko 1,3 milijarda turista putuje godišnje u inostranstvo, ali problem je što većina njih želi da obiđe ista mesta – svetski poznate destinacije poput Pariza ili Kineskog zida. Prema podacima agencije za istraživanje tržišta Juromonitor internešenal (Euromonitor International), 46 odsto turista odlazi na samo 100 destinacija u svetu i taj trend će se verovatno nastaviti.

Lokalne vlasti nastoje da na različite načine smanje pritisak turista na neka mesta. Tako, pored ograničenja broja kruzera, vlasti Venecije uvode taksu za sve posetioce u toku dana u visini od 2,5 do 10 evra, u zavisnosti da li je sezona ili ne. Sličnu taksu najavljuju i dubrovačke vlasti za turiste koji stižu kruzerima i to od 2021. godine.

Međutim, nije sve u taksama i ograničenjima. Vlasti Venecije su 2017. pokrenule kampanju #EnjoyRespect - Venezia u okviru koje su turistima date preporuke i pravila i usmereni su na znamenitosti Venecije koji nisu toliko poznate. Turisti se, između ostalog, mole da se ne zaustavljaju na mostovima i obavestavaju da stepenice crkava, mostovi, bunari i obale kanala nisu mesta za piknik. Slične kampanje doprinose boljem informisanju

LESS TOURISTS – BETTER SERVICE – NEW INCOMES

In an effort to find a solution to how Dubrovnik tourism would not become a victim of its own success, in February last year, city authorities presented a three-year action plan whose title speaks for itself - "Respect the city". This plan should, first and foremost, contribute to the sustainable development of the city by integrating the development of tourism, the management of the historical core and other important aspects for the functioning of the city.

The plan contains short-term, mid-term and long-term measures, and optimal distribution of visitors that should be reached by 2020. Some emergency measures have already been made: since this tourist season, the number of cruisers has been limited to two per a day – couple of years ago there were even 7 cruisers in the port at the same time. The number of visitors from the cruiser is limited to 5,000 in one day, while UNESCO has set up 8,000 visitors as the upper limit. City authorities have decided that in the days when cruise lines arrive, excursion buses do not enter the city. Among the long-term goals is the construction of a sewage system, and the city plans to support the development of the IT sector in order to make its economy more diverse and give the youth a chance to start their business.

The basis of the idea is to go to the quality of service at the expense of the number of tourists. Restricting the number of tourists will surely affect the revenue, which can cause dissatisfaction among local entrepreneurs, but the city authorities count on improving the quality of service and stay, which will keep the guests staying longer, which will generate new incomes.





i promeni svesti turista, što je druga strana novčića turističkog sveta. Koliko god su vlasti i drugi akteri odgovorni za razvoj turizma, toliko i turisti treba da počnu da se odgovornije ponašaju - da pre svega uvažavaju napore da se uštede voda ili energija, zaštiti biodiverzitet i poštuje lokalna kultura.

ODGOVORNI ILI ODRŽIVI TURIZAM

I tu, na globanom nivou, nastupaju različita međunarodna načela i dokumenti, poput Opšteg etičkog kodeksa turizma Svetske turističke organizacije (UNTWO) iz 1999. godine ili Deklaracije iz Keiptauna kojom je 2002. godine definisan odgovorni turizam kao turizam koji „čini mesta boljim za život i boljim za posete“. Suština je da se omogući održiv razvoj turizma u smislu da donosi ekonomske koristi i prijatno turističko iskustvo, ali bez negativnih ekonomskih, socijalnih i ekoloških posledica. Pritom, svi treba da preuzmu odgovornost - od operatora, hotelijera, vlasti, od lokalnog stanovništva i turista.

I da se vratimo na Srbiju koja tek treba da se izbori za veći broj turista u ovom delu Evrope, i više muku muči sa neplanskom gradnjom, lošom infrastrukturom i ad hoc merama nego sa negativnim uticajem velikog broja turista. Ali, neke pouke bi već sada mogla da izvuče iz iskustva razvijenih turističkih zemalja: turističke destinacije ne smeju se posmatrati samo kao resurs, a kvalitet života lokalnog stanovništva i okoline zanemarivati, ne treba samo ulagati u marketing, već i u kvalitetno upravljanje, ne sme se razmišljati kratkoročno već dugoročno i ne treba stavljati sve na kartu turizma u razvoju neke zajednice. Jer, kada iscrpate neki resurs, on se teško obnavlja, a kad turisti odu i prođe sezona, ko će ostati?

GLOBAL PROBLEM

Unfortunately, Dubrovnik isn't the only one, neither it is the case only in Croatia. It is just the nearest example. Venice, the population of which has risen to 55,000 with about 175,000 in the early 1950s, is also fighting against cruisers. The proportions of the problem are best shown by the fact that the "Adriatic queen" is annually visited by around 22 million people. Barcelona, as well as many other cities and countries in the world, is facing similar problems.

Behind this tourist phenomenon is the fact that today travel is financially and logically more accessible and that more people can afford to travel somewhere at least once a year. In the world, about 1.3 billion tourists travel abroad annually, but the problem is that most of them want to go to the same places – world famous destinations like Paris or the Great Wall of China. According to market research agency Euromonitor International, 46 percent of tourists go to only 100 destinations in the world and this trend is likely to continue.

Local authorities try to reduce the pressure of tourists in some places in different ways. Thus, in addition to limiting the number of cruisers, the Venice authorities introduce a fee for all visitors during the day in the amount of 2.5 to 10 Euros, depending on the season. A similar fee is announced by the Dubrovnik authorities for tourists arriving by cruisers from 2021.

However, taxes and limitations are not the only solution. In 2017, the authorities of Venice launched the #EnjoyRespectVenezia campaign in which recommendations and rules were given to tourists and were directed to the sights of Venice that are not so familiar. Tourists, among other things, are asked not to stop at bridges and informed that staircases of churches, wells and canals are not a picnic area. Similar campaigns contribute to better information and change of tourists' awareness, which is the other side of the coin of the tourist world. As much as the authorities and other actors are responsible for the development of tourism, tourists should also start to behave more responsibly - first, to respect efforts to save water or energy, protect biodiversity and respect local culture.

RESPONSIBLE OR SUSTAINABLE TOURISM

And here, on the global level, various international principles and documents are in place, such as the General Code of Ethics of Tourism of the World Tourism Organization (UNTWO) of 1999 or the Cape Town Declarations, which defines responsible tourism as a tourism in 2002 that "makes places better for life and better for visits". The essence is to enable the sustainable development of tourism in the sense that it brings economic benefits and a pleasant tourist experience, but without negative economic, social and ecological consequences. At the same time, everyone should take responsibility - from operators, hotel operators, authorities, locals and tourists.

And to return to Serbia, which still must compete for more tourists in this part of Europe, and struggles with unplanned construction, poor infrastructure and ad hoc measures more than with the negative impact of a lot of tourists. But some lessons can already be learned from the experience of some developed tourist countries: tourist destinations must not be viewed only as a resource, and the quality of life of the local population and the environment shouldn't be neglected, we shouldn't invest only in marketing, but in a quality management as well, we shouldn't think short term but in the long run and we don't need to consider only tourism when developing a community. The question is - when you exhaust a resource, it is difficult to regenerate it, and when tourists go and the season finishes, who will stay?

Author: **Maja Poznatov**

SNAŽAN IMPULS GLOBALNOJ KONKURENTNOSTI

Zahvaljujući aktivnostima Dunavskog centra za kompetenciju, Dunav se kao destinacija ubrzano razvija na turističkoj mapi Evrope. Šta se sve preduzima da se ukрупnjavanjem atrakcija na destinacijama u zemljama kroz koje protiče Dunav - poveća njihova konkurentnost na globalnom turističkom tržištu i kakva je budućnost ovog projekta, otkriva **Boris Čamernik**, generalni sekretar Dunavskog centra za kompetenciju.

Kako od Dunava napraviti jednu novu veliku destinaciju na turističkoj mapi Evrope, koja će biti interesantna čak i za prekomorska tržišta, u fokusu je Dunavskog centra za kompetenciju - organizacije koja se bavi razvojem i promocijom održivog turizma na Dunavu i to ne samo u Srbiji, već u svih 10 države kroz koje Dunav protiče.

- Svi znamo – ističe generalni sekretar ove organizacije Boris Čamernik, da je Evropa još uvek turistička destinacija broj 1, ali se, nažalost, već vrlo brzo može desiti da izgubi svoju prednost zbog novih destinacija koje se pojavljuju na tržištu. Zato je upravo ukрупnjavanje destinacija, odnosno ukрупnjavanje atrakcija na destinacijama način da se održi i postigne veća konkurentnost na globalnom turističkom tržištu.

TVRĐAVA - MOTOR TURISTIČKOG RAZVOJA DESTINACIJE

Golubačka tvrđava je odličan primer kako se rekonstrukcijom jedne zapuštene tvrđave, kroz koju je 100 godina prolazio asfaltni put, stvara destinacija koja danas privlači gotovo 50.000 turista godišnje, a već tokom ove godine očekuje se da tvrđava može da privuče i 100.000 turista, što je ogroman potencijal ne samo za tvrđavu kao lokaciju, već i za Golubac i čitavu njegovu okolinu.

A POWERFUL IMPETUS FOR GLOBAL COMPETITIVENESS

Thanks to the activities of the Danube Centre for Competence, the Danube as a destination is rapidly developing on the tourist map of Europe. What is being done to consolidate the attractiveness of destinations in the countries through which the Danube flows - to increase their competitiveness in the global tourism market and what is the future of this project, reveals

Boris Čamernik, Secretary
General of the Danube
Centre for Competence.



U vreme kada se sve češće govori i o „over tourism“-u, kao ozbiljnom problemu nekih evropskih destinacija, logično pitanje je: može li Golubac da podnese toliki broj turista? Odgovor je jednostavan: Golubac mora sam da krene da razvija svoje kapacitete.

- Ne treba zaboraviti – naglašava Čamernik, da je kompletna rekonstrukcija Tvrđave tokom pet godina iznosila 6,6 miliona evra, a radove je finansirala Evropska unija, preko Austrijske razvojne agencije. To je ozbiljna investicija koja bi sada trebalo da bude motor turističkog razvoja čitavog kraja. Za očekivati je da će privatni sektor odreagovati i investitori prepoznati šansu za biznis, pre svega u ugostiteljstvu. Izgradnja hotela, hostela, restorana, kafea..., i atrakcija kakva je Golubački grad, sigurno bi motivisali turiste, koji su sada bukvalno u tranzitu kroz Golubac, da se duže zadrže u mestu, a od toga bi, definitivno, profitirala čitava zajednica.

NOVI TURISTIČKI PROIZVOD

Primer Golubačke tvrđave ukazuje da su tvrđave na Dunavu u Srbiji, prema rečima direktora Dunavskog centra za kompetenciju, vrlo zanimljive i predstavljaju odličan turistički proizvod za čiji razvoj su oni kao organizacija vrlo zainteresovani. Pored Golubačke tvrđave, u Srbiji je i Ramska tvrđava, Beogradska, Petrovaradinska, tvrđava u Baču, Smederevu i Fetislam u Kladovu. Taj novi proizvod ima veliki kapacitet i mogao bi lako da se valorizuje i predstavi primarno kao proizvod za lokalno tržište i okolne države, ali i da se promoviše na prekomorskim tržištima. Za obnovu ovih tvrđava potrebna su ogromna sredstva, ali treba znati da ništa, pa ni savršena obnova tvrđave ne garantuje posetu turista. U suštini, mnogo zavisi upravo od način na koji se tvrđava interpretira i predstavlja. A to zahteva da se stalno radi na razvijanju turističkog proizvoda da bi se iz godine u godinu održavala njegova aktuelnost. Jednom rečju, tvrđava je hardware a software je ta interpretacija - uvek po neki novi sadržaj u okviru tvrđave. To podrazumeva i upotrebu novih tehnologija, kao što su izmenjena realnost, animacije, 3D projekcije...

- Već od septembra ove godine – otkriva Boris Čamernik, počinje novi projekat, takođe finansiran od strane EU, koji će sprovesti Nemačka razvojna agencija. Taj projekat će imati više slojeva, a radiće se na obnovi dela tvrđave Smederevo, dela tvrđave Fetislam u Kladovu i Rajačkih pinnica, kao i na izgradnji vizitorskog centra na Feliks Romulijani.

How to make the Danube a new big destination on the tourist map of Europe, which will be interesting even for overseas markets, is in the focus of the Danube Centre for Competence - an organization that is engaged in the development and promotion of sustainable tourism on the Danube, not only in Serbia, but in all 10 countries through which the Danube flows as well.

- We all know – says the Secretary General of this organization Boris Čamernik, that Europe is still a tourist destination number 1, but unfortunately, it can very quickly happen to lose its advantage due to new destinations appearing on the market. That is why the binding of destinations, i.e. the binding of attractions on the destinations is a way to sustain and achieve greater competitiveness in the global tourism market.

THE FORTRESS – THE ENGINE OF DESTINATION'S TOURISM DEVELOPMENT

The Golubac fortress is a great example of how through the reconstruction of a deserted fortress through which the asphalt road has passed for 100 years, creates a destination that attracts almost 50,000 tourists annually, and this year it is expected to attract 100,000 tourists, which is a huge potential not only for the fortress as a location, but also for Golubac and its entire surroundings.

At the time when we often speak about the over-tourism as a serious problem of some European destinations, the logical question would be: can Golubac accommodate such a number of tourists? The answer is simple: Golubac has to begin developing its own capacities.

- We should not forget - said Čamernik, that the complete reconstruction of the Fortress during these five years has amounted to 6.6 million euros, and the works have been financed by the European Union, through the Austrian Development Agency. This is a serious investment that should now be the engine of the tourism development of the whole region. It is to be expected that the private sector will respond and investors recognize the opportunity for business, primarily in the catering industry. The construction of hotels, hostels, restaurants, cafes ... and attractions such as the Golubac fortress, would surely motivate tourists, who are now literally in transit through Golubac, to stay longer in the city, and of this, definitely, the whole community would benefit.

THE NEW TOURISM PRODUCT

The example of the Golubac fortress indicates that the fortresses on the Danube in Serbia, according to the director of the Danube Centre for Competence, are very interesting and represent an excellent tourist product, the development of which they are very interested in as an organization. In addition to the Golubac fortress, there are also the Rams Fort, Belgrade, Petrovaradin, the fort in Bač, Smederevo and Fetislam in Kladovo. This new product has great capacity and could be easily valued and presented primarily as a product for the local market and surrounding countries, but also to promotion in overseas markets. The reconstruction of these fortresses requires enormous resources, but it should be known that nothing, even the perfect restoration of the fort, guarantees the visit of tourists. In essence, much depends on the way the fortress is interpreted and represented. And this requires that we constantly work on the development of a tourist product in order to maintain its current status from year to year. In a word, the fortress is hardware and software is that interpretation - there should always be some new content within the fortress. This includes the use of new technologies, such as augmented reality, animations, 3D projections...

- Since September this year - reveals Boris Čamernik, a new project, also financed by the EU, has been launched, which is going to be implemented by the German Development Agency. This project is going to have several stages, and is going to work on the reconstruction of the part of the fortress Smederevo, the part of the fortress Fetislam in Kladovo and Rajačke pinnice, as well as the construction of a visitor centre on Felix Romuliana.



PRAVA EVROPSKA PRESTONICA MLADIH

Novi Sad pulsira energijom mladih, njihovom kreativnošću, slobodnim duhom, sofisticiranim idejama i kosmopolitskim stavom. To je grad koji golica maštu i ne ostavlja ravnodušnim, u kom se mladi sreću, upoznaju, zbližavaju i saradaju. Grad koji ispiriše, u kom se uči, stvara, napreduje, povezuje. Grad u kojem svaki mlad čovek ima pravo na svoj glas; glas koji će se čuti i razumeti.

I upravo to je razlog što se Novi Sad pozicionirao kao mesto susreta mladih u regionu. Mladi su zavredili značajnu pažnju lokalne vlasti i postali populacija kojoj se treba obraćati na poseban način. Turistička organizacija Grada Novog Sada (TONS) prepoznala je njihovu kreativnu snagu, želju da pomeraju granice i prihvataju nove izazove, kao i da se integrišu u evropske turističke tokove. Zato TONS dodatno podstiče i bodri razvoj omladinskog turizma kroz veliku regionalnu kampanju za mlade. U vremenskom okviru od šest meseci, na društvenim mrežama biće prikazano 17 kratkih filmića sa predlozima kako doživeti energiju mladih. Štaviše, nova internet platforma (www.novisad.travel) nudi poseban segment sa ponudom za mlade, za one koji se tako osećaju, pa čak i za najmlađe posetioce (3-12 godina) u pratnji svojih roditelja.

Kao grad mladih, Novi Sad je u potpunosti zaslužio titulu Omladinske prestonice Evrope, titulu koju dodeljuje Evropski forum mladih čiji je cilj osnaživanje politike mladih i doprinos jačanju evropskog identiteta kroz različite aktivnosti. Svake godine,

EUROPEAN CAPITAL OF YOUTH

Novi Sad pulses with energy of young people, their creativity, free spirit, sophisticated ideas and cosmopolitan attitude. It is a city that evokes imagination and leaves no one indifferent, where young people gather, meet, get together and work together. It is the city that inspires, where people can learn, create, develop and connect. The city in which every young man has the freedom to speak; knowing he will be heard and understood.

And that is exactly why Novi Sad has positioned itself as a meeting place for young people in the region. The young have earned considerable attention from local authorities and have become a population to be addressed to in a special way. The Tourist Organization of the City of Novi Sad (TONS) recognized their creative strength, the desire to move borders and accept new challenges, and to integrate themselves into the European tourism trend, as well. That is why TONS additionally encourages and promotes the development of youth tourism through a major regional youth campaign. Within a six-month time frame, social networks will feature 17 short films with suggestions on how to experience the energy of young people. Moreover, the

jedan evropski grad dobija priliku da pokaže svoje inovativne ideje, projekte i aktivnosti koje daju glas mladima i podstiču njihovo učešće u društvu i svim aspektima gradskog života. Ključno je da mladi ljudi budu ravnopravni u odlučivanju i imaju mogućnost da utiču na društveni, ekonomski i politički život grada u kojem žive. Da bi se to ostvarilo, inicijativa Omladinske prestonice Evrope nastoji da podrži i mlade ljude i grad.

Inače, Omladinska prestonica Evrope Novi Sad (#OPENS2019) je savez udruženja koji zajedno sa svojim partnerima sprovodi programske aktivnosti. Od gradske infrastrukture do kulturnih i obrazovnih programa i demokratskog kreiranja politike, do kraja 2020. godine, grad će biti obojen OPENS bojama. Već postojeće gradske sadržaje OPENS tim dodatno obogaćuje i podstiče mlade na uključivanje u različite aktivnosti, kao i da se kroz rad na sebi i unapređivanje znanja i životnih veština uključe u sve što gradski život podrazumeva.

Stiže leto, doba godine kada Novi Sad u potpunosti zavibira i postaje jedna velika agora. Niz događaja na otvorenom u centru i u drugim delovima grada okupljaju domaću publiku ali i sve više inostranih gostiju. Od EXIT-a preko Dana Brazila i Festivala boja do Festivala uličnih svirača i jesenje najveće regionalne Međunarodne konferencije u oblasti turizma i hotelijerstva (MEKST), Novi Sad zabavlja i uključuje, edukuje, rekreira i inspiriše. Poseban značaj ima Omladinski sajam OPENS YOUTH FAIR, manifestacija koja se održava neposredno pred EXIT festival, kada Novi Sad postaje centar okupljanja mladih iz celog sveta. Exit Tim, Turistička organizacija Grada Novog Sada u saradnji sa OPENS organizacijom, Fondacijom „Novi Sad 2021“ i brojnim sportskim i plesnim organizacijama, svojim udružanim snagama podižu Novi Sad na noge. Letnji ritam grada svakako prija svima, daje energiju i, ono što je najvažnije: čini da se u njemu svi osećaju mladi.

Tekst i foto: **Turistička organizacija
Grada Novog Sada**

new internet platform (www.novisad.travel) offers a special segment with the offer for young people, for those who feel so, and even for the youngest visitors (3-12 years old) accompanied by their parents.

As the city of youth, Novi Sad fully earned the title of the Youth Capital of Europe, a title awarded by the European Youth Forum aimed at empowering youth policy and contributing to the strengthening of European identity through various activities. Every year, a European city has the opportunity to showcase its innovative ideas, projects and activities that give voice to young people and encourage their participation in society and all aspects of urban life. It is crucial for young people to be equal in decision-making and have the ability to influence the social, economic and political life of the city they live in. In order to achieve this, the initiative of the Youth Capital of Europe aims at supporting both young people and the city.

Otherwise, the Youth Capital of Europe Novi Sad (# OPENS2019) is a federation of associations that, together with its partners, implements program activities. From city infrastructure to cultural and educational programs and democratic policy making, by the end of 2020, the city will be painted with OPENS colours. The existing city content OPENS team additionally enriches and encourages young people to engage in various activities, and to take part in urban city life through self development and development of knowledge and life skills.



The summer is coming, the time of the year when Novi Sad is completely vibrant and becomes one big agora. A series of outdoor events in the centre and in other parts of the city bring together domestic audiences and more and more foreign guests. From EXIT through the Day of Brazil and the Festival of Colours to the Street Music Festival and the biggest regional International conference in the field of tourism and hospitality (MEKST) held in autumn, Novi Sad entertains and involves, educates, recreates and inspires. Particular importance is given to the Youth Fair OPENS YOUTH FAIR, an event that takes place just before the EXIT festival, when Novi Sad becomes the centre of youth gathering from around the world. Exit Team, the Tourist Organization of the City of Novi Sad in cooperation with OPENS organization, the Foundation "Novi Sad 2021" and numerous sports and dance organizations, with joint forces get Novi Sad on its feet. The summer rhythm of the city is certainly good for everyone, it gives energy and, most importantly: it makes everyone feel young.

Text and photo: **The Tourism Organization
of the City of Novi Sad**

ZOV GOSTOLJUBIVE RAVNICE

Zvali su nas da nam pokažu, a onda i mi da pokažemo čitaocima ili gledaocima šta Bačka Palanka, Kikinda i Zrenjanin nude namerniku ili slučajniku tokom predstojećeg leta, kako bi se i onog sledećeg tu našao. I da znate, ima šta...

Sada je to tunel od razigranih zelenih trepe-ravih krošnji, a zimi bajkoviti beli svetlu-cavi snežni svod od grana 400 stabala srebrnog jasena, duda, lipa, kao i američkog koprivića. Kolaju priče da su koprivići dar predsednika Vudrou Vilsona, prijatelja Mihaila Pupina, zahvaljujući kome je Ulica generala Drapšina u Kikindi, kao 22. po redu, dospela na listu od 50 najlepših ulica na svetu.

Ovo je samo jedna od bezbroj priča i anegdota koju je vesela novinarska družina, uz pomoć kamera i blokova, sredinom maja zabeležila na studijskom putovanju „Vojvođanska prolećna rapsodija“. Ljubazni domaćini iz Turističke organizacije Vojvodina proveli su nas kroz Bačku Palanku, Kikindu i Zrenjanin, nastojeći da nam pokažu ono što bi rado pokazali svakom turistu.

PALANČANI ŽIVE NAPOLJU

A ima li boljeg početka od Muzeja piva i pivare koju je još pre 125 godina kupio grof Lazar Dunderški u Čelarevu, odmah pošto je kupio veću pivaru u Zrenjaninu. Danas ona odlično radi u sastavu velike kompanije Carlsberg, a uskoro se očekuje i ponovno pokretanje proizvodnje piva u većoj pivari. Šetnja kroz ovaj muzej je svojevrstan romantični vremeplov kroz starinske načine proizvodnje i skladištenja piva, upotpunjen i Muzejom piva u okviru Zrenjaninske pivare, gde su sačuvane ogromne posude u kojima se pivo kuvalo, takozvane varione. Naravno da put piva nije mogao da započne bez degustacije ovog hladnog penušavog napitka, uz taze vojvođanske kiflice koje se tope u ustima.

Šteta što nismo mogli u renovirani dvorac Dunderški, odmah "iza čoška", videli smo ga samo spolja, okruženog parkom, kao što je,



THE CALL OF HOSPITABLE PLAINS

They called to show us, so we could show to our readers or viewers what the towns of Bačka Palanka, Kikinda and Zrenjanin have to offer during the upcoming summer, for tourists to return next year. And believe me, there are many things to see...

Now it is a tunnel of playful green floral treetops, and in winter a fairy white glittering snowy vault from a branch of 400 trees of silver ash tree, mulberry, linden and American hackberry. There are stories telling that hackberry trees were the gift from the president Woodrow Wilson, a friend of Mihail Pupin, thanks to which General Drapšin Street in Kikinda, as the 22nd in a row, has reached the list of the 50 most beautiful streets in the world.

This is just one of the countless stories and anecdotes that cheerful group of journalists recorded, with the help of cameras and notebooks, in the beginning of May on the study trip "Vojvodina's spring rhapsodies". The friendly hosts from the Tourist Organization of Vojvodina walked us through the towns of Bačka Palanka, Kikinda and Zrenjanin, trying to show us what they would show to every tourist.

PALANKA'S RESIDENTS LIVE OUTSIDE

And is there a better start than from the Beer Museum and brewery which was bought by the Count Lazar Dunderški in Čelarevo more than 125 years ago, immediately after he bought

PONUDE LETA

Nema šanse da nabrojimo sve ono što bi valjalo ovog leta posetiti u navedena tri grada, pa biramo.

Bačka Palanka: Dan Dunava (29. juna), Etno šor (juli), Dunavski bal (početak jula), Ilindan u Čelarevu (2. avgusta), Međunarodni festival ekološkog pozorišta za decu i mlade i palanački Dunav FEST (druga polovina avgusta).

Kikinda: Internacionalni simpozijum skulpture TERRA (1-31. jun), Sova fest (treći vikend u julu), FENOK – međunarodni festival narodnih orkestara (kraj jula), Kikindsko leto (avgust), Mamut FEST (drugi vikend u septembru), Dani ludaje, Internacionalni festival za decu "Ta se pesma ljubav zove" (oktobar)...

Zrenjanin: Dani Uroša Predića (jun – Orlovat), Franc List (jun – Ečka kaštel), Sremčevi dani (poslednji vikend juna), Banatska bajka (celo leto), Banatske vredne ruke (jul), Dani piva (avgust)...



Ečka

uostalom, cela Bačka Palanka. Kažu da Palančani žive napolju, u svojim parkovima prirode, a naročito oko Dunava. Ponose se rezervatima prirode Bagremara i Karađorđevo, parkom prirode Tikvara, delom nacionalnog parka Fruška gora i parkom oko čelarevskog dvorca. Presrećni su dok nam pokazuju predivne besplatne plaže Bager i Tikvarsku, prvu između ostalog što može da primi i plovila sa dubljim gazom, ne propuštajući da istaknu ni njenu čardu sa ribljim specijalitetima, a drugu zbog četiri platana stara više od sto godina i barskog čempresa koji raste samo ovde. Jezero na kome su plaže uvek je protočno i čisto zbog nekoliko kanala koji ga povezuju s Dunavom.

Krajem svakog avgusta, sa ovih plaža, nekad s jedne, nekad s druge, omamljuje miris kuvane ribe, pošto je to vreme za Zlatni kotlić koji ne sme da se propusti. Ko na Kotliću nije viđen, džabe se i rodio. Sada je za to bilo rano, ali ne i za "belu flotu" labudova, koji samo što nam nisu jeli iz ruke. I četiri zaštićena stogodišnja platana bila su na svom mestu. Oni ne mrdaju nigde, kao ni barski čempres.

A u nadaleko čuvenoj ergeli Karađorđevo koja datira još iz 1880. godine, dočeka nas je upravnik **Nebojša Zlatanović**, vrlo raspoložen za sve moguće priče o ovom aristokratskom rezidencijalnom objektu u kojem se, najčešće u tajnosti, krojila istorija ovih prostora. Uz državnike nekako idu dobri konji i lov, pa je tako i sudbina ove ergele bila mešovita, u zavisnosti od političkih prilika. Pored fijakera, kočija i

a larger brewery in Zrenjanin? Nowadays it works well within the Carlsberg company, and it is soon expected to resume production of beer in larger brewery. Walking through this museum is a kind of romantic time machine through the old ways of producing and storing beer, completed by the Beer Museum within the Zrenjanin Brewery, in which are kept the huge vessels where beer was cooked. Of course, the beer tour could not start without tasting this cold, sparkling beverage, along with freshly made Vojvodina's rolls, that melt in the mouth.

Unfortunately, we couldn't visit the renovated Dunderški Castle, just around the corner, and we only saw its exterior surrounded with park, just like the entire Bačka Palanka. It is said that Palanka's residents live outside, in its nature parks, especially around the Danube. They are proud of the nature reserves of Bagremara and Karađorđevo, Tikvara Nature Park, part of the Fruška gora National Park and the park around the castle. They are very happy to show us beautiful beaches Bager and Tikvarska, the first because it can accommodate deep-sea vessels, not failing to point out its fish restaurant, and the other because of four planetrees over a hundred years old and swamp cypress that grows only here. The lake with its beaches is clean thanks to the several canals that connect it to the Danube.

At the end of August every year, from one of these beaches, the beautiful smell of cooked fish spreads, because it is the time of the Zlatni kotlić event that should not be missed. There was a flock of white swans, which were very friendly. There were also four hundred-years-old planetrees. They are not going anywhere and nether do swamp cypresses.



Karadordevo

KOTLIĆ ZA GINISOVU KNJIGU

Kotlić koji Palančani najviše pamte upriličen je za pravoslavnu Novu 2001. godinu, kada je riba kuvana u takozvanom Ginisivom kotliću iz koga je te ledene noći nahranjeno 12.000 duša. Eto tako, dvojica entuzijasta zainatila se da naprave najveći kotlić na svetu, pa sad na plaži Bager stoji to čudo od 4.000 kubika, prečnika 2,5 metra. Kažu da je tada potrošeno više od 1.700 kg ribe, 150 kg luka, 1.600 litara vode, 300 l kuvanog paradajza, a to je veslima mešalo dest kuvara koji su morali da se popnu na skele. Lep prizor za zamišljanje i pripovedanje turistima, ali podvig više nikada nije ponovljen. Ko bi to opet!



Bačka Palanka

At the well-known horse stable Karadordevo, dating from the 1880, we were welcomed by the manager Nebojša Zlatanović, ready to tell us many stories about this aristocracy residential facility in which, most often in secret, was written the history of this region. Statesmen are always followed by good horses and hunting, so the fate of this stable was mixed, depending on the political circumstances. In addition to horse carriages and horse equipment, at the Museum of the stable there is an interesting Guests book containing many world-famous people, as well as the Book of horses in which the most famous races can be found. The stable is currently managed by the Ministry of Defence, so we heard, these are good times. The racetrack was renovated, the audience stand was built, and they founded one more racing event to be held at the end of September – the Serbian Army Cup.

"SOVEMBAR" ON THE TOWN'S SQUARE

It's no coincidence that at the entrance of the town of Kikinda there is an owl monument, and that here November is called Sovember (the pun on words, sova is a Serbian word for owl). For unknown reasons, the colonies of these otherwise inseparable birds have been nesting in canopy trees on the town square for the last twenty years, with the highest number of 726 owls. They come here from all over the world in November, stay for the winter, and go away in March. Inexplicable, but fascinating. A perfect tourist attraction.

The favourite promenades of Kikinda's residents are the Blandaš park and the Old Lake, created by the accumulation of the former Galacka River. The construction of the bridge connecting the lake with the Recreational Centre complex is soon to be finished. And there are football fields, athletic stadiums, tennis courts, outdoor and indoor pools, small terrains for football, basketball, volleyball... We believe in the claim that it is unique in Serbia.

Unique is also the mammoth called Kika, whose remains of skeleton, half a million years old, found on the local ground, stand in the glazed "cage" of the National Museum, while the replica in natural size rises in the courtyard. Otherwise, what makes this museum also interesting is the fact that it used to be a former courtroom and prison, and for some time even a prison and museum. Therefore, as the lovely director **Lidija Milašinović**, said, it is a bit of a problem to make out of this terrifying building with many small windows a friendly space for visitors. So, they use incentives such as fee tickets or the possibility to rent a bicycle if you pay 150 Dinars for the ticket.

THERE WILL BE BEER IN BEČKREK, AS WELL

The town of Zrenjanin, also called Bečkerek or Petrovgrad, welcomed us with its imperceptible

VOJVODINA SPOJ PRIRODE I KULTURE

konjske opreme, u Muzeju ergele veoma je zanimljiva Knjiga utisaka u koju su upisana mnoga svetski poznata imena, kao i matična Knjiga konja u kojoj se mogu naći najpoznatije rase. Ergela se trenutno nalazi pod upravom Ministarstva odbrane, pa kako čujemo, u toku su neki bolji dani. Renoviran je hipodrom i izgrađene su tribine, a za kraj septembra uveden je još jedan trkački dan – Kup Vojske Srbije.

SOVEMBAR NA GRADSKOM TRGU

Nije slučajno što na ulazu u Kikindu stoji spomenik sovi i što ovde novembar zovu sovembar. Iz nepoznatih razloga kolonija ovih inače nedruželjubivih ptica poslednjih dvadesetak godina gnezdi se u krošnjama na gradskom trgu, gde je najviše izbrojano 726 sova. Iz celog sveta stignu ovde u novembru, prezime, a u martu kud koja. Neobjašnjivo, ali fascinantno. Savršena turistička atrakcija.

Omiljena šetališta Kikindana su park Blandaš i Staro jezero, nastalo akumulacijom nekadašnje reke Galacke. Kada smo mi tuda šetali bilo je pitanje dana kada će biti završen mostić (sada verovatno postoji) koji jezero treba da spoji sa još jednim ponosom Kikindana - kompleksom Rekreacionog centra. A tu nema čega nema: fudbalskih terena, atletskih stadiona, teniskih terena, bazena na otvorenom i zatvorenom, malih terena za fudbal, košarku, odbojku... Verujemo u tvrdnju da je jedinstven u Srbiji.

Jedinstvena je i mamutica Kika, čiji ostaci skeleta, stari pola miliona godina, pronađeni u ovdašnjem glinokopu, stoje u zastakljenom "kavezu" Narodnog muzeja, dok se u dvorišnom prostoru uzdiže replika u prirodnoj veličini. Inače, ovaj muzej zanimljiv je i po tome što je nekada bio sudnica i zatvor, jedno vreme čak simultano zatvor i muzej. Zato je sada, kako reče simpatična direktorka **Lidija Milašinović**, problem da se od tog zastrašujućeg zdanja sa mnoštvom malih prozora napravi neki "frendli" prostor za posetioce. Pa se to radi pomoću tu i tamo besplatnih ulaznica ili praksom da se uz kupljenu kartu od 150 dinara može iznajmiti bicikl za taj dan.

BIĆE PIVA I U BEČKREKU

Zrenjanin, Bečkerek, Petrovgrad, kako se kome više dopada, dočekao nas je svojom neprolaznom lepotom, arhitektonski i duhovno duboko ukomponovanom u bogatu istoriju grada, ali i nezavisno od te istorije. Mio prizor: na prostranom Trgu slobode, među decom koja se loptaju i rolaju (uzrged budi rečeno, prelepom decom), dve vrlo vremešne i podgojene prije, upravo su poskakale sa svojih bicikala iz



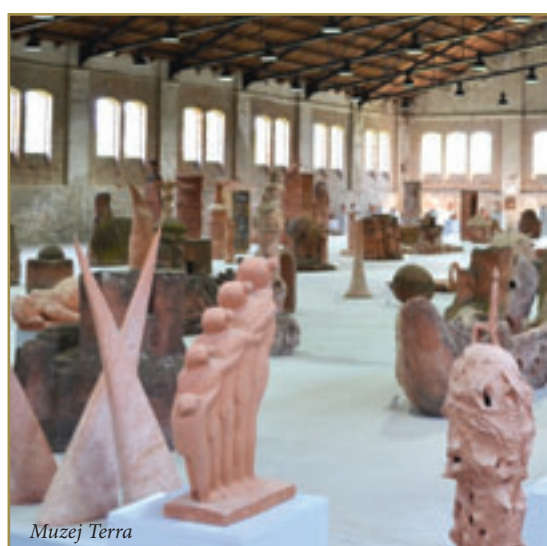
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Kikinda



Muzej Terra

ZEMLJA NA ZEMLJI TERRA

Kao što je u prostoru Narodnog muzeja bio zatvor, na prostoru Muzeja TERRA u Kikindi bila je kasarna. Ovo umetnosti posvećeno mesto, na otvorenom i zatvorenom, prirodni je nastavak Internacionalnog simpozijuma skulpture u terakoti TERRA kroz koji je za 35 godina prošlo oko 450 umetnika iz zemlje i sveta koji su ovde ostavljali svoje radove. A od pre godinu i po dana ne treba da brinu – izabrani radovi udomljeni su na najbolji mogući način. Ulazak u ovaj umetnički produhovljeni prostor, gde se horizontalna sirova zemlja raduje onoj vertikalnoj, ispečenoj, rukom oblikovanoj, pravi je estetski šok. Baš kao i ulazak u staklom opasan enterijer Muzeja, ili u Atelje sa peći za monumentalne skulpture visoke i do 2,5 metra.

čijih korpi viri zeleniš, pa potanko razvezle priču. Smeju li se, smeju! Onda se jednim hitrim “hop” opet nađoše na svojim sedištima, mahnuše jedna drugoj i kud koja.

To je Bečkerek.

Isti onaj Bečkerek koji se jako raduje pivu, onom svom zrenjaninskom koje se trenutno peni u Čelarevu pod okriljem Carlsberg-a, a ovde se turistima pokazuje samo variona – da vide kako se nekad kuvalo pivo. Zrenjaninci su čvrsto rešili da svoju renomiranu i pedigiranu pivaru izvuku iz nekog besmislenog dremža i ponovo pokrenu – SVE. Pa ako je stara pivara mogla da radi od 1745. do 2007. godine, valjda nije nemoguće ponovo je osposobiti! Čujemo da je napravljen ugovor sa Carlsberg-om, a to valjda nešto znači. Bez valjda. Biće pivaaa, biće peneee!

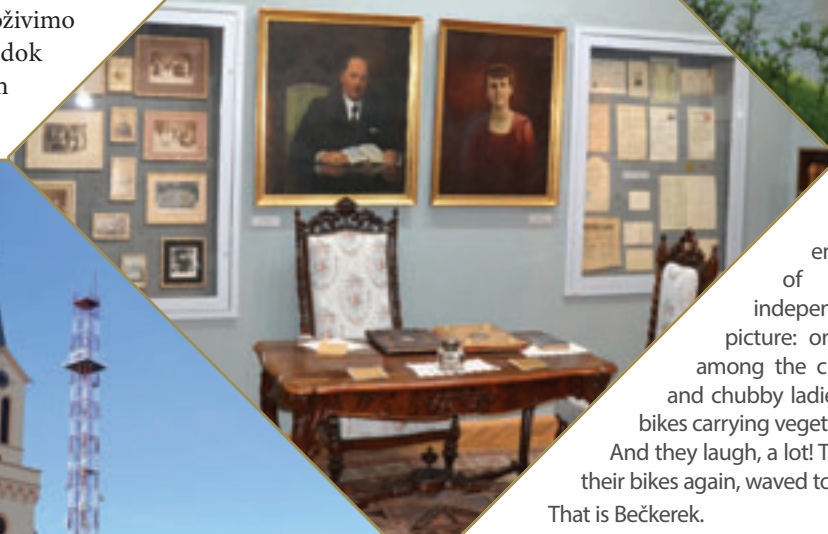
Šta nam još nudi Bečkerek? Svašta. Konkretnije “barski vuk” **Milivoj Putić Puta**, koji nas je, na svoj duhoviti,



Carska bara

ali i edukativni način, turističkim brodićem “Carska bara” proveo kroz ovaj barsko-močvarni eko sistem u kome je voda visoka pola metra, a mulj tri i u koji čovek relativno retko zalazi. Učinio je sve da se tu opet jednoga dana vratimo i vidimo kornjaču kako se sunča, čak je i preplanula na suncu, kako reče Puta, doživimo “ludačku avanturu” dok brodić, sa fascinantnih

Zrenjanin
Muzej grada



Zrenjanin

beauty, architecturally and spiritually deeply embedded in the rich history of the town, but also independently of that history. Nice picture: on the vast Sloboda square, among the children playing, two elderly and chubby ladies have just hopped of their bikes carrying vegetables and started to chitchat. And they laugh, a lot! Then they quickly hopped on their bikes again, waved to each other and went away.

That is Bečkerek.

That same Bečkerek loves beer so much, the one from Zrenjanin, that is made in Čelarevo by the Carlsberg, and they show tourist here only the old cooking process. People in Zrenjanin have firmly decided to get their renowned and pedigreed brewery from some meaningless snooze and restart – EVERYTHING. So, if an old brewery could work from 1745 to 2007, it might not be impossible to re-start it. We hear that a deal has been made with Carlsberg, and that might mean something.

What else does Bečkerek offer? Many things. More precisely, Milivoj Putić Puta, in a witty and educational way, with his tourist ship “Carska bara”, took us through swamp eco system in which water is half a meter high, and the mud three meters high, where people rarely go. He did everything he could in order for us to return here one day just to see a turtle sunbathe, experience “crazy adventure” while the ship, with the fascinating speed of 6,5 km per hour cuts the dangerous curve, and found out what we didn’t know about plants, birds, amphibians and the entire food chain where people are rare but unfortunately still present.

Bečkerek also has a human reserve, much louder, a real perfection of a series of intrigues of aristocratic descendants related to the Castle in Ečka, recently renovated and ready to accommodate even more demanding tourists. The most important two historical moments on which this castle standing in a magnificent park with a fountain are the first public appearance of the nine-year-old Franz Liszt under this roof and the over-night stay of Franz Ferdinand before he went to Sarajevo and got assassinated. And about what was going on here in the past, it’s best to ask Ervin Gazdag, an enthusiastic researcher and author of the book on the tragic fate of the Banat aristocracy under the roof of the castle.

Author: **Radmila Tamindžić**

Photo: Promo Vojvodina



Zrenjanin

6,5 km na sat seče opasnu krivinu, saznamo ono što inače nikada ne bismo znali o biljkama, pticama, vodozemcima i celokupnom lancu ishrane tamo gde je čoveka ponajmanje, ali, nažalost, nije sasvim isključen.

A Bečkerek ima i ljudski rezervat, mnooooooogo glasnjiji, pravo savršenstvo od niza intriga aristokratskih pokoljenja vezanih za Kaštel u Ečkoj, nedavno renoviran i spreman da ugosti i zahtevnije turiste. Najbitnija dva istorijska momenta na kojima opstaje ovaj Kaštel u velelepnom parku sa fontanom, su prvi javni nastup devetogodišnjeg vunderkin-da Franca Lista pod ovim krovom i noćenje Franca Ferdinanda pre nego što je pošao u Sarajevo na nišan Gavrilu Pricipu. A o tome šta se sve ovde događalo pre i posle toga, najbolje je pitati **Ervinu Gazdaga**, entuzijastu istraživača i pisca knjige o manje-više tragičnoj sudbini banatske aristokratije pod krovom Kaštela.

SRBIJA POTENCIJALNA GOLF DESTINACIJA?



Jedan od rastućih trendova na globalnom nivou u poslednjih deset godina je sve veće interesovanje za investicije u golf, s ciljem da se poveća broj inostranih posetilaca i prihod od turizma, pa broj prvoklasih golf terena raste iz godine u godinu. Neki do najboljih terena na svetu mogu se naći u Evropi, Severnoj Americi i Aziji, a sve je više više golf terena i u Africi, gde je, na primer, samo u Keniji, za svega nekoliko godina izgrađeno čak osam profesionalnih golf terena.

One of the growing trends on the global level in the last ten years is an increasing interest in golf investments, in order to increase the number of foreign visitors and tourism revenues, and the number of first-class golf courses is growing year after year. Some of the best courses in the world can be found in Europe, North America and Asia, and there are more and more golf courses in Africa, where, for example, in Kenya eight professional golf courses have been built in just a few years.



SERBIA AS A POTENTIAL GOLF DESTINATION?

Golf generiše oko 20 milijardi dolara godišnje i bilo da ga praktikuju profesionalni igrači ili rekreativci, generiše više od 25 miliona turističkih kretanja godišnje. Približno 80 miliona ljudi igra golf i to najviše u SAD-u i Kanadi, dok više od 5 miliona golfera dolazi iz Evrope.

Postoji oko 32.000 golf terena u 140 zemalja širom sveta. Popularne destinacije za golf turizam su Španija, SAD, Kanada i Portugal. Više od polovine svih terena na svetu nalazi se u SAD-u, dok je u Evropi oko 6.000 terena. Ipak, pojavljuju se i nove destinacije, poput Malezije, Egipta, Meksika i Kine, koje predstavljaju veliku konkurenciju tradicionalnim golf tržištima jer nude kvalitetno golfing iskustvo po povoljnim cenama. Južna Afrika, Turska i Dubai, takođe polako ulaze na listu najpopularnijih destinacija za golf turiste.

PROFIL PROSEČNOG GOLFERA

Prilikom izbora destinacija za odmor inspirisan golfom važni su sledeći faktori: dostupnost (npr. direktni letovi), cene aranžmana, kvalitet golf terena i hoteli (od 4 do 5 zvezdica).

Golf turisti generalno pripadaju višoj i visokoj ekonomskoj klasi, važan im je luksuz, blago su konzervativni po prirodi i često putuju sa partnerom ili grupom prijatelja. Na osnovu godina i nivoa znanja golfa postoje četiri tipa golf turista: početnici; junior golferi (kojih u Evropi najviše ima u Nemačkoj, Švedskoj, Francuskoj, Engleskoj i Španiji); golferi kojima je to sekundarna turistička aktivnost (pa se često pored golfa na odmoru bave i drugim sportskim aktivnostima poput jedrenja, plivanja, vožnje bicikla i pešačenja), kao i aktivnostima vezanim za hranu i kulturu; senior golf igrači od kojih 56 odsto ima više od 50 godina, a procenjuje se da će se taj procenat najverovatnije popeti na 66 odsto do 2020! Oni imaju novac i želju da putuju, te su svakako poželjni kao turisti. Veoma cene dobru uslugu, komfor i kvalitetnu hranu.

Velika Britanija ima najviše registrovanih golfera u Evropi. Britanci su, takođe, i najčešći golf turisti, posle njih dolaze Skandinavci (najčešće Šveđani i Danci) i Nemci. Tržišta sa najvećim rastom golf turizma su Holandija (+8%), Slovačka (+4%) i Letonija (+4%).

The golf generates about \$ 20 billion annually and whether it is practiced by professional or recreational players, it causes more than 25 million tourists to travel per year. Approximately 80 million people play golf, mostly in the United States and Canada, while more than 5 million golfers come from Europe.

There are about 32,000 golf courses in 140 countries around the world. Popular destinations for golf tourism are Spain, USA, Canada and Portugal. More than half of all courses in the world are found in the United States, while in Europe there are about 6,000 courses. Nevertheless, new destinations, such as Malaysia, Egypt, Mexico and China, are emerging, which represent a major competition for traditional golf markets as they offer quality golfing experience at affordable prices. South Africa, Turkey and Dubai are also slowly entering into the list of the most popular destinations for golfers.

PROFILE OF AN AVERAGE GOLFER

The following factors are important when selecting destinations for golf-inspired holidays: availability (eg direct flights), package prices, golf course quality and hotels (from 4 to 5 stars).

Golf tourists belong to a higher and high economy class, luxury is very important to them, are mildly conservative by nature and often travel with a partner or group of friends. Based on the age and levels of golf knowledge there are four types of golf tourists: beginners; junior golfers (if from Europe, they mostly come from Germany, Sweden, France, England and Spain); golfer who play this sport as a secondary tourist activity (often combined with other sports activities, like sailing, swimming, cycling and hiking), and gastronomy and cultural activities; senior golf players, 56 percent of whom are more than 50 years old, and it is estimated that this percentage will likely climb to 66 percent by 2020! They have the money and the desire to travel, and are certainly desirable as tourists. They highly appreciate good service, comfort and quality food.

Great Britain has the most registered golfers in Europe. The British are also the most popular golf tourists, followed by Scandinavians (mostly Swedes and Danes) and Germans. The markets with the highest growth of golf tourism are the Netherlands (+ 8%), Slovakia (+ 4%) and Latvia (+ 4%).

WHERE IS SERBIA IN ALL THIS?

Golf as a tourism product was recognized in 2016 in the Tourism Development Strategy of the Republic of Serbia 2016-2020. In Serbia there are officially only two golf courses: one in Belgrade and the other in Vojvodina, in the municipality of Žabalj. Both courses have 9 holes, or tracks, while the standard for the world's courts is 18 holes.



GOLF TURIZAM: ELITNI TURISTIČKI PROIZVOD

GDE JE TU SRBIJA?

Golf kao turistički proizvod prepoznat je tek 2016. godine u Strategiji razvoja turizma Republike Srbije 2016-2020. godine. U Srbiji zvanično postoje samo dva golf terena: jedan u Beogradu, a drugi u Vojvodini, u opštini Žabalj. Oba terena imaju po 9 rupa, odnosno staza, dok je standard za svetske terene 18 rupa.

Predsednica Golf kluba „Centar“ u Žablju **Milica Ošap** ističe da je vojvođanska ravnica idealna za razvoj golf ponude u Srbiji. Zato su se, kaže ona, odlučili da svoj teren upotpune sa dodatnih 9 staza, što će ga učiniti prvim najvećim golf terenom u Srbiji sa 18 staza, kako

The president of the Golf Club "Centar" in Žabalj, **Milica Ošap** points out that the Vojvodina plain is ideal for the development of golf tourism in Serbia. That's why, she says, they decided to complete their course with an additional 9 tracks, which will make it the first and the biggest golf course in Serbia with 18 tracks, as required by world standards. It further opens the possibility to organize international tournaments, attract more professional golfers, and to develop this type of sports tourism in Serbia.

The Tourism Organization of the Municipality of Žabalj strives through cooperation with the golf club to promote golf as a



"Golf klub Centar"
Photo: Miloš Takač

nalažu svetski standardi. To dalje otvara mogućnost za organizaciju međunarodnih turnira, privlačenje većeg broja profesionalnih golfera, te i razvoj ovog vida sportskog turizma u Srbiji.

Turistička organizacija opštine Žabalj nastoji da kroz saradnju sa Golf klubom promoviše golf kao turistički proizvod, koji je definisan u toj regiji i usvojenim Programom razvoja turizma AP Vojvodine od 2018 do 2022.

tourist product, which is defined in the region and adopted by the Tourism Development Program of Vojvodina from 2018 to 2022.

- If we look at world statistics when it comes to golf tourism, we can say that we have quite a chance to position ourselves as a golf destination. We started the project "With golf through the

- Ako pogledamo svetsku statistiku kada je u pitanju golf turizam, može se reći da imamo poprilične šanse da se pozicioniramo kao golf destinacija. Započeli smo i projekat „Golfom kroz region“, gde u 5 zemlja - Crna Gora, Slovenija, BiH, Hrvatska i Rumunija, promoviramo ne samo golf, već i sve ostalo što opština Žabalj nudi. Ono što, takođe, ide u prilog razvoju turizma je činjenica da se nalazimo u blizini velikih emitivnih centara - Novog Sada i Beograda, kao i u blizini autoputa - Koridora 10, blizu nam je i aerodrom, a prednost je sve veći broj low cost letova ka Beogradu – objašnjava **Marija Čupić**, direktorka TOO Žabalj.

NEDOSTATAK SMEŠTAJNIH KAPACITETA

Golferi u Žabalj najčešće dolaze iz okruženja: iz Crne Gore, BiH, Slovenije, Hrvatske, ali i iz Nemačke, Turske i Rusije.

- Prosečno kroz turnir bude najmanje 10-ak igrača iz inostranstva, ali tokom nedelje stalno dolaze iz Češke, Austrije, Mađarske, Slovenije. Veliki broj golfera dolazi iz Hrvatske, s obzirom da tek u Zagrebu postoji jedan teren, pa je nekima bliže da dođu kod nas. Crna Gora nema svoj teren, zbog čega se čak i crnogorsko prvenstvo održava kod nas – ističe Milica Ošap.

Golferi dolaze u najvećem broju tokom trajanja turnira i zadržavaju se dva do tri dana. Kočnicu za veći razvoj golf turizma, odnosno duži boravak golfera u ovom kraju predstavlja nedostatak odgovarajućih smeštajnih kapaciteta. Odsedaju u Zrenjaninu, udaljenom 12 km, a oni zahtevniji traže smeštaj u Novom Sadu. S obzirom da golferi uglavnom ne putuju po destinaciji nego provode dan na terenu, važno im je da smeštaj bude što bliži. Zato su se čelnici Golf kluba „Centar“ odlučili na izgradnju apart hotela i apartmanskog naselja u samom kompleksu, čija bi izgradnja najverovatnije trebalo da počne sledeće godine.

U želji da golf turistima bude što interesantniji boravak u Vojvodini, Turistička organizacija Žablja osmislila je tematsku turu „Put sira i meda“, koja okuplja lokalne proizvođače i njihovu ponudu kvalitetnih proizvoda. U golf klubu postoji i mini info centar gde svi zainteresovani mogu da vide ponudu i turističke sadržaje u okolini, pa igrači često odu kolima do susednog mesta, obiđu neko gazdinstvo, park prirode, ali vole da uživaju i u sadržajima Novog Sada, Zrenjanina i svemu onome što Vojvodina ima da ponudi.



Photo: Miloš Takač

region“, where in five countries - Montenegro, Slovenia, Bosnia and Herzegovina, Croatia and Romania - we promote not only golf, but also everything else that the municipality of Žabalj offers. What also contributes to the development of tourism is the fact that we are in the vicinity of large emission centers - Novi Sad and Belgrade, as well as in the vicinity of the highway - Corridor 10, there is also an airport, and the advantage is the increasing number of low cost flights to Belgrade - explains **Marija Čupić**, director of TOO Žabalj.

THE LACK OF ACCOMMODATION FACILITIES

Golfers from the region usually come to Žabalj: from Montenegro, BiH, Slovenia, Croatia, but also from Germany, Turkey and Russia.

- During tournaments on average of at least 10 players come from abroad, but during the week they come from the Czech Republic, Austria, Hungary and Slovenia. A large number of golfers come from Croatia, since there is only one course in Zagreb, and for some of them it is closer to come here.

Montenegro doesn't have a course, which is why even the Montenegrin championship is held in our country – says Milica Ošap.

The golfers mostly arrive during the tournaments and stay for two or three days. The barrier for the greater development of golf tourism or a longer stay of golfers in this region is a lack of adequate accommodation facilities. They usually stay in Zrenjanin, 12 km away, and those who are more demanding look for accommodation in Novi Sad. Since golfers generally do not travel across a destination but rather spend their time on the course, it's important to them the accommodation to be nearby. That's why the owners of the

Golf Club "Centar" decided to build apart-hotels and apartment complexes in the complex, whose construction is most likely to start next year.

In order to make a more interesting stay for golfers in Vojvodina, the Tourist Organization of Žabalj has designed a theme route „The road of cheese and honey“, which brings together local producers and their offer of quality products. In the golf club there is a mini info center where all interested tourists can see the offer and tourist facilities in the surroundings, so the players often go to the neighboring places, visit some farms, nature parks, but they also enjoy the contents of Novi Sad, Zrenjanin and all that Vojvodina has to offer.

Author: **Marija Obradović**

SAMO OPUŠTENO!

Bečej je jedno romantično panonsko mesto, koje se smestilo na desnoj obali reke Tise, na najvećoj krivini koju panonska lepotica pravi u Srbiji. U istoriji se prvi put pominje 1091. godine, dok je ceo srednjovekovni period vezan za tvrđavu koja je bila bastion i carinarnica mnogih velikih kuća. Danas Bečej predstavlja multietnički grad, privredno, društveno i kulturno središte Srba i Mađara u ovom delu Vojvodine, ali i drugih naroda. Kao najveća potiska opština, Bečej je protkan mnogim prirodnim i kulturnim znamenitostima od kojih svaka priča svoju priču.

U mirnom vojvodanskom gradiću kakav je Bečej, prepunom zelenila, posetioci mogu da uživaju u šetnji olistalim ulicama, kao i centralnim gradskim trgovom koji krasi zadužbina baronice Eufemije Jović, velelepna zgrada gradske kuće i dva sakralna objekta - crkva Svetog Georgija i crkva Uznesenja Marijinog. Kako je Bečej kulturni centar ovog dela Vojvodine, ima gradsko pozorište, biblioteku, istorijski arhiv, likovnu galeriju, kao i dva muzeja – dovoljno razoga za pasionirane poštovaoce umetnosti i kulture da posete ovaj grad i istraže sva kulturna i druga bogatstva koje skriva.

Za ljubitelje prirode i zagovornike aktivnog odmora, tu je mnoštvo vodenih tokova koji čine pravo bogatstvo Bečēja. Reka Tisa, koja lagano seče ravnicu, i na čijoj obali ima zanimljivih ugostiteljskih objekata, predstavlja pravu oazu mira i uživanja. Tisa je odvajkada važila za reku bogatu ribom, pa od nje i danas domaći ugostitelji pripremaju najukusnije riblje specijalitete koje obavezno treba probati. Rečnom bogatstvu svakako doprinosi i postojanje insekta vodenih cvetova - Tiskog cveta, koji se svakog juna pojavljuje na površini, nakon tri godine provedenih kao larva na rečnom dnu. - Tada naša reka cveta, a posetioci taj fenomen mogu jedino još da dožive na reci Jang Ce Kjang u Kini – s ponosom ističe **Nemanja Karapandžić**, direktor Turističke organizacije opštine Bečej.

STARA BRODSKA PREVODNICA - ŠLAJZ

Kroz Bečej prolazi i Veliki Bački kanal, u dužini od 22 km, i uliva se u usporeni deo reke Tise južno od Bečēja. Krunu vezivanja kanala i Tise predstavlja stara brodska prevodnica koju meštani zovu Šlajz. Prevodnica je izrađena u

JUST RELAX!

The town of Bečej is a romantic place, settled on the right bank of the Tisa River, on the biggest curve that Pannonian beauty makes in Serbia. In history, it was mentioned for the first time in 1091, while the entire medieval period was linked to the fortress which was the bastion and the customs house of many large houses. Today, Bečej is a multi-ethnic city, economic, social and cultural centre of Serbs and Hungarians in this part of Vojvodina, but also of other nations. As the largest municipality on the Tisa River bank, Bečej has many natural and cultural sights, each of which tells its story.

In a quiet town of Bečej, filled with greenery, visitors can enjoy a walk along the streets, as well as the central square of the city that decorates the endowment of the baroness Eufemija Jović, the magnificent building of the town house and two sacral buildings - the Church of St. George and the Church of the Assumption of Mary. As Bečej is a cultural centre of this part of Vojvodina, it has a city theatre, a library, a historical archive, an art gallery, and two museums - enough reason for the passionate worshippers of art and culture to visit this city and explore all the cultural and other treasures it hides.

For nature lovers and advocates of active holidays, there are many water courses that make up the real fortune of the town of Bečej. The Tisa River, which cuts the plain slightly, and on whose coast there are interesting catering facilities, is a real oasis of peace and enjoyment. The Tisa has always been valid for a river rich in fish, and even today domestic caterers prepare that fish and make the most delicious fish specialties that must be tasted. The richness of the river is certainly also contributed by

VOJVODINA, EXPECTING SUMMER IN THE TOWN OF BEČEJ, ON THE RIGHT BANK OF THE TISA RIVER



birou Ajfela. Gradnja je završena 1900. godine po planovima Hajnca Alberta, austrougarskog vojnog inženjera. Kapije prevodnice su pokretane na električni pogon, strujom koju je proizvodila hidrocentrala, po čemu je ova brana bila jedna od najsavremenijih u to vreme. Danas je to spomenik kulture od izuzetnog značaja za Republiku Srbiju i kao takav, uz dvorac Fantast, predstavlja biser turističke ponude opštine Bečej.

FANTAST - DVORAC IZ MAŠTE BOGDANA DUNĐERSKOG

Malo je ljudi koji maštu mogu da pretvore u stvarnost. Jedan od takvih bio je Bogdan Dunđerski, pripadnik najbogatije porodice u Vojvodini s kraja XIX i početka XX veka. Na svom imanju, koje se prostiralo na preko 2.600 jutara zemlje, sagradio je, usred ravnice, dvorac iz mašte - Fantast.

Kompleks dvorca prostire se na oko 65 ha i obuhvata, pored dvorca, i ergelu, kapelu gde je sahranjen Bogdan Dunđerski, mali kaštel i park sa jezerom. Dvorac danas raspolaže sa pet dvokrevetnih soba i dva apartmana, i još pet dvokrevetnih soba u depandansu, a ima i dve svečane sale opremljene stilskim nameštajem. Fantast je pravo mesto za razne proslave, seminare i tim bildinge, idealno za povratak u neka davna zaboravljena vremena. Osim u prelepom ambijentu, posetioci će sigurno uživati u bogatoj gastronomskoj ponudi vojvođanskih jela i vina.

Kapela na jezeru građena je neposredno nakon izgradnje zamka, početkom dvadesetih godina prošlog veka u neovizantij - skom stilu. Ikonostas je oslikao akademski slikar Uroš Predić, veliki prijatelj Bogdana Dunđerskog.

Čitavom dužinom kompleksa proteže se ergela. U konjušni - cama gosti mogu da vide čuvena grla kao što su: Honoured

the existence of an insect of water flowers - Tiski cvet, which appears on the surface every June, after three years as a larva on the river bed. – Then our river flourishes, and besides in Serbia, visitors can experience this phenomenon on the Yangtze River in China – proudly says Nemanja Karapandžić, director of the Tourism organization of Bečej.

AN OLD SHIP GATE - ŠLAJZ

Through the town of Bečej also passes the Great Bačka canal, in a length of 22 km, and enters the slow part of the Tisa River south of Bečej. The crown of the connection of the canal and the Tisa is an old ship gate called by the residents Šlajz. The gate was made at the Eiffel Bureau. The construction was completed in 1900 according to plans by Heinz Albert, an Austro-Hungarian military engineer. The gates were powered by electric power, produced by the hydroelectric power plant, and this dam was one of the most modern ones at the time. Today it is a cultural monument of great importance for the Republic of Serbia and as such, with the Fantast castle, is the pearl of the tourist offer of the municipality of Bečej.

FANTAST – THE CASTLE FROM BOGDAN DUNĐERSKI'S IMAGINATION

Few people can turn imagination into reality. One of these was Bogdan Dunđerski, a member of the richest family in Vojvodina from the end of the XIX and the beginning of the 20th century. In his estate, which spanned over 2,600 acres of land, he built, in the middle of the plain, a fantastic castle - Fantast.

The complex of the castle extends to about 65 ha and includes, beside the castle, a farm, a chapel where Bogdan Dunđerski is buried, a small castle and a park with a lake. The castle now has five double rooms and two apartments, and five more double rooms in the new building, and there are also two festive rooms equipped with stylish furniture. Fantast is the right place for various celebrations, seminars and team building, ideal for returning to some old forgotten times. Besides a beautiful ambience, visitors will certainly enjoy the rich gastronomic offer of Vojvodina's dishes and wines.

U BEČEJU, NA DESNOJ OBALI TISE

guest, Trinidad i Soaring Falcon. Uz pomoć iskusnih instruktora - trenera moguće je i jahanje, vožnja kočijama, a zimi vožnja saonicama u predivnom ambijentu snegom pokrivene ravnice.

Dvorac je okružen parkom, sa uređenim stazama za šetnju, a odnedavno, u sklopu dvorskog kompleksa funkcioniše i mini zološki vrt!

ŽUTA VODA KAO SIMBOL GRADA

Jedan od zaštitnih znakova Bečēja su „Žuti bunari“, odnosno arterski bunari sa mineralnom vodom iz kategorije natrijum-hidro-karbonatskih hipotermi. Žuti bunar na „Pogači“ - centralnom gradskom trgu, najstariji je bunar takve vrste u Bečēju. Izgrađen je 1904. godine a bušio ga je čuveni bunardžija iz Mađarske Karolj Šoš. U narednim godinama, Šoš je na još nekoliko lokacija u gradu izbušio bunare. Jedan od bunara izbušio je na sopstvenom imanju i tako udario temelje lekovite Jodne banje u Bečēju.

Bunari sa „žutom vodom“ su među najvećim simbolima grada i prava su turistička atrakcija. Uz njih obavezno ide legenda o putnicima namernicima koji su posle prve popijene čaše „žute vode“ - zauvek ostajali u Bečēju! Istina ili ne – proverite sami...

A GDE ODSESTI?

Bečejci, mirni, tihi i gostoljubivi ljudi, rado dočekuju goste i znaju da im ugone. I zato, između ostalog, već ovog leta treba posetiti Bečej. Ako pitate gde odsesti, preporučujemo neki od mnoštva finih objekata u privatnom vlasništvu, od kojih izdvajamo nekoliko.



Villa Via

The chapel on the lake was built right after the castle was built in the early 1920s in a neo byzantine style. Iconostasis was painted by academic painter Uroš Predić, a great friend of Bogdan Dunderški.

The horse stable expands throughout the whole length of the complex. In the stables visitors can see famous horses such as: Honoured guest, Trinidad and Soaring Falcon. With the help of experienced instructors - trainers it is also possible to ride, ride the carriage, and in winter ride the sleds in a beautiful ambience with snow covered plains.

The castle is surrounded by park, with arranged walking paths, and recently, as part of the complex, a mini zoo is also available!

YELLOW WATER AS A SYMBOL OF THE TOWN

One of the trademarks of Bečej are "Yellow Wells", the respective artificial wells with mineral water from the category of sodium hydrocarbon hypothermia. The yellow well on „Pogača“ - the central town's square, is the oldest well of its kind in Bečej. It was built in 1904 and it was drilled by the famous Hungarian bureaucrat Karolj Šoš. In the following years, Šoš drilled wells at several other locations in the town He drilled one of the wells on





Villa Via (*becej-hotel.com*) je hotel sa 3*. Nalazi se u mirnoj ulici na samo 250 m od centra grada i 500 m od sportskog centra "Mladost", a raspolaže: zatvorenim i otvorenim bazenima, tere-tanom, saunom, teniskim terenima, halom za rukomet, košarku, odbojku i druge sportove. Sve sobe su komforne, veoma lepo opremljene, sa stilom. Imaju sopstveno kupatilo, TV sa kablovskom mrežom, kao i Wireless internet visokog protoka.

Club 4 rooms (*club4.co.rs*) je u užem centru Bečeja, u neposrednoj blizini sportskog centra - idealan za smeštaj sportista na pripremama ili takmičenjima. Svaka smeštajna jedinica je klimatizovana, ima TV i WiFi.

Bl Sportivo (*blsportivo.com*) ispunjava sve uslove za smeštaj sportskih ekipa ali i za goste koji žele da se odmore u mirnom delu centra grada. Svaka soba opremljena je sa krevetima visokog kvaliteta, kupatilom, TV-om i besplatnim internetom. Objekat ima i natkrivenu baštu, koja u letnjem periodu služi za uživanje i odmor.

his own property and thus struck the foundations of the medicinal Jodna Spa in Bečej.

Yellow water wells are among the biggest symbols of the town and are a true tourist attraction. They are followed by the legend of traveller who, after taking the first glass of the „yellow water“ – stayed forever in Bečej! True or not - check for yourself...

AND WHERE TO STAY?

Bečej residents are peaceful, quiet and friendly people, who love having guests and know how to please them. And that's why, among other things, Bečej should be visited this summer already. If you don't know where to stay, we recommend one of the many fine privately-owned properties.

Villa Via (*becej-hotel.com*) is a 3* hotel. It is located in a quiet street only 250 m from the town centre and 500 m from the sport centre "Mladost". It has: indoor and outdoor swimming pools, gym, sauna, tennis courts, handball, basketball, volleyball and other sports. All rooms are comfortable, very nicely furnished, with style. They have their own bathroom, TV with cable network, and high-speed Wireless Internet.

Club 4 rooms (*club4.co.rs*) is in the centre of Bečej, near the sports centre - ideal for accommodating athletes on preparations or competitions. Each accommodation unit is air-conditioned, has TV and WiFi.

Bl Sportivo (*blsportivo.com*) meets all conditions for accommodation of sports teams, but also for guests who want to rest in a quiet part of the city centre. Each room is equipped with high quality beds, bathroom, TV and free internet. The building also has a covered garden, which in the summer period serves for enjoyment and rest.

Šljaz



Dvorac Fantast



OPŠTINA U KOJOJ USPEVAJU LALE

Na samo petnaestak kilometara od Bečeja, ali na levoj obali Tise, nalazi se Novi Bečej, čiji stanovnici s ponosom ističu da su blagosloveni, jer se nalaze u Banatu, jedinstvenom prostoru na kojem uspevaju Lale, a naravno i Sose. Čini ih ponosnim i to što je pre čak 231 godinu austrougarski car Franc Jozef Novom Bečeju dodelio status grad. To je povlačilo mnoge beneficije, poput određenih carinskih olakšica ili, na primer, izgradnje zaštitnog bedema duž Tise, koji i danas, kao da je tek podignut, svedoči i o kvalitetu ondašnjih radova ali i o snazi kojom Bogorodica, zaštitnica Novog Bečeja, čuva i grad i ljude od naoko mirne ali moćne, široke reke u čiji nasip je, nekim čudom ili greškom projektanta, ušao davno i toranj sa crkve posvećene Uspenju Presvete Bogorodice. Velika Gospojina odavno se praznuje kao gradska slava, ali već 26 godina održavaju se i Velikogospojinski dani – manifestacija koja po broju programa, učesnika i posetilaca sve više liči na „banatski Egzit“.

THE MUNICIPALITY IN WHICH “LALAS GROW”

Just fifteen kilometres away from the town of Bečej, on the left bank of the Tisa River, there is the town of Novi Bečej, whose inhabitants proudly say that they are blessed because they live in Banat, a unique area on which “Lala and Sosa grow”. They are also proud of the fact that 231 years ago the Austro-Hungarian Emperor Franz Joseph gave to Novi Bečej the status of a town. It provided many benefits, such as certain duty exemptions or, for example, the construction of a protective rampart along the Tisa River, which even today, as if it has just been raised, testifies to the quality of the works of that time as well as the power that Virgin Mary, the protector of the town of Novi Bečej, protects the town and its people from the seemingly still but powerful, wide river in whose embankment has entered the tower from the church dedicated to the Assumption of the Blessed Virgin Mary, long time ago. The holiday “Velika Gospojina” has long been celebrated as the town’s holiday, and the “Velikogospojinski dani” festival has also been celebrated for 26 years. It’s the event that year after year looks more like the Banat’s Exit festival by the number of programs, participants and visitors.

VOJVODINA, EXPECTING SUMMER THE TOWN OF NOVI BEČEJ, ON THE LEFT BANK OF THE TISA RIVER



www.novi-becej.travel

Ako pitate: po čemu je poznat Novi Bečej, biće to odmah signal da niste probali „banatski fruštuk“ i tako propustili najbolji deo priče o dobroj domaćoj hrani koja se priprema u svakoj kući u Banatu. Zato se u organizaciji Turističke organizacije opštine Novi Bečej turistima ovaj obrok služi u prirodi, na balama slame i tako od tradicionalnog obroka, sa mnogo mesnih đakonija, pita, štrudli i vrućeg belog hleba, pravi nezaboravna turistička atrakcija.

If you ask: what is the town of Novi Bečej best known for, it will be the signal that you haven't tasted Banat's breakfast and thus have missed the best part of the story of good home-made cuisine, prepared in every house in Banat. That's why, in the organization of the Tourist Organization of the Municipality of Novi Bečej, this meal is served to tourists in nature, on bales of straw, making the unforgettable tourist attraction out of the traditional meal, comprised of many meat delicacies, pies, strudels and fresh baked white bread.



TISA - REKA LJUBAVI

I nije to jedino nezaboravno u Novom Bečeju, mestu „rođenom“ usred ravnice, na levoj obali Tise, u čijoj se arhitekturi, kulturi i načinu življenja još uvek oseća austrougarski štim. Široka, naoko mirna reka, opasana s jedne strane dugačkim, lepo uređenim nasipom, punim cveća, na kojem Novobečejski u raznim aktivnostima provode najveći deo vremena tokom godine, a naročito leti, obično sredinom juna postaje tragično poprište ljubavne strasti malog Tiskog cveta – koji posle tri godine života u rečnom mulju, izlazi na površinu da odigra svoj svadbeni ples. Posle oplodjenja, koje se dešava u vazduhu, i ženka i mužjak umiru, prekrivajući reku svojim telima poput belog pokriva. Ovaj neobični, ali neverovatno lep prirodni fenomen – poznat kao cvetanje Tise, traje nekoliko dana, a dešava se samo na Tisi i to u Novom Bečeju, Bečeju, Senti i Kanjiži, a viđen je još samo u Kini na reci Jang Ce Kjang. U Novom Bečeju koji se pretvara u veliko srce, odvija se najromantičnija manifestacija u Srbiji – *Tisa reka ljubavi*. Slavi se ljubav, a grad je prepun muzike, smeha, igre, dobrih vibracija... Stotinama upaljenih svećica šalju se

TISA – THE RIVER OF LOVE

And it is not the only unforgettable experience in the town of Novi Bečej, a place "born" in the middle of the plain, on the left bank of the Tisa River, the town in the architecture, culture and lifestyle of which the Austro-Hungarian spirit is still felt. A wide, generally quiet river, surrounded on one side by a long, beautifully decorated embankment full of flowers, in which locals spend most of the time during the year, and especially during summer, usually in mid-June people can see the tragic love scene of the small insect Tiski cvet – which, after three years of life in a river sludge, comes to the surface to play their wedding dance. After the fertilization which occurs in the air, both the female and the male die, covering the river with their bodies like a white cover. This unusual, but incredibly beautiful natural phenomenon - known as Tisa Flowering, lasts for several days, and only occurs in the Tisa River in the towns of New Bečej, Bečej, Senta and Kanjiža, as well as in China on the Yangtze River. In the town of Novi Bečej which turns into a big heart, the most romantic manifestation in Serbia takes place – Tisa, the river of love. Love is celebrated, and the town is full of music, laughter, games, good vibrations... Messages of love are sent by hundreds of burning



poruke ljubavi... Tih dana i noći svi su zaljubljeni, a oni koji to nisu, dođu u Novi Bečej da se zaljube. Poziv je, kažu, otvoren.

Leti se, inače, čitav grad i dešavanja u njemu, uglavnom spuštaju na reku. Najvažnije aktivnosti su tada: kupanje, plivanje, nautički sportovi, pecanje... Za divno čudo, u Novom Bečeju nema splavova – restorana, ali svaka veća ili bogatija porodica ima svoj splav ili čamac na kojem uživa tokom leta. Već sada na Tisi ima oko hiljadu plovila, a priobalje se proširuje za još stotinjak, pa izgleda da već treba ozbiljnije razmišljati o privezištu, poput onog u Apatinu, dok je u planu i jedan pristan za veće brodove, što bi, kako kaže **Saša Dujin**, direktor Turističke

candles... During those days and nights everyone is in love, and those who are not, come here to fall in love. As they say, you are invited.

During summer, the entire city and events in it mostly come down to the river. Then, the most important activities are: bathing, swimming, nautical sports, fishing... Surprisingly, there are no restaurants on water in the town of Novi Bečej, but every bigger or richer family has its own raft or boat. So far, there has been around thousand boats on the Tisa River, so it seems that one should seriously think about a berth, such as the one in the town of Apatin, while the larger marina for bigger boats is in plans, which would, according to **Saša Dujin**, director of the Tourism organization of Novi Bečej Municipality, contribute the entire destination to turn to active tourism business.



Velikogospojinski dani

THE TOWN OF NOVI BEČEJ, ON THE LEFT BANK OF THE TISA RIVER

Slano Kopovo



organizacije opštine Novi Bečej, doprinelo da se čitava destinacija orijentiše ka aktivnom bavljenju turizmom.

Gotovo svakog vikenda u Novom Bečeju se nešto dešava, ali Velikogospojinski dani su, ipak, najveća letnja manifestacija, koja po broju programa, učesnika i posetilaca sve više liči na „banatski Egzit“. Održava se tradicionalno od 22. do 25. avgusta, dok se 27. avgusta Velika Gospojina slavi kao zvanična gradska slava. Ove godine organizatori se ozbiljno oštire, pa već sada treba zaokružiti u kalendaru ove datume i rezervisati vreme.

Ono što možda može da bude problem u Novom Bečeju je smeštaj. Za one mlade duhom preporučujemo savremeno opremljeni hostel, sa 6 soba i ukupno 44 ležaja, u čijem sastavu je i multifunkcionalna, tehnički dobro opremljena sala sa 100 mesta, kojim upravlja Turistička organizacija. Jedini hotel u gradu je „Tiski cvet“ 3*, sa 90 ležaja, u kojem su upravo u toku radovi na izgradnji bazena sa termalnom vodom i wellness centra. Hotel ima sopstvenu bušotinu lekovite termalne vode, kažu - odličnog kvaliteta, pa će se završetkom tog centra i Novi Bečej upisati na kartu vojvodanskih spa destinacija.



There is a kind of happening every weekend in the town of Novi Bečej, but the Velikogospojinski dani is the biggest summer festival, that year after year looks more like the Banat's Exit festival by the number of programs, participants and visitors. It is traditionally held from August 22nd to 25th, while on August 27 Velika Gospojina is celebrated as an official town's holiday. For this year, organizers have had big preparations, so you should book your attendance on time.

What may be a problem in Novi Bečej is accommodation. For those young people we recommend a modern equipped hostel, with 6 rooms and a total of 44 beds, within there is also a multifunctional, technically well equipped hall with 100 seats, managed by the Tourist Organization. The only hotel in town is „Tiski Cvet“ 3*, with 90 beds, and the construction of a swimming pool with thermal water and wellness centre is in progress. The hotel has its own well of healing thermal water, they say - of excellent quality, so after the completion of the centre, the town of Novi Bečej will be on the map of Vojvodina's spa destinations.

HIDDEN TREASURES IN NOVI BEČEJ'S SURROUNDING

Those who decide to explore Vojvodina this summer will discover many interesting things in Novi Bečej's surrounding. Here's what can be found.

- The last remain of the Pannonia Sea - the Nature Reserve **Slano Kopovo**, about ten kilometres from Novi Bečej on the road to Novo Miloševo, the last water oasis in which, whatever it may dry up, it always has salty water and medicinal mud. The reserve is a natural habitat of rare birds, such as crane. In the reserve there is a visitor centre, there are also 7-10 accommodation units, and bunkers are being built for photographing and bird watching.
- A little further to the north there are the ruins of **Arača**, a 13th-century Benedictine abbey, which represents a cultural and historical monument of the first order. In 1551 the Arača was rebuilt in the fortress. That same year, during the siege of Bečej, it was surrendered to the Turks without a fight. They burned it and since then the magnificent building has not been restored. Every year the Tourism organization of Novi Bečej Municipality organizes its famous event there - Medieval Picnic in Arača (this year in June 22nd), which revives

NOVI BEČEJ, NA LEVOJ OBALI TISE

SKRIVENA BLAGA NOVOBEČEJSKOG ATARA

Oni koji se ovog leta upute u istraživanje Vojvodine, u novobečejskom ataru otkriće mnogo zanimljivosti o kojima možda i ne sanjaju. Evo šta se sve ovde krije.

- Poslednji ostatak Panonskog mora - rezervat prirode **Slano Kopovo**, udaljen desetak kilometara od Novog Bečeja na putu ka Novom Miloševu, poslednja vodna oaza u kojoj, kako god da presuši, uvek ima slane vode i lekovitog blata. Rezervat je prirodno stanište retkih prica selica, kao što su ždralovi. U rezervatu je vizitorski centar, ima i 7-10 smeštajnih jedinica, a upravo su u izgradnji i bunker za nesmetano fotografisanje i posmatranje ptica.

- Malo severnije su ruševine **Arače**, benediktinske opatije iz 13. veka, koja predstavlja kulturno-istorijski spomenik prvog reda. Godine 1551. Arača je prepravljena u tvrđavu. Iste godine, za vreme opsade Bečeja, bez borbe je predata Turcima. Oni su je spalili i od tada velelepno zdanje više nije obnavljano. Novobečejska turistička organizacija svake godine u tom prostoru organizuje poznatu manifestaciju - Srednjovekovni piknik na Arači (ove godine 22. juna), koja oživljava priču o srednjem veku. Veoma je zanimljiva jer okuplja vitezove iz Rumunije, Srbije i Mađarske, koji učestvuju u atraktivnom muzičkom i kulinarskom programu.



the story of the middle ages. It is very interesting because it gathers knights from Romania, Serbia and Hungary, who participate in an attractive music and culinary program.

- Those searching for museums will be surprised by **Vladimir Glavaš's house** in Vranje, a wealthy lawyer and great charity, which



Glavaševa kuća





- Oni koji tragaju za muzejima, biće iznenađeni kućom **Vladimira Glavaša**, u Vranjevu, bogatog advokata i velikog dobrotvora, koja predstavlja etno kuću jedne bogate građanske porodice s kraja 19. i početka 20. veka kakva se drugde ne može videti. U Novom Miloševu se nalazi zavičajni muzej "**Kotarka**" - u objektu koji pripada ambijentalnoj celini dvorca grofofske porodice Karačonji. Muzej "**Žeravica**" - privatni muzej generacija kolekcionara porodice Žeravica - od dede Milivoja do unuka - Čedomira Žeravice, zvaničnog regionalnog serviseru Bosch-ovih proizvoda, koji je najposvećeniji kolekcionarstvu. Muzej, zvanično otvoren 1991. godine, ima fantastičnu zbirku izuzetno vrednih parnih mašina, čak 140 traktora, među kojima je najstariji marke "Hart parr" iz 1920. godine, i više od 300 poljoprivrednih i drugih mašina, dok je na galeriji muzeja, površine 1.600 kvadrata, prikazano oko trideset starih zanata, a prateću kolekciju čine automobili, motocikli i mopedi, pa čak i stara dečija kolica. U okviru muzeja je i postavka posvećena porodici Popov, iz koje je potekao Dušan Popov - za koga se tvrdi da je po njemu nastao lik Džemsa Bonda. Kao pasionirani kolekcionar, preko puta ovog muzeja Čedomir Žeravica je započeo izgradnju muzeja proslavljenog košarkaškog trenera Ranka Žeravice, svog strica. Uz muzej će biti i košarkaški teren, a ideja je da se čitav projekat oplemeni i edukativnim programima, poput seminara za košarkaške trenere... Inače, u Muzeju Žeravica svake godine se organizuje i jedinstvena tematska manifestacija "Zalazak u svitanje".

I eto, stigismo do kraja priče o samo deliću onoga što ovog leta može da se vidi i doživi u Novom Bečeju, u kojem, kad se bolje razmisli, sve nekako vuče na romantiku. Zato će od tri staze zdravlja, jedna svakako biti *staza ljubavi*, a Robinzonovo ostrvo - raj za zaljubljene i nepopravljive romantičare.

A leto se zahuktava. Sose već spremaju svoj poznati banatski fruštuk. Uzgred, i u Bečeju se puši: kuva se odlična riblja čorba. A vi sad gledajte gde ćete: na levu ili desnu stranu Tise?!

represents the ethno house of a wealthy civilian family at the end of the 19th and early 20th centuries that couldn't be seen anywhere else. In Novo Miloševo there is the local museum "Kotarka" - in the building belonging to the ambience of the castle of the count family of Karačonji. Museum "Žeravica" - private museum of the generation of collectors of the Žeravica family - from grandfather Milivoje to grandson - Čedomir Žeravica, the official regional service provider of Bosch products, which is the most dedicated collector. The museum, officially opened in 1991, has a fantastic collection of extremely valuable steam engines, as many as 140 tractors, among which is the oldest brand "Hart parr" from 1920, and more than 300 agricultural and other machinery, while at the museum's gallery of 1.600 square meters, there are about thirty old crafts and the accompanying collection consists of cars, motorcycles and mopeds, and even old baby carriages. Within the museum, the exhibition is dedicated to the Popov family, from which Dušan Popov originated - the man who was the inspiration for James Bond character. As a passionate collector, beside this museum, Čedomir Žeravica started building a museum of celebrated basketball coach Ranko Žeravica, his uncle. By the museum there will also be a basketball court, and the idea is to enrich the whole project with educational programs, such as basketball trainers' seminars... In addition, at the Žeravica Museum each year, a unique theme event "Zalazak u svitanje" is organized.

And here, we reached the end of the story about only a fraction of what this summer can be seen and experienced in the town of Novi Bečej, where, when you think better, everything somehow resembles a romance. That is why, from three paths of health, one will surely be the path of love, and Robinson Island - a paradise for lovers and irreparable romantics.

And summer is near. Women are already preparing their famous Banat's breakfast. By the way, the town is also the place of excellent fish soup. And it's up to you to decide where to go: on the left or the right bank of the Tisa River?!

Author:
Ljiljana Rebronja

LETOVANJE BEZ VISOKIH POTPETICA

Krstarenje guletima, replikama drevnih ribarskih brodova, u Turskoj sve češće alternativa standardnom odmoru.

SUMMER VACATION WITHOUT HIGH HEALS

Cruises by gulets, the replicas of the ancient fishing ships, is becoming very popular alternative to standard holidays in Turkey.

Možete li da zamislite kako sedam dana hodate bosu po čistoj, mekanoj palubi od tikovine, dok vam topli južni vetar pomera tanku pamučnu košulju ili majicu i hladi vas...I iako je napolju 30°C, vi to ne osećate pod tendom od kvalitetnog pamuka iz Anadolije. Da se kupate u toplom tirkiznom moru na kojoj god plaži želite, da spavate, ako vam se prohte, na udobnim dušecima pod beskrajnim zvezdanim nebom i tako sačekate izlazak sunca iznad Egeja, uvek na drugom mestu. I tako nedelju, dve ili više dana, koliko poželite.

PLIVANJE UZ MIRIS EUKALIPTUSA

Sve to nudi krstarenje Egejom i razućenom obalom Turske, od Marmarisa preko Fetija i ponovo do Marmarisa. U dužini od oko 100 kilometara na slikovitim, nekada ribarskim, danas udobnim replikama drevnih drvenih brodova – guleta. Na čitavom brodu je 6 – 8 dvokrevetnih kabina (sa toaletima i tuševima), ne luksuzno širokim, ali u njima ćete provoditi i najmanje vremena. Jer, kapetani koji znaju obalu „kao svoj džep“, kuvar i jedan– dva mornara će vas odvesti u, tvrde jedriličari, najlepše uvale Mediterana. Posada je tu da bi gosti doživeli nezaboravno leto i mirnu obalsku plovidbu. Od uvale do uvale, u predelima koje ste viđali samo na kadrovima svetski poznatih umetnika fotografije, na, najslikanijem delu obala Turske. Prepuna borove šume, eukaliptusa, cveća raznih boja, uz stenovite ili peščane uvale, plaže sa vodom „tečnog kristala“, biće vaše, u jutarnjim časovima, uveče ili u natopljen delu dana.

Can you imagine yourself walking barefoot on a clean, soft teak deck for seven days, while the warm southern wind moves a thin cotton shirt and cools you... And although it is a 30°C outside, you don't feel that under the awning of quality cotton from Anadolia. To swim in the warm turquoise sea wherever you want, to sleep, if you feel like doing so, on comfortable mattresses under the endless stellar sky and wait for the sunrise above the Aegean sea, never at the same place, for a week or two, or as much as you like.

SWIMMING WITH THE SCENT OF EUCALYPTUS

All of this can be experienced on the Aegean Sea cruise in Turkey, from Marmaris to Fethiye and back to Marmaris, on about 100 kilometres long cruise on picturesque cosy replicas of the ancient wooden ships – Gulet. On the ship there are from 6 to 8 twin bed cabins (with bathrooms), not luxuriously wide, but you will spend least of your time in them. For, experienced captain, a chef and one or two sailors will take you, as some sailors claim, to the most beautiful Mediterranean bays. The crew is there to make the guests experience an unforgettable summer and peaceful coastal sailing. The forests full of pine trees, eucalyptus, colourful flowers, by the rocky or sandy shores, crystal water beaches, will be yours in the morning and evening or in the hottest period of the day. There is no strict navigation plan, but only a general route. Everything else depends on you. No cruising is the same, because the trip plan is decided momentously. If there are too many ships on some of the famous beaches, you can go to many others. From one bay to another, you choose the place to have dinner, lunch or breakfast. As if you are Wall Street milliner or an oil businessman from Russia, on a





Nema strogog plana plovidbe, već samo okvirna maršruta. Sve ostalo zavisi od vas. Nijedno krstarenje nije isto, jer se o planu putovanja odlučuje u trenu. Ako je na nekoj poznatoj plaži i čuvenoj uvali, „previše” brodova, odlazi se u drugu, kojih je na stotine na ovom delu obale. Iz zaliva u zaliv, iz jedne lepote u drugu, birate mesta gde ćete da večerate, ručate ili doručkujete. Kao da ste milioner sa Vol Strita ili gasni tajkun iz Rusije, na privatnoj jahti, a mala, vešta i uvek nasmejana posada tu samo za vas. Da ispuni sve želje za hranom, pićem, koktelima, sjajnim turskim ali i drugim vinima. A hrana je letnja, mediteranska, prepuna plodova mora, maslina, čitavog carstva salata ali i roštilja, kebaba... Možete da pecate, dok se drugi kupaju, spustiće za vas čamac i pokazati vam koji je deo uvale dobar za ribolov. Uхватite li ribu, očistiće je i pomoći vam da je spremite uz peršun, ruzmarin ili kako već želite. Ako se čitavom društvu

private yacht, and small, skilled and always smiling crew is only at your service. And you will eat light, Mediterranean cuisine, filled with sea food, olives, many salads, and barbeque.... You can go fishing, while others swim, they will put you in a boat and show you the best place to catch a fish. If the group especially likes a bay or beach, the captain will anchor the gulet in it. On the shore they will light the fire, bring the barbeque and guitars, and make the unforgettable party. Tired of swimming, food, sunshine or drinks, you will go to sleep on the mattresses or in your cabin, while the crew will silently clear everything. In the morning you will be served coffee and breakfast on the back or front deck, under awning, as if they were not awake until late night hours.

VACATION WITH FRIENDS, FISHING...

There are also scheduled stays in Marmaris, on departure and return, then in Fethiye, near Olu Deniz, famous and officially since last year, the most beautiful Mediterranean beach, in order to check the night



(a posle dva dana plovidbe svi postajete „društvo“!) posebno svidi neka uvala i plaža, kapetan će usidriti gulet u toj, samo „vašoj“ uvali. Na obali će vam zapaliti vatru, izneti roštilj i čak doneti gitaru, napraviti nezaboravnu žurku, ili izneti mali muzički stub i puštati vašu muziku, za „bič parti“ koji ste vidali samo u filmovima. Umorni od plivanja, hrane, sunca ili pića, otići ćete da spavate na dušecima ili u svoju kabinu, dok će posada sve nečujno pospremiti. Ujutro će vam servirati kafu i doručak na zadnjoj ili prednjoj palubi, pod tendom, kao da nisu ni bili budni do kasnih noćnih sati.

ODMOR UZ PRIJATELJE, RIBARENJE...

Predviđena su i stajanja u Marmarisu, na polasku i povratku, potom u Fetijama, kraj Olu Deniz, čuvene i zvanično, od prošle godine, najlepše plaže Mediterana, kako bi proverili i noćnu zabavu u diskotekama Turske. Zastaće i ako poželite da vidite, potopljeni grad Miru i Kekove, da se oprobate u kanjoningu reke Saklikent, posetite antički grad Efes ili neki drugi lokalitet ili kulturno istorijski spomenik. Možete učestvovati u bacanju mreže, ribarenju, razvijanju starinskih jedara od pamuka i dakrona, raditi najobičnije poslove na brodu sa posadom. Možete da čitate, slikate, meditirate i uživate u nezaboravnim pejzažima kamenitih i šumovitih obala kraj kojih ćete ploviti.

-Čitave grupe prijatelja, već godinama letuju na istim brodovima, sa kapetanima i posadama koje ih neretko i posete u Beogradu preko zime. To radimo već drugu deceniju i ljudi ne samo da se vraćaju na gulete već se grupe i potražnja neprestano uvećavaju – kaže **Zoran Arsenović** direktor Kontikija. Povratnici, iskusno, ne nose više u koferima salonske cipele a ni dame večernje toalete i visoke potpetice koje nemaju gde da obuku. Već, stvari za uzbuđljiv, nesvakidašnji, pomalo sportski način letovanja, koji košta koliko sedmodnevni aranžman u hotelu sa tri zvezdice. Osim, što na krstarenju imate pun pansion sa tri sveža mediteranska obroka dnevno i nezaboravno letovanje koje ćete zasigurno ponoviti. Naravno, ako još uvek u vama ima sportskog, mladalačkog duha.



entertainment in Turkey's discotheques. It will also be a delight if you want to see the submerged city of Myra and Kekova, to try out the canyon of the Saklikent River, visit the ancient city of Ephesus or some other locality or a cultural historical monument. You can participate in fishing, sailing, doing the most common jobs on a ship with the crew. You can read, take pictures, meditate and enjoy the unforgettable landscapes of the rocky and wooded shores.

- Groups of friends have been spending their vacation on these ships for years. And we have been doing this for twenty years and people always want to come back on gulets and the demand is ever growing – says Zoran Arsenović, the director of the Kontiki. At the cruise you have a full board with three fresh Mediterranean meals a day and an unforgettable holiday that you will surely repeat. Of course, if you still have a sporting, youthful spirit in you.

*Photo and text:
Kontiki & D.K.-I.*

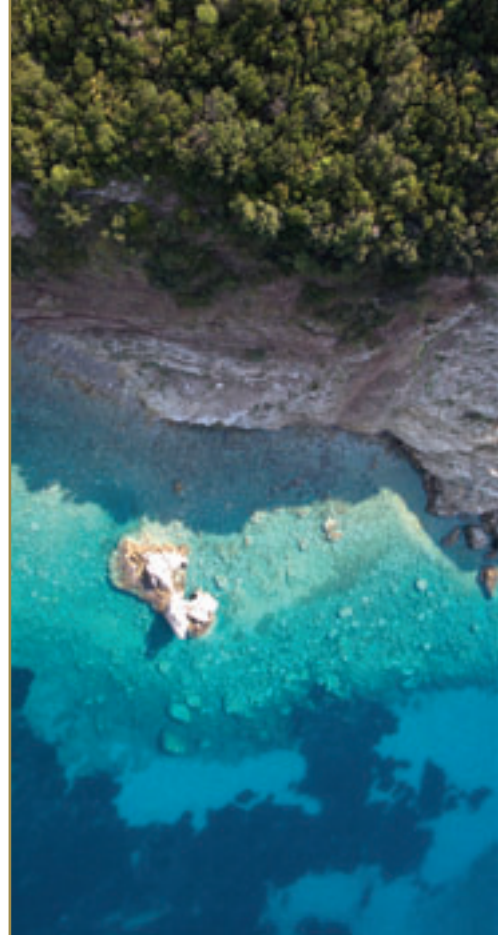


UKRAS OBALE KOJA NIKOGA NE OSTAVLJA RAVNODUŠNIM



BEACHES IN MONTENEGRO

COSTAL ORNAMENT THAT LEAVES NOBODY INDIFFERENT

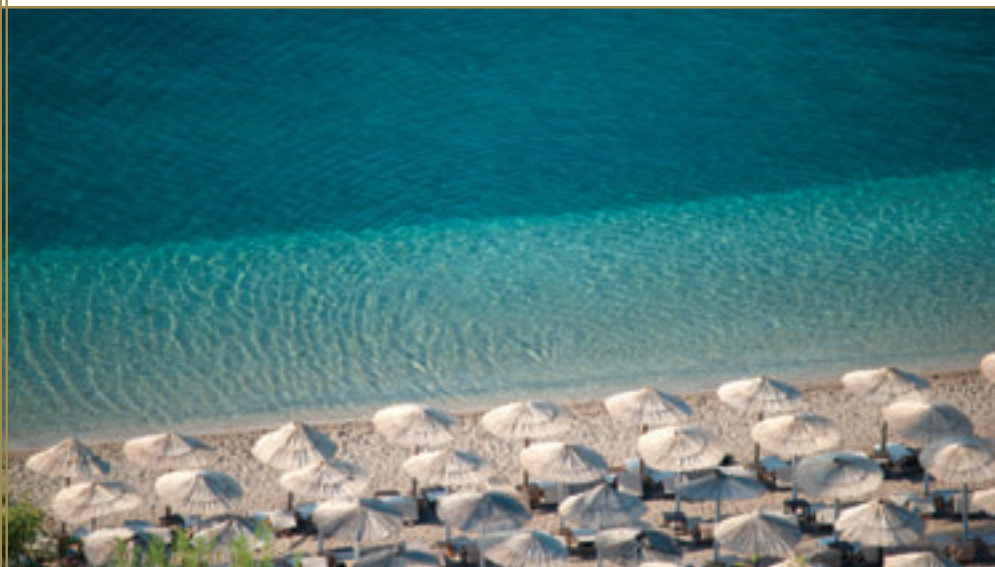


Duga svega nešto više od 300 kilometara, crnogorska obala jedinstvena je i prepoznatljiva u svijetu. Od sjevera ka jugu vješto se transformiše iz pješčanih plaža u stjenovite hridi, iz kamenih ponti u bistro podmorje... i nikoga ne ostavlja ravnodušnim...

Od Herceg Novog do Ulcinja diskretno se smjenjuju različiti pejzaži, ne otkrivajući baš sve očima znatiželjnika... Mnoga skrovita mjesta tajanstvenog Bokokotorskog zaliva nisu izložena očima javnosti i do njih se može doći samo ako vam ih otkriju mještani... Pješčane plaže Budve ponudiće vam nezaboravan odmor, uživanje uz kasne zalaske sunce, dnevne i noćne žurke na pijesku... U Ulcinju možete izabrati tišinu na obalama Bojane ili aktivni odmor uz ekstremne vodene sportove - wind i kite surfing na Velikoj plaži...

Da bi oživjelo ekonomske aktivnosti na crnogorskoj obali i usmjerilo ih ka stvaranju novih vrijednosti i sadržaja na plažama, ali i očuvalo divlju ljepotu obale, osnovano je Javno preduzeće *Morsko dobro*, sa sjedištem u Budvi.

Tako je upravo zahvaljujući *Morskom dobru*, ali i saradnji sa nevladinim sektorom, međunarodnim institucijama i preduzetnicima čije vizije su se oslanjale na iskustva razvijenijih zemalja, ne zanemarujući pritom prirodne specifičnosti, Crna Gora je sačuvala i unaprijedila ponudu na plažama, izgradila nove luke i lukobrane, zaštitila hridi, grebene, ušća rijeka koje se ulivaju u more...



I još nešto: od ove godine na crnogorskoj obali uvedena je tipizacija plaža, drago - cijena za odabir pravog mjesta za uživanje u suncu i moru. Pa, bilo da je to porodično, izletničko, adrenalinsko, ljekovito, „party“ ili pak „pet friendly“ kupalište - izbor je na vama!

*Za savršen odmor na nekoj od skrivenih plaža Boke ili na predivnim pješčanim plažama Budve, Bara i Ulcinja - biće vam od pomoći nova aplikacija **Enjoy Montenegro Coast: Offline Guide** za Android uređaje - vaš pouzdani offline vodič na Crnogorskom primorju.*

Dobro došli!

Just over 300 kilometres long, the Montenegrin coast is unique and recognizable in the world. From the north to the south, it transforms skillfully from sandy beaches to rocky cliffs, from rocky headlands to clear underwater... and leaves nobody indifferent...

From the town of Herceg Novi to the town of Ulcinj it discreetly changes the landscapes, without revealing all the things to the eyes of the curious... Many hidden places of the mysterious Boka Bay are not exposed to the eyes of public, and can only be reached with the help of the locals... Sandy beaches in the town of Budva offer an unforgettable holiday, enjoying late sunsets, day and evening parties on the sand... In the town of Ulcinj you can choose between the peace and silence on the coasts of the River Bojana and active holiday with extreme water sports – wind and kite surfing on the Velika plaža...

Public enterprise *Morsko dobro*, based in the town of Budva, was founded in order to revive economy activities on the Montenegrin coast and direct them towards creating new values and content on the beaches, while preserving wild beauty of the coast, as well.

It was precisely thanks to the *Morsko dobro*, and the cooperation with the non-governmental sector, international institutions and entrepreneurs whose visions relied on the experience of more developed countries, without neglecting the natural specificity, Montenegro has preserved and improved the offer on the beaches, built new ports and breakwater, protected the reefs, crests, the mouths of rivers that flow into the sea...

And one more thing: starting from this year standardization of beaches, precious for choosing the right place to enjoy sun and sea was incorporated on the Montenegrin coast. So, you can choose among family, picnic, adrenalin, healing, party or pet friendly beaches!

For a perfect vacation on one of the hidden Boka beaches or on the beautiful sandy beaches of Budva, Bar and Ulcinj – you will find helpful a new app **Enjoy Montenegro Coast: Offline Guide** for Android devices – your reliable offline guide on the Montenegrin coast.

Welcome!



TIVAT - SVJETSKA DESTINACIJA SA PRIMORSKIM ŠARMOM:

IDEALNO MJESTO ZA SAVRŠEN ODMOR

Tivat, grad koji odiše posebnosti, mjesto je iz kojeg će svako sasvim sigurno ponijeti mnoštvo lijepih uspomena. Jer, sačuvao je sve autentične vrijednosti života na obali: mediteransku gastronomsku tradiciju, navike, kulturu, odnos prema bogatom kulturno-istorijskom naslijeđu, amblemima Boke...

THE TOWN OF TIVAT – THE WORLD'S DESTINATION WITH A COASTAL CHARM:

AN IDEAL PLACE FOR A PERFECT HOLIDAY

Tivat, the town that exudes uniqueness, is a place from which everyone will surely bring a multitude of beautiful memories. For, it has kept all the authentic treasures of coastal life: Mediterranean gastronomy tradition, habits, culture, relation to the rich cultural and historical heritage, emblems of Boka...

O d šarmantnog primorskog grada, Tivat je gotovo preko noći postao svjetski prepoznata destinacija, koja i ove godine obećava uzbudljivo ljeto. Biće to brojni događaji i dešavanja, iza kojih odgovorno stoje Turistička organizacija Tivta, Porto Montenegro, Luštica Bay, Centar za kulturu Tivat, JU Muzeji i galerija, Opština Tivat i brojni drugi partneri grada, zahvaljujući kojima Tivat s pravom nosi epitet *Event destinacija Crnogorskog primorja*, gde se godišnje izvede više od 200 raznovrsnih, veoma sadržajnih i kvalitetnih: kulturnih, zabavnih, gastronomskih, sportskih i drugih manifestacija.

NEZABORAVNO KULTURNO LJETO

Svaka od njih ima svoju publiku i značaj. Festival performera In Art, na primer, jedinstveni je internacionalni događaj koji se svake godine održava u drugoj polovini jula u Tivtu. Okuplja brojne ulične performere iz raznih krajeva svijeta kroz brojne akrobacije i različite vrste ulične umjetnosti. Neobičan je i *Tivat World music festival*, sredinom septembra, također internacionalnog karaktera, koji okuplja ljubitelje etno melosa iz cijelog svijeta. Ljeto u Tivtu se pamti i po *Tivatskim ljetnim feštama* ili *Ljetu dobrog ukusa* – sa mnoštvom koncerata koje održavaju poznate regionalne muzičke zvijezde, uz različite tematske večeri kao što su sajmovi i gastro prezentacije – namjenjene svim posjetiteljima Tivta, baš kao i karnevalske svečanosti. Tako će se i gosti i domaći tri puna dana u junu zabavljati i veseliti pod okriljem *II Ljetnog Internacionalnog karnevala*!

A da je Tivat bio i ostao grad kulture, govori festival pozorišnog teatra – Purgatorije, koji se već godinama održava u ovom gradu i predstavlja pravi kulturni izazov za sve poštovalce teatra u ljetnjem izdanju. Purgatorije su centar i obrnuto - centar dešavanja je na Purgatorijama u Tivtu. Ovogodišnje 14. po redu na scenama u Tivtu okupiće 7 takmičarskih predstava iz cijele regije, počev od Kazališta Ulysses i ZKM iz Zagreba sa Euripidovom **Bakhe**, preko Satiričkog Kerenpuha sa **Ustavom republike Hrvatske**, Gledališta Koper, Slovenskog gledališća

once being the charming coastal town, Tivat developed almost overnight into globally recognized destination, promising one more exciting summer. Many events and happenings organized by the Tourism Organisation of Tivat, Porto Montenegro, Luštica Bay, Culture Centar Tivat, PI Museums and Galleries, the Municipality of Tivat and many other partners are going to take place, thanks to which the town of Tivat proudly bears the epithet of the *Event destination of the Montenegrin coast*, where more than 200 highly quality cultural, entertainment, gastronomy and sports events are held during a year.

UNFORGETTABLE CULTURAL SUMMER

Each event has its audience and importance. For example, the Festival of performers In Art is a unique international event, held every year in July. It gathers many street performers from the different parts of the world, through various acrobatics and various types of street art. The international *Tivat World Music Festival* is also unusual, held in mid-September, which gathers fans of ethno melodies from the whole world. Summer in the town of Tivat is known for the *Tivat Summer Festivities* or the *Summer of Good Tastes* – with many concerts of famous regional music stars, different theme evenings, such as fairs and gastronomy presentations – for all visitors of Tivat. And there is also the II Summer International Carnival which brings fun and joy to both, visitors and hosts, lasting for three days in June!

The theatre festival Purgatorije, held for many years in this town, representing the real cultural challenge for all theatre fans during summer, shows that Tivat has been and remained the town of culture. Purgatorije is the centre and vice versa – the centre of happening is at the Purgatorije in Tivat. This year, for the 14th time, it will gather 7 competing performances from the whole region, starting from the Ulysses Theater and ZKM from the town of Zagreb with **Bakhe** by Euripid, across the Satirični Kerenpuh Theater with the play **Ustav republike Hrvatske**, the Koper Theater, the Slovenian Theater Trieste and the Istarsko National Theater with the play **Barufe; Krvave svadbe** by the Grad Theatre Budva and SNT Novi Sad, **Kapital** by Carl Marks, and Zetski dom Cetinje and Jugoslovensko narodno pozorište (Yugoslav National Theatre) from Belgrade with the play **Zašto je poludio gospodin R.** The program



TIVAT - SVJETSKA DESTINACIJA SA PRIMORSKIM ŠARMOM

Trst i Istarskog Narodnog-Scene Nova Gorica sa **Barufama; Krvavih svadbi** - Grada teatra Budve i SNP Novi Sad, **Kapitala** - Karla Marksa, te Zetskog doma sa Cetinja i Jugoslovenskog narodnog pozorišta iz Beograda sa **Zašto je poludio gospodin R.** Sve će uokviriti uz dva mjuzikla Pozorišta na Terazijama - 28. i 30. juna: **Čikago** i **Zona Zamfirova**. Od 12. jula razigrava se i Festival plesnog teatra triptihom **Sablazan u dolini Sv. Florijana, Bolero** i **Što te nema** u izvođenju Balkan Dance Projekta iz Beograda i HNK Ivan Pl. Zajc iz Rijeke. Na programu su, također, **Prostor za revoluciju** i **Carevo novo odelo** - Bitef teatra Beograd, kao i premijera **Božanskog grada** - Zagrebačkog plesnog Centra. **Filomena Marturano** i **Hasanaginica** Jagoša Markovića se već tradicionalno može videti jedino na Purgatorijama, a nakon 9 godina pridružuje im se i **Mediterano** - Erola Kadića na novoj sceni, na plaži Luštica Bay. Najnovije je izdanje **Malog Pirata** - Milana Karadžića, za djecu i odrasle, na velikoj sceni Ljetnje pozornice, a staro najstarije sluti mogućnost obnavljanja Bokeškog D-Mola. Iz Sarajeva sa Kamernik teatrom 55, stići će i **Sjecaš li se Doli Bel**. A uz sve to, biće i muzike! Bogato tivatsko ljeto trajaće do 31. avgusta i, jednom rečju, biće - nezaboravno!

NOVI TIVATSKI DRAGULJI

Porto Montenegro je prepoznat, ne samo kao luksuzno nautičko naselje, već i kao mjesto dobre energije, zahvaljujući brojnim koncertima, izložbama, lifestyle događajima, modnim performansima, regatama... koji su kreirali su upečatljiv identitet Porto Montenegra kao popularnog i sve omiljenijeg za organizaciju događaja na crnogorskoj obali. Među brojnim manifestacijama na raznim lokacijama koje se organizuju tokom 90 dana juna, jula i augusta su *Internacionalni Fashion Festival* i *Superwine 7.0* - mjesto za okupljanje ljubitelja vina, kao i mnogi kvalitetni muzički događaji svjetski poznatih muzičkih imena, sportski i drugi događaji.

Luštica Bay je novi dragulj Tivta koji je Tivtu donijeo mnoštvo dešavanja - izložbi, modnih revija i tematski osmišljenih događaja, poput festivala Fall colors, food marketa, golf takmičenja, plesnih večeri...

Uz sve to, Tivat je grad koji nudi i brojne adrenalinske aktivnosti, poput vožnje kvadova, igranja kriketa ili pola, kajakinga, jedrenja, ronjenja, ali i igranja golfa ili pješačenja obližnjim stazama...

also includes two musicals of the Pozorište na Terazijama – June 28 and 30: **Chicago** and **Zona Zamfirova**. From July 12 starts the Dance Theatre Festival with the triptych **Sablazan u dolini Sv. Florijana**, **Bolero** and **Što te nema** performed by the Balkan Dance Project from Belgrade and HNK Ivan Pl. Zajc from the town of Rijeka. The program also includes **Prostor za revoluciju** and **Carevo novo odelo** - Bitez Theatre Belgrade, as well as the premiere of **Božanski grad** by the Zagreb's Dance Centre. **Filomena Marturano** and **Hasanaginica** by Jagoš Marković is traditionally performed only on the Purgatorije, and after 9 years **Mediterrano** - by Erol Kadić on the Luštica Bay beach will join them. The latest is also the edition of **Mali Pirat** – by Milan Karadžić, for both children and adults, on the grand Summer stage, and there is also the possibility to restore the Bokoški D-Mol. The Kamernik 55 Theatre with **Sječaš li se Doli Belasice** from Sarajevo. And there will be music, as well! Rich Summer in Tivat will last until August 31 and summoned in one word, it will be - unforgettable!

NEW JEWELS OF TIVAT

Porto Montenegro is known, not only as the luxury marine estate, but as the place of good energy, as well, thanks to many concerts, exhibitions, lifestyle events, high performances, regattas... which have created the distinct identity of Porto Montenegro as increasingly popular event venue on the Montenegrin coast. Among numerous events held on different locations during 90 days in June, July and August are *International Fashion Festival* and *Superwine 7.0* – for wine lovers, as well as many quality music events of the world-known music and sport stars, and other events.

Luštica Bay is a new jewel of Tivat, which has brought many events to the town – exhibitions, fashion shows and theme events, like Fall Colours festival, food market, golf competitions, dance shows...

In addition, the town of Tivat offers many adrenaline activities, like squad riding, cricket or polo, kayaking, sailing, diving, as well as golf or hiking on nearby trails...

Thus, there are numerous reasons to be a guest of the town of Tivat this year!

Once again, feel the good synergy of diversity!



*Zaista, mnogo razloga da i ove godine budete gost Tivta!
Osjetite ponovo dobru sinergiju različitosti!*

SRBIJA JOŠ UVEK “NEVINA” KAMP DESTINACIJA

Iako je u svetu kamping industrija uveliko u ekspanziji, u našoj zemlji koja za to ima ogroman potencijal, ova grana turizma je još uvek nedovoljno afirmisana. Trenutno, Srbija ima 41 kamp, s tim što ni u jednoj banji u Srbiji ne postoji auto-kamp, jer je i poslednji u Ovčar banji ugašen.

Da vreme kamping turizma u Srbiji tek dolazi, iako je on u svetu već uveliko stekao verne poklonike, sa sigurnošću tvrdi **Vladimir Đumić** iz Kamping asocijacije Srbije, sudeći prema podacima kojima ova asocijacija raspolaže.

– Poslednjih 15 godina koliko smo članovi Kamping asocijacije Evrope, ova oblast doživljava neprekidni rast u svetu. Činjenica je da je sve više proizvođača pokretnih kućica za odmor, prikolica, kampera, trejlera, brako prikolica, šatora, vreća, primusa i raznog pribora za udobniji boravak u prirodi.

Kraj vode, na planini, pored jezera, usamljenih rukavaca, rečnih ostrva od najfinijeg peska, smeštaju se leti čitave porodice ili grupe prijatelja i uživaju u odmoru u prirodi, najčešće daleko od urbanih sredina. I sve ih je više,

što je ohrabrujuće – kazuje Đumić. -

Hajking, planinarenje, ciklo kamping – oblasti su u kojima

vidimo šansu za ekspanziju turizma u Srbiji.



SERBIA IS STILL A “VIRGIN” CAMPING DESTINATION

Although the camping industry is largely in expansion globally, this branch of tourism is still insufficiently popular in our country despite the huge potential. Currently, Serbia has 41 campsites, with no motor-camp in Serbia's spas, as the last one in Ovčar Banja is closed.



Tu su biciklističke rute kao što je „Euro velo šest”, pa kampovi u Zapadnoj i Istočnoj Srbiji, uz Dunav, potom veliki gradovi Novi Sad, Beograd.... koji bi trebalo da budu tranzitni kampovi. Po broju kampova vidi se da se stvari „ubrzavaju”. Sada ih ima 41 i svake godine ih je po 3-4 više, otprilike 10 odsto godišnje. Doduše, mnogi se i zatvore, jer nema dovoljno brzog obrta sredstava, ma kako mala ulaganja bila u početku.

U tranzitnom kampu bismo mogli da budemo jedna od vodećih zemalja u Evropi, ali ne koristimo mnogo te prednosti, pogotovu na koridorima 7 i 10. Đumić kaže da je dovršio projekat po kojem bi uz svaku NIS-ovu benzinsku pumpu bio postavljen i mali tranzitni kamp, ali to nije zaživelo.

-Kamping bi trebalo da bude ozbiljan prioritet u strategiji razvoja turizma, jer smo tranzitna zemlja – naglašava Đumić. - Mogli bismo da otvaramo kampove na lepim mestima naše zemlje i da svako domaćinstvo može da bude

Vladimir Đumić, from the Serbia Camping Association, claims with certainty that the time of camping tourism in Serbia is jet to come, although it has already gained many fans across the world, according to the data that this association has.

– For the past 15 years, as we are members of the European Camping Association, this branch has been recording constant growth globally. It is evident that there are more and more manufacturers of holiday homes, trailers, campers, caravans, tents, sleeping bags and various accessories for a more comfortable stay in nature. By the water, on the mountain, by the lake, on the river islands with the finest sand, families or groups of friends find their place to stay and enjoy their holiday in nature, often far away from urban areas. And there are more and more of them, which is encouraging – says Đumić. – We see the chance for tourism expansion in Serbia in hiking, mountain climbing, cycle camping. There are bicycle routes such as “Euro Velo six”, then campsites in the West and East Serbia, by the Danube, also large cities of Novi Sad, Belgrade.... which should

KUĆE NA TOČKOVIMA

Od sredine 20. века, ekspanzijom automobilske ali i industrije putovanja, kuće na točkovima (kamperi i trejleri), postale su popularne na čitavoj planeti. To nisu samo klasični kamperi ili prikolice, nego prava mala luksuzna carstva za putovanje na točkovima u kojima može i da se živi. Mogu da se parkiraju pored jezera, na plaži, brdu s kojeg puca pogled na grad, reku ili dolinu. **Nenad Andrić** iz Rume, zaljubljen u kuće na točkovima, godinama je putovao sa porodicom a onda otvorio svoju malu „ergelu” sjajnih trejlera, poznati „Ethno– kamp” Andrić kraj Rume, čuven i na tranzitnoj auto-kamping mapi Evrope. Sada izdaje ali i prodaje ove sjajno uređene kućice na točkovima.

Kaže da je potražnja iz godine u godinu sve veća i da se ljudi odlučuju na kupovinu ovih malih luksuznih vila na točkovima pred penziju, rešeni da ostvare snove i putuju svetom, sa kućom na točkovima. Mlađi svet uglavnom iznajmljuje ove prosečno osam metara duga luksuzna vozila. Iznajmljivanje u špicu letnje sezone košta oko 120 evra na dan, u zavisnosti od modela i stepena luksuza koji želite da imate. Izvan pune sezone cena je niža, a u cenu su uključeni plin i sva čišćenja pre i posle završenog najma. Odlaze ljudi i po mesec – dva na odmor: do mora, na ostrva Grčke ali i kod nas, na reke, jezera... Računica je prosta, ako na odmor pođe četiri do šest osoba, to je neuporedivo jeftinije od klasičnog agencijskog aranžmana. Novi kamperi koštaju oko 50 hiljada evra ali imaju dugogodišnju garanciju i ljudi koji ih kupe za sebe, nikada ih ne prodaju, već samo menjaju za veće.

HOUSE ON WHEELS

From the middle of the 20th century, the expansion of automotive and travel industries, wheelhouses (campers and trailers) have become popular across the globe. These are not just classic campers or trailers, but a real little luxury empires for travelling on wheels, in which people can live. They can be parked next to the lake, on the beach, on the hill with the view of the city, river or a valley. **Nenad Andrić** from the town of Ruma, in love with the houses on wheels, travelled for years with his family, and then opened his small “stable” for great trailers, popular „Ethno– kamp” Andrić near the town of Ruma, also well-known on transit auto-camping map of Europe. Now, he is leasing and also selling these nicely decorated houses on wheels.

He says that year after year demand is growing and people decide to buy these small luxury villas on wheels just before they retire, determined to fulfill their dreams and travel the world, with the house on wheels. Younger people usually rent these on average eight-meter long luxury vehicles. Renting in the peak season costs about 120 Euros per day, depending on the model and degree of luxury. Outside the season the price is lower, and it includes the gas and cleaning before and after the lease. People leave for a month or two on vacation: to the sea, to the Greek islands, but travel through Serbia, as well... The calculator is simple, if four or six people go on vacation, it is incomparably cheaper than a classic travel agency's package. New campers cost about 50 thousand Euros, but they have a long-term guarantee, and people who buy them for themselves, never sell them, but only change for bigger ones.





kamp odmaralište. Mi nemamo more ali imamo jezera, planine, banje... Nažalost, trenutno ni u jednoj banji u Srbiji nemamo auto-kamp, jer je i poslednji u Ovčar banji ugašen.

Čini se, ipak, da se sve svodi na privatnu inicijativu, mada se naši ljudi izgleda još uvek ne usuđuju da krenu u ovaj posao, koji ne zahteva velika ulaganja, a može da donese veći prihod od izdavanja soba.

- Ekološki je prihvatljivije da se pored jezera, reke, na planini ili na nekom vidikovcu izgradi kamp, nego hotel, restoran, pansion ili odmaralište – kaže Đumić. – Brži je povrat investicije, a rizici nisu preveliki. Svi ljude koje smo vodili na putovanja po Sloveniji i Hrvatskoj da vide kako se to kod njih radi, započeli su sa kamping turizmom. U Sloveniji se otvaraju kampovi kraj reka i jezera, na planinama, kao u Nemačkoj. Bitno je da naši ljudi shvate da investicija u kamp ne može da se vrati za godinu dana, već je to dugoročni projekat. Mi smo u svetskim okvirima „vrđin (nevina) destinacija”, jer kod nas kamping još uvek nije industrija, već doživljaj grupe i pojedinaca na atraktivnim mestima u prirodi. Svi oni koji su boravili kod nas, oduševljeni su prirodom i gostoljubivim domaćinima koji su ih osvojili za sva vremena. Zato se i vraćaju. Ali moramo da im napravimo mesta da imaju gde da se vrate i da dovedu prijatelje. Idealni su mali kampovi za do 30 –40 turista, a ne od 100 ili više, jer to nije cilj Srbije kao vrhunske kamperske destinacije – naglasio je Vladimir Đumić.

be transit campsites. The number of camps shows that things are "accelerating". There are now 41 of them and each year there are 3-4 more, about 10% annually. However, many are closed, because turnover of funds isn't fast enough, no matter how small investment could be at the beginning.

In the transit camping we could be one of the leading countries in Europe, but we do not use much of this advantage, especially on Corridors 7 and 10. Đumić says he has completed a project that would set up a small transit campsite with each NIS petrol station, but that has not been carried out yet.

- Camping should be a serious priority in the tourism development strategy, because we are a transit country – emphasizes Đumić. – We could open campsites in the beautiful places of our country and every household could be a camping resort. We do not have sea but we have lakes, mountains, spas... Unfortunately, we don't have a motor-camp in any spa in Serbia, as the last one in Ovčar Banja is closed.

It seems, however, that everything comes down to a private initiative, although our people seem to still not dare to set up this business, which does not require large investments, and can generate higher revenue than the rooms leasing.

- It is more environmentally acceptable to build a camp next to the lake, the river, on a mountain, than a hotel, restaurant or a resort – says Đumić. – The ROI is faster, and risks are not that high. All the people we took to Slovenia and Croatia to see how they do it, started with camping tourism. In Slovenia, campsites are opened by rivers and lakes, in the mountains, as in Germany. It is important that our people realize that the investment in camping cannot be returned in a year, but it is a long-term project. If we look a global picture, we are still a „virgin destination”, because in our country camping still doesn't exist as an industry, but as a group or individual experience in the attractive places in nature. All those who stayed with us were delighted with nature and hospitable hosts. That's why they're coming back. But we need to make a place for them to come back and bring their friends. Small campsites for up to 30 –40 tourists are ideal, and not for 100 or more, because this is not the goal of Serbia as a top camping destination – emphasized Vladimir Đumić.

Author: **D.K.-I.**

Photo: Serbian Camping Association

INTERVJU: Ines Novačić, CBS NEWS

GALAPAGOS OMILJENA DESTINACIJA

Srpsko-irska novinarka **Ines Novačić**, rođena je u Beogradu, studije istorije i književnosti završila u Dublinu, a potom se preselila u Njujork. Radila je za poznate TV stanice - ABC News i NYC, a poslednjih pet godina radi za CBS News. Putuje po svetu i snima razne priče. Za Turistički Svet priča o svom životu putnika od malih nogu i o svojoj uspešnoj novinarskoj karijeri. Otkriva da je proputovala više od 40 zemalja i kaže da svako putovanje ima svoj šarm ali i teskobe.

INTERVIEW:

Ines Novačić, CBS NEWS

GALAPAGOS THE FAVOURITE DESTINATION

Serbian-Irish journalist Ines Novačić, was born in Belgrade, studied history and literature in Dublin, and then she moved to New York. She's worked for famous TV stations – ABC News and NYC, and over the last five years she has been working for the CBS News. She travels around the world and records various stories. She speaks for the Turistički Svet about her traveller's life from the young age and about her successful career in journalism. She reveals that she has visited more than 40 countries and says that each trip has its own charm but also the difficulties.

- Rođena sam u Beogradu, a kad sam bila sasvim mala, početkom 90-ih, preselili smo se u Peking. Moj deda Aleksandar (Saša) Novačić radio je godinama kao dopisnik Tanjug-a iz Kine.

Iz Pekinga se selimo na Kipar, u Limasol, gde krećem u vrtić, pa u školu. Moje detinjstvo na obali mora - bilo je divno. Išla sam u školu koju sam mnogo volela i bila vredan đak, pravi mali "štreber". Kad sam imala devet godina vratili smo se u Beograd, na nepunih godinu dana. Tada sam naučila i ćirilicu.

Ali već sa 10 godina preselila sam se u Irsku, u Dublin i tamo sam ostala do posle fakulteta. Studirala sam istoriju i književnost na **Trinity College Dublin** (specijalizacija Francuska revolucija i Američka kultura, politika i sociologija u 20. veku). Za vreme fakulteta, preko leta sam stažirala u Nacionalnom Institutu za demokratiju u Vašingtonu.

Dva meseca nakon završetka četvrte godine fakulteta, iz Dablina odlazim za Njujork. Tu sam završila master rad - *radio-dokumentarac*, koji sam kasnije prodala BBC-ju. Master je trajao godinu dana, tokom kojih sam stažirala na TV stanici NY1.

- *Koji je bio Vaš prvi zvanični posao u novinarstvu?*

- Prvi posao sam dobila u irskim novinama The Irish Times. Kad sam se preselila u Njujork, postala sam njihov dopisnik iz Amerike i nastavila da pišem za njih još nekoliko godina nakon završenog Mastera.

PROPUTOVALA VIŠE OD 40 ZEMALJA!

- *Sada već pet godina radite za CBS News. Šta je tačno vaš posao?*

- Bavim se režijom i produkcijom dokumentaraca. Svakog meseca emitujemo jedan ili dva filma od po pola sata. Putujem po svetu i snimam razne priče. Teme su nam uglavnom poluavanturističke. Moram da priznam da volim da pišem, volim ljude i volim da putujem...

Putovala sam kroz džungle, živela na brodovima oko Galapagosa, po Afričkom kontinentu... Snimali smo reportažu o Severnokorejskoj kulturi van njenih granica... Tim nam je mali: moj kolega reporter Adam, urednik Yasu i ja. Nas troje smo započeli seriju i trenutno smo usred snimanja druge sezone. Za sada imamo šest ljudi u timu. Adam i ja smišljamo ideje, ja pronalazim sagovornike, organizujem putovanja i snimanja, a kad sve to završimo, smišljam i pišem scenario. Ponekad snimam sama, ponekad imam i direktora fotografije. Proputovala sam više od 40 zemalja, a u SAD mi je ostalo još samo 7 država da obiđem, pa da kažem da sam videla celu Ameriku!

- *Da li ste oduvek znali da ćete biti novinar?*

- Kad sam bila mala želela sam da budem glumica. Međutim kad sam sa osam godina upisala časove glume i krenula da igram u predstavama, shvatila sam da najviše volim da budem *onakva kakva jesam*, a ne da glumim druge osobe. Nekako je prirodno došlo do moje odluke. Kao da sam nesvesno sklopila

- I was born in Belgrade, and when I was quite young, in the early 90's, we moved to Beijing. My grandfather Aleksandar (Saša) Novačić worked for years as the Tanjug correspondent from China.

From Beijing, we moved to Cyprus, to Limassol, where I went to kindergarten, and then to school. My childhood on the seashore was wonderful. I went to a school that I loved very much and I was a hard-working pupil, a real little "nerd". When I was nine years old, we returned to Belgrade for a full year. Then I learned Cyrillic letters.

But already at 10, I moved to Ireland, to Dublin, and I stayed there until after college. I studied history and literature at Trinity College Dublin (Specialization French Revolution and American Culture, Politics and Sociology in the 20th Century). During the college, I spent the summer as an intern at the National Institute for Democracy in Washington.

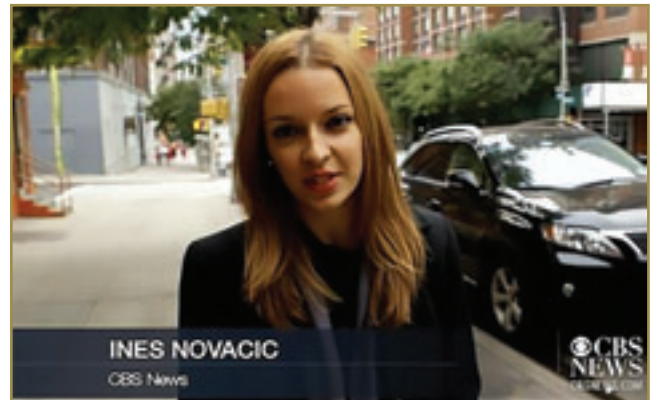
Two months after the end of the fourth year of college, I moved from Dublin to New York. I finished my masters there - *a radio documentary, which I later sold to the BBC*. The master lasted for a year, during which I was working as an intern at the NY1 TV station.

- *What was your first official job in journalism?*

- I got my first job in an Irish newspaper The Irish Times. When I moved to New York, I became their correspondent from America and continued to write for them a few years after I had finished the masters.

VISITED MORE THAN 40 COUNTRIES!

- *You've been working for CBS News for five years now. What exactly is your job?*



- I am directing and producing documentaries. Every month we broadcast one or two films of half an hour. I travel around the world and record various stories. The themes are mostly semi-avant-garde. I have to admit that I like to write, I love people and I like to travel...

I've travelled through the jungles, lived in the ships around Galapagos, across the African continent... We have recorded a report on North Korean culture outside its borders... Our team is small: my colleague reporter Adam, editor Yasu and me. The three of us started the series and we are currently in the middle of the shooting of the second season. For now, we have six people in the team. Adam and I are conceiving ideas, I find my interlocutors, I organize trips and shootings, and when we finish it all I design and write a script. I sometimes record by myself, but I have a director of photography. I've travelled to more than 40 countries, and in the US,



plan karijere koja može da sadrži sve što volim - da učim, da putujem, da upoznajem ljude, da pišem i pravim priče, koristeći svoje lične snage: snalažljivost, znatiželju, znanje jezika i sposobnost da vrlo malo spavam. A imam puno energije!

Nikada, pa ni na početku karijere nisam imala tremu, uvek uzbuđenje. Učila sam velikom brzinom. Moj idol je **Gertrude Bell**, prva žena diplomata, takođe **Lara Croft**. Nekako se uvek tako i postavljam.

• *Kako izgleda vaš život u Njujorku - jedan radni dan?*

- Radni dan je uvek drugačiji: putujem pola meseca, nekada i češće. Kada sam kod kuće u Njujorku, onda ili radim od kuće ili idem po gradu na razne sastanke. Ako pripremam scenario ili pokazujem šefici plan snimanja filma, onda idem u kancelariju, blizu Central Parka. Živim u Bruklinu u Vilijamsburgu i mnogo volim svoj kraj. Kad ustanem, a to je uvek oko 6h ujutru, idem ili na jogu ili na balet/ples, u sportskom centru blizu mog stana. Imam omiljeni kafić i juice bar, pa nakon 6 godina u ovom kraju imam utisak da sam u Bruklinu kod kuće.

Ako sam vikendom u Njujorku, izlazim: Brodvej, koncerti, restorani, volim da idem u bioskop, naročito u bioskop-restoran, u kojem mogu, uz film i kokice, da uživam u čaši omiljenog vina (Malbec). Obožavam ovde "brunch" kulturu i idem bar jednom nedeljom sa društvom na branč kad sam kod kuće.

Ali volim i da putujem na toplija mesta vikendom kad god stignem: u Majami, na Karibe ili u Los Anđeles.

I still have only 7 countries left to visit, so I could say that I've seen the entire America!

• *Did you always know that you would be a journalist?*

- When I was young, I wanted to be an actress. However, when I was at the age of eight, I entered the acting classes and started playing in performances; I realized that I liked the most to be myself, and not to play other people.

Somehow, my decision was made naturally. As if I unconsciously completed a career plan that could contain everything I loved - to learn, to travel, to meet people, to write and to make stories, using my personal strengths: resourcefulness, curiosity, language skills and the ability to sleep very little. And I have a lot of energy!

Hardly ever, and not even at the beginning of my career, did I have any shame, always excitement. I learned fast. My idol is **Gertrude Bell**, the first woman diplomat, and also **Lara Croft**. That is how I act.

• *What does your life in New York look like - one work day?*

- My work day is never the same: I travel half a month, sometimes even more often. When I'm at home in New York, then I either work from home or go to town for various meetings. If I prepare a script or have to show the shooting plan to my boss, then I go to the office, near the Central Park. I live in Brooklyn in Williamsburg and I love my neighbourhood. When I get up, and it's always around 6 am in the morning, I go either to yoga or ballet / dance, in a sports centre near my apartment. I have a favourite café and juice bar, so after 6 years in this area I have the impression that Brooklyn is home.

If I'm in New York at weekend, I go out: Broadway, concerts, restaurants, I like going to the cinema, especially in the cinema-restaurant where I can enjoy a glass of favourite wine (Malbec), alongside film and popcorn. I love the "brunch" culture here and I go at least once a week with my friends to a brunch when I'm at home.

SVAKO PUTOVANJE IMA SVOJ ŠARM ALI I TESKOBE

• *Koje biste destinacije i hotele izdvojili kao najljepše?*

- Galapagos je, iskreno, najljepša destinacija na kojoj sam bila. Imala sam priliku da idem na ostrva na kojima niko nikad nije bio, osim jedog ili dva naučnika. Neverovatna priroda. I ostrvo **Kauai** na Havajima je prelepo. U Pekingu mi je ostao u sećanju Chao hotel, a u Tokiu Hyatt. U

But I also love to travel to warmer places on weekends whenever I get the chance: to Miami, Caribbean islands or Los Angeles.

EACH TRIP HAS ITS OWN CHARM AND DIFFICULTIES

• *Which destinations and hotels would you name as the most beautiful?*

- Galapagos is, frankly, the most beautiful destination I've ever been to. I had the opportunity to go to the island where nobody was ever, except for one or two scientists. The incredible nature. And Kauai Island in Hawaii is



CBS NEWS



Zimbabveu sam boravila u hotelu Nesbitt Castle u gradu Bulawayo. Bila sam i u mnogim lepim hotelima u Majamiju: Art Basel, South Beach, St. Regis... Mada, više volim da odsednem kod poznanika i prijatelja kad god mogu, jer tako je autentičnije.

Generalno, svako iskustvo je drugačije. Svako putovanje ima svoj šarm, takođe i teskobe. To je verovatno za mene najuzbudljivije, kao i u mom poslu: da je uvek nešto novo, drugačije i neočekivano. Zadovoljna sam što, uz puno rada i truda, mogu da ostvarim svoje snove. Pre 30. godine života imam ne samo omiljeni posao, nego i "lifestyle" o kome sam oduvek sanjala.

beautiful. In Beijing I loved Chao hotel, and in Tokio Hyatt hotel. In Zimbabwe I stayed at the Nesbitt Castle Hotel in Bulawayo. I've been in many nice hotels in Miami: Art Basel, South Beach, St. Regis ... Although, I prefer to stay with acquaintances and friends whenever I can, because it is more authentic.

Generally, each experience is different. Every trip has its own charm and difficulties. It's probably the most exciting for me, as in my work: it's always something new, different and unexpected. I am pleased that, with a lot of work and effort, I can realize my dreams. Being less than 30 years old, I have not only a favourite job, but also a "lifestyle" that I have always dreamt of.

Author: **Marina Bulatović**

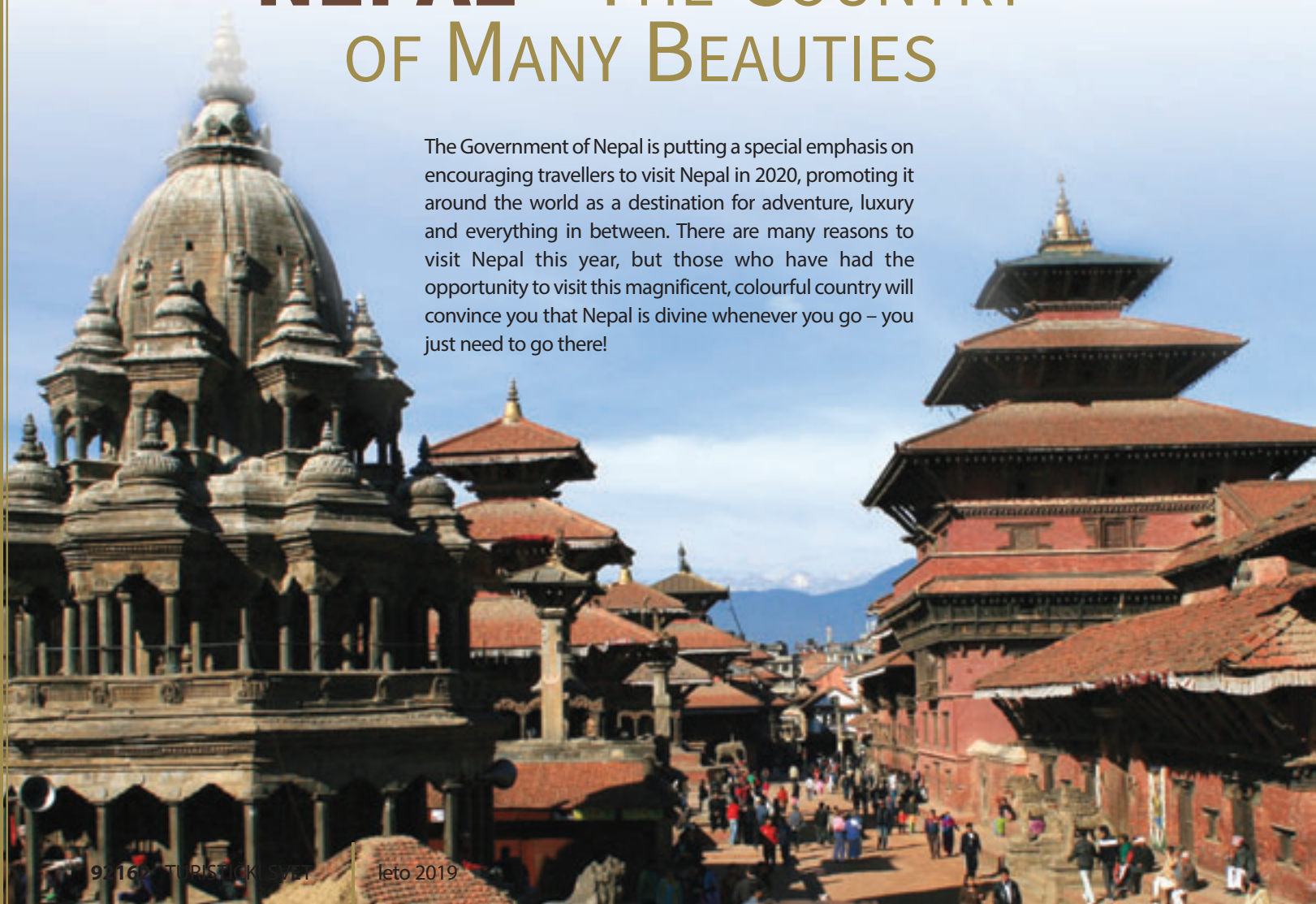
Photo: Private archive

NEPAL – DRŽAVA MNOGIH LEPOTA

Promovišući svoju zemlju širom sveta kao destinaciju za avanturu, luksuz i još mnogo toga, Vlada Republike Nepal aktivno poziva turiste da upravo njihovu zemlju stave na sam vrh liste destinacija koje obavezno treba posetiti u 2020. godini. Postoji mnogo razloga za to, ali, oni koji su imali priliku da posete ovu čarobnu zemlju sa mnoštvom boja, uveriće vas da je Nepal božanstven kad god da odete - samo treba otići!

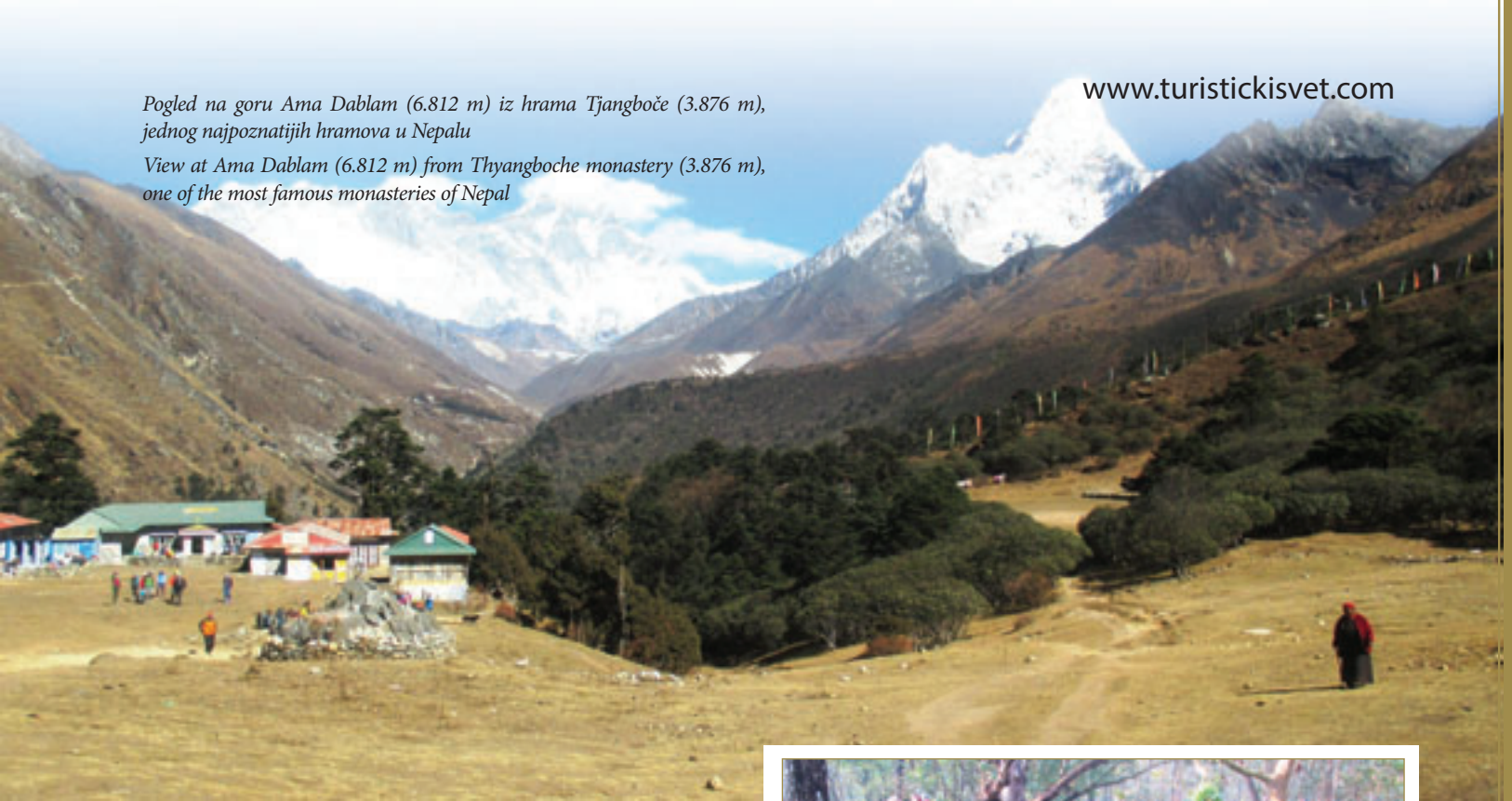
NEPAL - THE COUNTRY OF MANY BEAUTIES

The Government of Nepal is putting a special emphasis on encouraging travellers to visit Nepal in 2020, promoting it around the world as a destination for adventure, luxury and everything in between. There are many reasons to visit Nepal this year, but those who have had the opportunity to visit this magnificent, colourful country will convince you that Nepal is divine whenever you go – you just need to go there!



Pogled na goru Ama Dablam (6.812 m) iz hrama Tjangboče (3.876 m), jednog najpoznatijih hramova u Nepalu

View at Ama Dablam (6.812 m) from Thyangboche monastery (3.876 m), one of the most famous monasteries of Nepal



BISERI UNESCO-VE SVETSKE BAŠTINE

Nepal je velika zemlja, puna iznenađenja i lepota. Zvanično, na UNESCO-voj listi svetske baštine su četiri lokacije koje se nalaze u Nepalu, ali samo jedna od ovih lokacija (dolina Katmandua) uključuje sedam zona spomenika! Ukupno, na popisu ima 10 lokacija, dok je 15 drugih na listi čekanja.

BIRAJTE: AUTENTIČNO ISKUSTVO ILI LUKSUZ?

Veliki broj turista želi da u Nepalu doživi autentično iskustvo, nešto potpuno posebno, zbog čega se odlučuju da se upoznaju sa lokalcima, da lično upoznaju njihove navike i način života. A to je najlakše doživeti u udaljenima selima u planinama.

Nasuprot tome, Katmandu, glavni grad Nepala, ima veoma bogatu turističku ponudu. Oni koji traže luksuz, u ekskluzivnim hotelima svetski poznatih brendova, ovde mogu računati, u pravom smislu, na kraljevsku uslugu!

FESTIVALI, BOJE, SLONOVI...

Festivali su nešto što bi trebao da doživi svaki turista. U Nepalu poštuju sve religije i verovanja, pa svako može da nađe nešto interesantno, pod uslovom da ostane malo duže. Većina ljudi, ipak, dolazi zbog planina. Većito beli vrhovi imponantni su sami po sebi, sa



*Kraljevi Nacionalni Park Čitvan (utočište slonova) -
Radoznao slonik koji želi da se mazi
Royal Chitwan National Park (Elephant Sanctuary) -
Curious baby elephant wanting to get a cuddle*

▲ Kraljevi Nacionalni Park Čitvan je prvi nacionalni park u Nepalu koji je zaštitio izumiranje nosoroga (priznata UNESCO svetska baština)
Royal Chitwan National Park is the first national park in Nepal to prevent the extinction of rhinos (recognized by UNESCO World Heritage Site)

UNESCO WORLD HERITAGE SITE

Nepal is a great country full of surprises and beauty. Officially there are four UNESCO World Heritage Sites in Nepal, but only one of these locations (the Kathmandu Valley) includes seven monument zones. The full list of Nepal's UNESCO World Heritage Sites consists of 10 locations and there are 15 others on the waiting list.

*Festival Holi u Nepalu - najslavljiva proslava puna radosti
Holi Festival in Nepal - most colorful celebration full of joy*



koje god tačke ih ugledate. Ipak, izlazak sunca na Himalajama predstavlja nešto predivno, doživljaj koji se ni sa čim ne može uporediti. Nepal je veoma reljefna država sa mnogo brda, dolina i vegetacije, a pokrajina je toliko živopisna, obojena najlepšim bojama, da nijedna fotografija nije dovoljno verodostojna. Džungle su iskustvo za sebe, pogotovo Čitvan park na jugu države, prema granici sa Indijom. Životinjsko carstvo je prebogato različitim vrstama ptica, riba, a ima i krokodila, tigrova, nosoroga i slonova. Kao najefikasnije transportno sredstvo kroz šumu, svakako treba koristiti slonove. Sa visine od oko 4 metra, divlja mačka ili nosorog izgledaju mnogo lepše.

Velike površine države, ne samo džungle, već i područje visokih Himalaja, zaštićene su kao nacionalni parkovi i predstavljaju veliko bogatstvo ove zemlje, u kojem će, na sreću, moći da uživaju i buduće generacije.

MAJMUNI I TELEFONI

Naravno, nisu sve životinje prisutne samo u nacionalnim parkovima, mnogo vrsta ih ima i van šume, u gradovima. Najpoznatiji su njihovi radoznali i vrlo brzi majmuni, koji naročito vole turiste sa pametnim telefonima i torbicama punih smokija i ostalih dragocenosti. Najviše ih ima u Katmadiu i Pokari, tamo gde je više turista koji ne poznaju pravi majmunski karakter.

RELIGIJA, KULTURA I HRANA

Nepal je u najvećem procentu hinduistička država (više od 80%) i na sve strane se mogu videti njihovi simboli. Pre nego što je Nepal postao republika, bio je jedina hinduistička kraljevina na planeti. Pošto je ovaj deo sveta poznat po rođenju Bude, u državi ima oko 9% budista, koji takođe ostavljaju svoj pečat u bogatoj istoriji Nepala, njegovoj kulturi i iskrenosti.



*Majmuni su uvek spremni da s vama podele šta god
Monkey family is always happy to receive attention and goodies*

Peace International Tours & Travel je jedna od vodećih i uglednih turističkih agencija sa sedištem u Katmanduu, glavnom gradu Nepala. Sa 35-godišnjim iskustvom u turističkoj industriji, uspeli smo da ostvarimo san mnogih – povratak zadovoljnih klijenata koji su naši najbolji promotori.

Šta nas razlikuje od drugih? Tokom godina stekli smo ozbiljno iskustvo u radu s velikim grupama, ali i individualnim planinarskim turama u svim himalajskim zemljama – Nepal, Tibetu, Butanu i Indiji. Osmišljavamo ture po meri i željama klijenata.

Imamo visokomotivisane, posvećene, dobro edukovane kadrove, koji govore više jezika, sa jakim menadžerskim veštinama, sa višegodišnjim iskustvom u industriji putovanja, koji će vam pomoći da upoznate Nepal i uživate opušteno u nezaboravnom iskustvu.

Mi istinski verujemo u odgovorna putovanja, zbog čega se pridržavamo strogih smernica poslovanja i stalno usavršavamo svoje usluge kako bi naši gosti bili što bezbedniji. Naše ture i trekinci su rezultat našeg opsežnog istraživanja, pažljivog planiranja i dugogodišnjeg radnog iskustva kako bismo vam pružili pravi osećaj ugodnog odmora.

Agencija Peace International Tours & Travel iz Nepala traži poslovne partnere u Srbiji za organizovanje turističkih putovanja u Nepal, Butan, Tibet, Indiju i druge azijske zemlje.

Više informacija: www.peace-intl.com ili mail@peace-intl.com.np



Mr. Sarbottam L. Shrestha



Peace International Tours & Travel is one of the leading & reputed travel agencies based in Kathmandu, the capital of Nepal. With 35 years of experience in the tourism industry, we have been able to make an unfathomable mark of our own and it is the return of satisfied customers that speaks for us.

What makes us different? Today we have grown to handle a large volume of tourists, incentive groups, international conferences and seminars. We have also been operating considerable volume of groups as well as FITS to all Himalayan countries: Nepal, Tibet, Bhutan and India. We provide value package travel services personalized according to your wants and desires.

We have highly motivated, dedicated, well trained, multilingual staffs with strong management skills, backed by several years of experience in the travel trade industry. Our team will assist you to explore Nepal and treasure the most memorable experience.

We are true believers of responsible travelling which is why we observe strict operation guidelines and constantly upgrade our services for the safety of our guests. Our tour and trek itineraries are the outcome of our extensive research, careful planning and working experience to give you the real feel of an enjoyable holiday.

Peace International Tours & Travel Agency from Nepal is interested to connect with business partners in tourist industry to organize travels to Nepal, Bhutan, Tibet, India and other Asian countries.

Please feel free to contact us via:

mail@peace-intl.com.np or www.peace-intl.com

AN AUTHENTIC HOMEY EXPERIENCE OR PURE LUXURY?

A large number of tourists want to experience the authentic and the up-close experience of this country, and therefore decide to meet with the local people to find out more about their habits and the way of life. The easiest way to experience this is in the remote villages up in the mountains.

On the contrary, in the city of Kathmandu, of course, there is also a very rich tourist offer for those who seek luxury among the world's best-known hotel chains, where they will treat you like a celebrity.

FESTIVALS, COLOURS AND ELEPHANTS

Festivals are something that every tourist should experience. They respect all religions and beliefs, so you can find something interesting for yourself, too, if you stay a little longer. But of course, most people visit Nepal for the mountains. The white peaks are impressive by themselves, from whichever point you gaze upon them, therefore the sunrise in the Himalayas is something that is literally breathtaking. Since Nepal is a country of many altitudes, they have many hills, valleys and plains full of lush and green vegetation all around you. The colours are so vivid, that no photo does them justice. The jungles are an experience for themselves, too, especially the Royal Chitwan National Park in the south of the country toward the border with India. The animal species' list is rich in different varieties of birds, fish, and there are also crocodiles, tigers, rhinos, elephants any many more. For transportation means, as the most efficient transport through the forest, we certainly recommend elephants - from a height of about 4 meters, a wild cat or rhinoceros looks much friendlier.

Large areas of Nepal, not only jungles but also the areas of the high Himalayas are protected as national parks and they are really a great asset to this country. Luckily, these beauties will also be experienced by the future generations.



*Istorijska Budanat Stupa, Katmandu
- priznata UNESCO svetska baština
Historical Boudhanath Stupa,
Kathmandu - recognized UNESCO
World Heritage Site*



◀ *Čuveni Lumbini - mesto budističkog hodočašća i kraj rođenja Bude (priznata UNESCO svetska baština)*

The famous Lumbini - the place of the Buddhist pilgrimage and the birthplace of Lord Buddha (recognized by UNESCO World Heritage Site)

MONKEYS AND SMARTPHONES

Of course, not all animals are to be seen in the national parks alone, many species live outside the forests, in the populous cities. One of them is definitely the fast and the curious monkeys, who especially love tourists with smartphones and bags full of snacks. The little ones are mostly present in the Capital of Kathmadu and Pokhara, where larger numbers of tourists are flocking to and need to experience what the monkey business is all about.

RELIGION, CULTURE AND FOOD

Nepal is a country predominantly devoted to Hinduism (more than 80%), so you can see their symbols all around. Interestingly, until it became a republic, Nepal was the only Hindu kingdom in the world. Since this part of the world is also known for the birth of The Buddha, there are about 9% of the Buddhists in the country as well, who also leave their own foot print in the Nepal's reach history, culture and sincerity.

Do you enjoy delicious food? Spicy perhaps? Then Nepal is a great destination for you. Many people think that the Nepalese food is like Indian or that it is even the same thing.

Volite da jedete? A ljuto? Onda je Nepal prava destinacija za vas. Mnogi misle da je nepalska hrana poput indijske ili da je čak jedno isto. Ali nije, a to može da primeti samo neko ko voli da isprobava specijalitete. Pirinač, aromatični, raznobojni začini sa svežim povrćem koje se “razmeće” na mnoštvu tanjira – je lokalna kuhinja u koju ćete se zaljubiti.

DRAGO KAMENJE I NAKIT

Ali možda hrana nije nešto što vas inspiriše. Možda šoping? Ima li šta da se kupi tamo? Ima, naravno: kapa, šalova, čarapa od vune jaka i kvalitetnih zimskih jakni. Ima i mnogo lepih stvari od kašmira i svile. Velika je i ponuda letnjih stvari. Inače, ima i čajeva, tibetanskih posuda, ručno rađenih predmeta od drveta i kože, dragog i poludragog kamenja, raznih suvenira i nakita, umetničkih predmeta... Za svakog po nešto.

ISTORIJA ILI PRIRODA?

Nepal ima nekoliko zanimljivih istorijskih znamenitosti, kulturnih znamenitosti, muzeja koje vredi videti. Ne može da se upoređuje sa Londonom, Parizom ili Njujorkom, ali zato se i dolazi u Nepal. Sve više je i rekreativaca, koji vole da dožive prirodu na što više načina. Kombinacijama različitih avanturističkih sportova nema kraja, a za one koji su hrabri i žele nešto obojeno adrenalinom - izbor je fantastičan. Čist vazduh, vetar u kosi dok se spuštate ziplajnom brzinom od čak 150 km/h i vrištite od radosti - su indikatori da sve ide po planu.

KOLIKO PUTA SE IDE U NEPAL?

Ja sam bio pet puta jer je Nepal prosto neverovatan. Ljudi su neverovatni. Ljubazni, otvorenog srca, čistih misli. Kažu da se u Nepal dolazi zbog planina, ali se vraća zbog ljudi.

But this is not the fact, and only someone willing to try more specialties can notice it. Rice, aromatic and colourful spices with fresh vegetables boasting from many plates are the local cuisine you will fall in love with.

PRECIOUS STONES AND JEWELLERY

But perhaps food is not something that is up your alley, maybe it's shopping. You might be wondering if there is anything to buy in Nepal. Of course there is: hats, scarves, socks made from yak wool fabric, and also high-quality brands winter jackets. And of course, there are many nice and beautiful things made from cashmere and silk, plus lots from the summer collections. There are many varieties of tea to find, famous Tibetan bowls, wooden, stone and leather handicrafts, precious and semi-precious stones, various souvenirs and jewellery, art, something for everyone's taste.

HISTORY OR NATURE?

Nepal has several interesting historical sites, cultural sites, museums, which are worth seeing. They can not be compared to cities like London, Paris or New York, but that's why we go visit Nepal! There are more and more visitors who would like to experience nature in as many ways as possible. The combinations of different adventurous sports are endless, and for those who have the courage and want something adrenaline-packed, the choice is fantastic! Clean air, feeling the wind in your hair as you release yourself down the zip-line with the speed of up to 150 km/h, screaming with joy, these are the indicators that everything is going according to plan.

HOW MANY TIMES DOES ONE GO TO NEPAL?

I have visited it many times already simply because Nepal is incredible. The people are incredible. They are kind, open hearted and always smiling. They say that you come to Nepal for the mountains, and return for the people.

J. G.



Sloboda & priroda, letenje sa padobranom (paraglajding)

Freedom & nature, parachute flying (paragliding)

TUNIS DRAGULJ AFRIKE

Sidi Bu Said

Dva sata avionom, deli nas od jedne od najlepših zemalja Afrike. S razlogom ga svrstavamo u dragulj ovog kontinenta. Tunis je avantura. Od Sidi Bu Saida do povratka u drevnu prošlost, ova zemlja će vas naterati da joj se ponovo vratite. I hoćete, sigurno.

TUNISIA - THE JEWEL OF AFRICA

We are only two hours away from one of the most beautiful countries in Africa. We have a good reason to name it the jewel of this continent. Tunisia is an adventure. From Sidi Bou Said all the way back to the ancient past, this country will make you go back to it again. And you sure will.

SIDI BU SAID

Tuniski Santorini – pomislíte i sami kada zakoraćite u ovaj poznati plavo-beli gradić.

Lagana jutarnja šetnja u mesecu ramazanskog posta predstavlja posebno uživanje, jer nema gužve i možete na miru da se prepustite bojama i čarima ovog posebnog mesta koje se nalazi na samo 20 km od glavnog grada, Tunisa.

U Sidi Bu Saidu postoje tri vidikovca sa kojih se pruža pogled na tirkizno plavo more i šarmantne kućice, lokale belih fasada i plavih vrata i prozora. Svaki prizor odiše duhom Mediterana.

Pogled na Sidi Bu Said je kao da gledate u najlepšu umetničku sliku. Ovaj gradić će vas oboriti s nogu. Velika drvena plava vrata ukrašena ornamentima, radnje sa ručno rađenim predmetima, kafići i bogata flora, samo su neki od prizora koji će vam oduzeti dah. Postaje jasno zašto je „safir Mediterana“ bio izvor inspiracije brojnim svetskim umetnicima.

U gradiću je živio i baron Rudolf Derlanžer, francuski slikar i muzikolog specijalizovan za arapsku muziku. Njegova kuća je pretvorena u muzej u kojem se nalazi Centar arapske i mediteranske muzike. Tamo se tokom cele godine održavaju koncerti, izložbe i druga dešavanja koja posećuje na stotine hiljada ljudi.

SIDI BOU SAID

Tunisian Santorini – you might think to yourself when you step into this well-known blue and white town.

An easy morning stroll during the month of Ramadan is a special delight, it isn't crowded and you can enjoy the colors and the charms of this special place in peace. Sidi Bou Said is situated only 20 km away from the capital city of Tunis.

There are three places with panoramic views in Sidi Bou Said, from which you can see the turquoise blue seas and charming little houses as well as shops painted in white with blue windows. Each and every sight carries the spirit of the Mediterranean.

Looking at Sidi Bou Said is like looking at the most beautiful piece of art. This little town will leave you breathless. The big blue wooden doors decorated with ornaments, shops with handmade souvenirs, cafes and rich flora are only some of the sights that you will be delighted with. It becomes clear why „the Sapphire of the Mediterranean“ became the source of inspiration to numerous artists from all over the world.

Baron Rudolf d'Erlanger, a French painter and musicologist that specialized in Arabic music had lived in this town. His house is turned into a museum with the Centre of Arabic and Mediterranean Music. That is the venue of many concerts, exhibitions and other events are organized all over the year which hundreds of thousands of people attend.

GRAD TUNIS

Glavna ulica u novom delu grada Tunisa, Avenija Habib Burgiba, vrvi od turista i lokalaca. Iako je vreme posta ima i restorana koji rade.

Na početku ulice nalazi se statua Habiba Burgibe, rodonačelnika Republike. Prvi predsednik Tunisa jaše na konju i rukom pokazuje u pravcu hiljadugodišnje medine, starog gradskog jezgra Tunisa koje se nalazi pod zaštitom Uneska.

U Aveniji Burgiba, nalaze se važni spomenici koji se smatraju arhitektonskim biserima grada, poput Sahat-kule ili tuniskog Big Bena, Katedrale Svetog Pavla, zgrade Francuske ambasade i starog gradskog pozorišta.

Sa poslednjeg sprata hotela „El Hana International“, prostire se pogled na još jednu žilu kucavicu grada sa ljubičastim drvoredima. To je ulica Kartaž.

I Tunis ima svoju Trijumfalnu kapiju (Port De France). Nalazi se na kraju pomenute avenije, koja je uređena u evropskom stilu i odiše užurbanošću 21. veka. Kapija je poput vremeplova – vraća nas deset vekova u prošlost, u staru *medinu*.

Nepregledni sukovi, mirisi, boje, začini i duh Orijenta su ono što vas okružuje u staroj medini. Srdačni i radoznali prodavci pozitivno reaguju kada čuju da smo iz Srbije i pozdravljaju nas na srpskom jeziku. Tunišani, stari i mladi, upoznati su sa istorijskim i kulturnim vezama između naša dva naroda.

Ukoliko se umorite od dugih šetnji po sokacima medine, svratite u lokalni kafe i iznenadićete se spontanošću konobara koji vam, dok pijete svoju kafu, donose urme, breskve, kolačiće i druge poslastice.

Tunis je dobro povezan sa mestima u široj okolini, tako da se za svega dvadeset minuta možete naći u drugom gradu. Za prevoz se najčešće koriste taksiji i tzv. luaži (minibusevi). Vozači čekaju da se luaži napune putnicima i potom ih voze na određite po fiksnoj ceni, koja je veoma niska.



Avenija Habib Burgiba, Grad Tunis
Avenue Habib Bourguiba, Tunis

THE CITY OF TUNIS

The main street in the new part of Tunis, Avenue Habib Bourguiba, is always crowded with tourists and locals alike. Even though many people are fasting during Ramadan, there are restaurants that are open.

At the beginning of the street you can find the statue of Habib Bourguiba, the founder of the Republic. The first president of Tunisia is riding a horse and pointing with his hand towards the thousand-year-old Medina, the old city center, another site protected by UNESCO.

Very important monuments, considered to be the architectural pearls of the city are located along the Bourguiba Avenue, such as the Tunisian Big Ben, St Paul's Cathedral, the building of the French Embassy and the old city theatre.



Kartagina / Carthage



*Katedrala Svetog Luja, Kartagina
St Louis Cathedral, Carthage*

From the top floor of the El Hana International Hotel, the view stretches to yet another important site in the city with purple trees – Carthage Avenue.

Tunis has its own Arc de Triomphe (Port de France). It is situated at the end of the aforementioned avenue with architecture in the European style which still manages to give a sense of 21st century busy living. The Gate is like a time machine – it turns you back in time for ten centuries, into the old Medina.

Endless souks, the smells, colors, spices and the spirit of the Orient all surround you in the old Medina. The welcoming and curious sellers have a positive reaction upon finding out that we come from Serbia and greet us in Serbian language. Tunisians, young and old, know about the historical and cultural relations between our two peoples.

In case you get tired from long walks along the narrow streets of the Medina, stop by a local cafe and you will be surprised with the spontaneity of the waiters that keeps bringing you dates, peaches, cookies and other treats, while you're drinking your coffee.

Tunis is well-connected to other places in Tunisia, so you can reach another city in as little as twenty minutes. When it comes to transportation people usually use taxis and *louages* (type of a minibus). The *louage* drivers wait for the vehicle to fill up with passengers and then transport them to their destinations at very low fixed prices.



*Velika džamija, grad Sus
The Great Mosque, Sousse*



*Burdž el Kebir, Mahdija
Burj al-Kabir, Mahdia*



*Medina, Mahdija
Medina, Mahdia*

KARTAGINA

Na arheološkom nalazištu Kartagina, nalaze se ostaci drevne Kartagine. Nju je prema predanju osnovala feničanska princeza Elisa, odnosno Didon, kako se navodi u rimskim spisima. U sklopu nalazišta je i muzej sa rimskim mozaicima i drugim artefaktima.

Feničani su bili vrsni trgovci i moreplovci. Osnovali su moćno carstvo koje je dugo vladalo vodama istočnog Mediterana. U Punjskim ratovima, Rimljani su uništili Kartaginu i na ruševinama stare prestonice provincije Ifrikiya izgradili novu prestonicu koja je nosila isto ime – Kartagina.

Sa kartom za muzej Kartagine možete posetiti i druge lokalitete koji sadrže ostatke iz rimskog perioda, kao što su Antonijeva kupatila, amfiteatar ili pozorište. Uz doplatu možete dobiti i stručno vođenje kroz čitavo arheološko nalazište i čuti neverovatne priče o komandantu Hanibalu Barki i njegovom umeću ratovanja.



*Medina, grad Sus
Medina, Sousse*

CARTHAGE

The remains of the old Carthage can be found at the archeological site of Carthage. It was reportedly founded by the Phoenician princess Elissa, or Didone, as is stated in Roman transcripts. Within the site, there is a museum with roman mosaics and other artifacts.

The Phoenicians were excellent tradesmen and sailors. They founded a powerful empire that governed the Eastern Mediterranean for a long time. During the Punic wars, the Romans had destroyed Carthage and in ruins of the old capital of Ifriqiya built a new capital city with the same name – Carthage.

Buying a ticket for the Museum, you can also visit other sites with artifacts from the Roman period, such as Anthony's baths, the Amphitheatre or the Theatre. With some additional costs, you could get a guided tour through the



*Amfiteatar u El Džemu
Amphitheater in El Jem*

GRAD SUS

Sus je jedan od najstarijih gradova Tunisa. Podignut je na mestu stare feničanske kolonije, Hadrumetum. Koristio je Hanibal Barki kao glavna baza u Drugom punskom ratu. Ovaj grad na obali, bio je i ostao važna luka i trgovački centar u kome danas ljudi žive od ribarstva i turizma.

S obzirom na svoj strateški i geografski položaj, Sus je bio izložen brojnim opasnostima koje vrebaju sa mora. Problem su predstavljali i pirati koji su bili veoma aktivni u ovom delu Mediterana. To se odrazilo na arhitekturu grada Susa, tako da on predstavlja prototip primorske ratne arhitekture iz ranog islamskog perioda.

Nekoliko građevina u staroj medini svedoči ovom imponantnom stilu. To su Tvrđava Ribat koja je služila i kao utvrđenje i kao verski objekat i Velika džamija u Susu, kao i Tvrđava Kasba. U njoj se nalazi Arheološki muzej u kojem se nalaze najbolje očuvani rimski mozaici u Tunisu.

MAHDUA

Mahdija, ljupki grad na istočnoj obali Tunisa, očaraće vas svojim plažama i kristalno čistim morem.



entire archaeological site and hear amazing stories about Hannibal Barca and his warship techniques.

THE CITY OF SOUSSE

Sousse is one of the oldest cities of Tunisia. It has been built on the remains of an old Phoenician colony, Hadrumetum. Hannibal Barca used it as his main base during the Second Punic War. This coastal city was and still is an important port and a trade center where people today live of fishing and tourism.

Considering its strategic and geographic position, Sousse was

Odmah se da primetiti da je ovo jedna mirna oaza koja pruža utočište od svakodnevnog gužve i stresa. Od lokalaca smo saznali da mnogi Tunišani kupuju posede u ovom gradu kako bi s vremena na vreme mogli da pobegnu iz svoje užurbane sredine i opuste se.

Stanovnici ovog uljuljanog lučkog grada, uglavnom se bave ribarstvom. Zanimljivo je da se i dalje bave svojim tradicionalnim zanatima, kao što su vezenje i tkanje tepiha i draperija, koje možete videti kako vise na zidovima kuća u starom gradskom jezgru.

Mahdija je osnovana u 10. veku kao prva prestonica Fatimidskog halifata. Danas iz ovog perioda možemo videti utvrđenu kapiju Skifa el Kahla, koja se nalazi na samom ulazu u medinu, kao i Veliku fatimidsku džamiju.

Utvrdjenje Burđ el Kebir, koje je u prošlosti branilo Mahdiju od Španaca, pirata i drugih koji su bacali pohlepne poglede prema poluostrvu Kap Afrika, izgrađeno je u 16. veku. Sa njenog vrha se mogu videti ostaci stare fatimidske luke, usečene u stenu, koja potiče još iz feničanskog perioda.

EL DŽEM – AFRIČKI KOLOSEUM

Na listi Uneskove svetske baštine, nalazi se još jedan istorijski biser Tunisa – rimski amfiteatar u El Džemu.

Smatra se da je treći po veličini u svetu, odmah posle onog u Rimu i Kapui. Procenjeno je da može da primi oko 35.000 gledalaca. Prilično je dobro očuvan, a arena i podzemni prolazi, ostali su skoro netaknuti. Izgrađen je u potpunosti od kamenih blokova i bez temelja, zato se smatra da je sagrađen po uzoru na rimski Koloseum.

Danas se u areni Afričkog koloseuma održava Međunarodni festival simfonijske muzike El Džem, kao i koncerti klasične muzike, koji su naročito posećeni.

Prepustite se zemlji koja se odlučno protivi unifromnosti raznolikosti svojih boja, predela i karaktera. Svratite u ovaj dom toplih i srdačnih ljudi koji će vas uvek dočekati sa osmehom, lepom rečju i posluženjem, a ispratiti nadom za ponovnim susretom.

Posetite Tunis.

Više o Arapskom kulturnom centru na: www.akc.rs. Put u Tunis članovima Arapskog kulturnog centra, omogućila je Turistička agencija Sunline Travel.

exposed to numerous dangers from the sea. The pirates were very active in this part of the Mediterranean. It affected the architecture of Sousse, so it represents a prototype of the maritime war architecture in the early Islamic period.

Several buildings in the old Medina testify of this magnificent style. They are the Ribat Fortress that served as a fort as well as a religious object, the Great Mosque of Sousse and the Kasbah Fortress with the Museum of Archeology, that contains some of the best kept Roman mosaics in Tunisia.

MAHDIA

Mahdia, a lovely city on the eastern coast of Tunisia, will captivate you with its white sand beaches and crystal clear sea.

One can immediately notice that this is a peaceful oasis that provides a sanctuary from everyday traffic and stress. The locals told us that many Tunisians buy houses in this city so that they could escape from their busy environment from time to time and relax.

The inhabitants of this dreamy port city are mostly fishermen. It is interesting that they are still practicing their traditional crafts, such as embroidering and carpet making, which can be found hanging in houses in the old part of the city.

Mahdia was founded in 10 century AD as the first capital of the Fatimids' Caliphate. Dating from that period is the Skifa al-Kahla fortified gate, found on the very entrance of the Medina, as well as the Great Fatimid Mosque.

The Burj al-Kabir fortress that has defended Mahdia from the Spaniards, pirates and others who craved to invade Cap Africa peninsula in the past, was built in the 16th century. From the top of the fort, you can see the remains of the old Fatimid port, carved in rock that dates all the way back to the Phoenician era.

EL JEM – THE AFRICAN COLOSSEUM

There is another historical pearl of Tunisia on the UNESCO World Heritage List - the Roman amphitheater in El Jem.

It is considered to be the third largest amphitheater in the world, right after the ones in Rome and Capua. It has been estimated that it can receive up to 35,000 spectators. It is very well preserved while the arena and other underground passages have remained almost intact. It was built entirely out of stone blocks without foundations, which is why it is considered to be built according to the model of the Roman Colosseum.

Nowadays, the African Colosseum Arena represents the venue for the International Symphonic Music Festival of El Jem as well as concerts of classical music that are very highly attended.

Let yourself enjoy in the country that decisively opposes uniformity with the diversity of its colors, landscapes and character. Come by into this lovely home of warm and friendly people who will always welcome you with a smile, a nice word and something to eat and walk you off with the hope of another encounter.

Visit Tunisia.

More on the Arabic Cultural Centre at: www.akc.rs. The trip to Tunisia for the members of the Arabic Cultural Centre was made possible by Sunline Travel Agency.

Text: **Visnja Jovancevic**, Arabic Cultural Centre
Photos: **Maja Lukovic**, Arabic Cultural Centre

ZAPADNO KRALJEVSTVO I BOŽJA ZEMLJA

Maroko, predivna zemlja na severozapadu Afričkog kontinenta privlači sve veću pažnju turista širom sveta, a sve više i iz Srbije. Raste interesovanje za njenu kulturu, običaje, tradiciju, književnost, arhitekturu, ali i očaravajuću prirodu – od Sahare i planine Atlas do obale Atlantika.

WESTERN KINGDOM AND THE LAND OF GOD

Beautiful country in the northwest of the African continent attracts more and more tourist attention, and also in Serbia, people are getting more and more interested for Morocco-its culture, its customs, traditions, literature, architecture, and also, stunning nature-from Sahara and the mountain Atlas to the coast of Atlantic.

Marokanski kralj Muhamed VI koji je veoma omiljen u svojoj zemlji, vrlo je turistički orijentisan i otvoren da primi i ugosti sve više turista sa raznih strana sveta. Kada ste negde dobrodošli i zaista se tako osećate, iskustva koja stičete na tim mestima su fantastična, pa zato, logično, postajete pravi „ambasadori” tih destinacija, koji koriste svaku priliku da šire lepe priče i informacije o toj zemlji.

Starosedeoci Maroka i polovina stanovništva su poreklom Berberi (Amaziri – Slobodni, plemeniti ljudi) a kolonizovani i asimilovani sa Arapima. Marokanci su veseo i optimističan narod, strastven i intenzivan u svemu i od njih možete da naučite kako, bez obzira na uslove u kojima žive, izazove kroz koje prolaze, vole život i naglašavaju ga intenzitetom i šarenilom i tako ga slave.

Pored značajnog francuskog uticaja iz kolonijalnog doba u prvoj polovini 20.veka, Maroko je sačuvao duh orijenta, svoju autentičnost i prepoznatljivost. To je zemlja koju zaista vredi posetiti, ali joj se i vraćati, jer ne možete odjednom da upijete sve, naročito zbog već pomenutog intenziteta.

CRVENI GRAD

Marakeš je poznat po svojim vrtovima, iako je grad usred kamene pustinje, specifično crvene boje kojom se odlikuje i crvena planina Atlas. I sam grad Marakeš se zbog svojih fasada u istoj toj boji naziva crvenim gradom. A crvena je moja omiljena boja i valjda sam se zato i tako dobro uklopila u ambijent, iako ne podsećam na Arapkinju. Rekla bih da po svojoj prirodi i slobodi kao najvišoj vrednosti možda više podsećam na ženu berberskog porekla.

LA JARDIN MAJORELLE – DRUGI DOM IV SEN LORANA

Kada se Maroko osobodilo francuskog protektorata, postao je popularno, ali i vrlo jeftino mesto za život francuskoj eliti i džet-set-u. Jedan francuski magazin ga je nazvao i drugim Sen Tropeom. Jedan od pripadnika francuskog „krem-društva” bio je i poznati modni kreator Iv Sen Lorán,

Moroccan king Mohammed VI, who is very much liked in his country, is very tourist-oriented and open to receive tourist from all over the world. If you know that you are welcome somewhere and you really feel that way, experience you have on that place is fantastic, and therefore, you become an “ambassador” and you spread good words about that country everywhere.

Moroccans originate from ancient and slightly mystic tribe of Berbers (Amazir / Free, Nobel Men), who are colonized and assimilated with Arabs. They are cheerful and optimistic people, passionate and intensive in everything they do. You can learn from them, that, no matter how they live, what challenges they have before them, they love life and they emphasize and celebrate it with intensity and colorfulness.

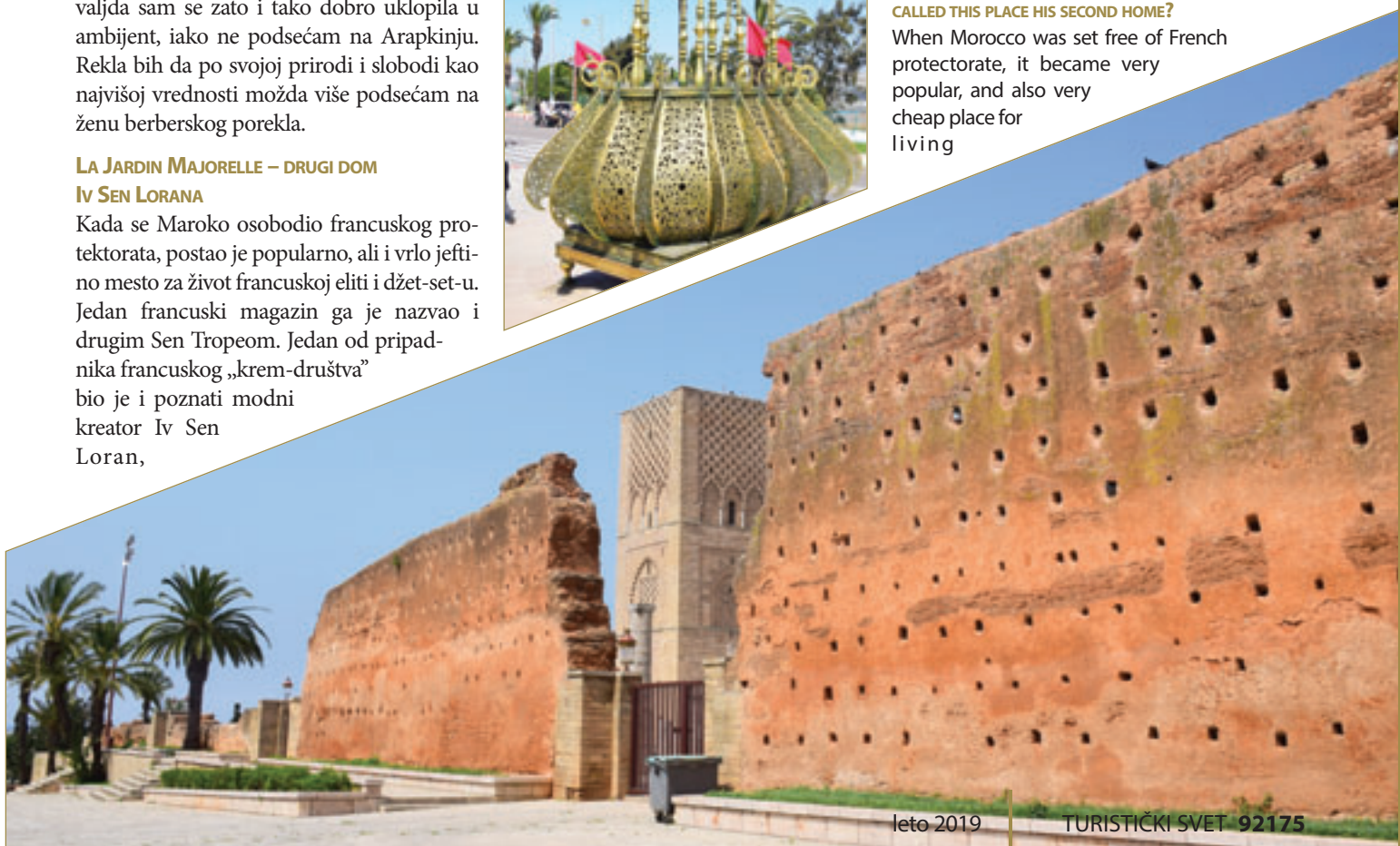
In spite of strong French influence from colonial period, Morocco has preserved the spirit of the Orient, its authenticity and recognizable charm. Country that is really worth of visit, and deserves to be visited again, because you can't absorb everything at once, especially because of the intensity already mentioned.

RED CITY

Marrakesh is famous for its gardens, although it is a city in the middle of the stone desert, specifically red colors, just like the Atlas Mountain. The city itself is called Red city, because of the facades of the houses in that color. Since red is my favorite color, that is why I probably blended so well in the surroundings, although I do not look at all like Arab woman. I am much more like Berber woman in my nature.

LA JARDIN MAJORELLE-WHY YVES SAINT-LAURENT CALLED THIS PLACE HIS SECOND HOME?

When Morocco was set free of French protectorate, it became very popular, and also very cheap place for living





koji je povoljno kupio stari vrt, ali vrlo bogat najrazličitijim vrstama biljaka, naročito kaktusa, i u vili koja i dan danas ima specifičnu intenzivno plavu boju, napravio svoj drugi dom. Taj fantastičan vrt je kreirao pre skoro 100 godina Žak Mažorel, francuski slikar orijentalista, po kome se se i pomenuta plava boja u slikarstvu sada naziva mažorel plava. Le Jardine Majorelle je sada jedna od najfotogeničnijih lokacija i mesto gde turisti rado koriste vreme za predah od jur-njave po gradu.

SUKOVI: ZAŠTO SE CENKANJE ISPLATI?

Koliko god se trudili da zapamtite putanje, sigurno ćete se izgubiti negde u sukovima Markeša, uživajući u razgledanju i kupovini suvenira i zanimljivih proizvoda marokanskih zanatlija – kože, marame, nakit, začini, sapuni, čajevi... Cenkanje je obavezno i bez toga ni ne pokušavajte nešto da „pazarite” – realna cena je uglavnom trećina onoga što vam prodavac u startu kaže. Zabavljajte se u nadmudrivanju sa njima i budite sigurni da ako ostanete dosledni i ne popustite, prodavac će potrčati za vama i dobićete svoj željeni proizvod po željenoj ceni.

DŽEMA EL FNA: TRŽNICA ILI CIRKUS?

Najveća tržnica u Severnoj Africi preko dana je samo jedan „užareni” plato zagrejan vrelim afričkim suncem, ali se zato predveče i noću pretvara u centar svega. Ulični prodavci hrane na

and it attracted French elite and jet-set. One French magazine called him another Saint-Tropez. One of the members of French “crème da la crème society”, was also famous fashion designer Yves Saint-Laurent, who bought very cheaply beautiful old garden, full of various plants, especially cactuses, and made his home in the villa in specific intensive blue color, which looks exactly the same even today. This garden was created by Jacques Majorelle, a French painter orientalist and mentioned specific blue color was in the painting art called Majorelle blue. Le Jardine Majorelle is one of the most phogenic location in the world where tourists very often spend their free time.

SOUK-WHY BARGAINING IS SOMETHING THAT PAYS-OFF?

“Not all who wander are lost”

No matter how much you try to memorize all paths, you will surely get lost somewhere in souks of Marrakesh, enjoying watching and buying souvenirs and interesting products of Moroccan craftsman-leather, scarves, jewelry, spices, soaps, teas... Bargaining is unavoidable and without it, don't even try to by something-the real price is usually only one third of what the seller tells you at first. Have fun trying to outsmart them and be sure that if you stay persistent and keep to your price, the seller will run after you and you will get desired product at the price which suits you.

JEMAA EL FNAA-MARKET OR CIRCUS?

The greatest market in Northern Africa is during the day just one hot plateau, heated by African sun, but



svojim lako sklopivim privremenim tezgama, muzičari raznih vrsta, akrobate, krotitelji zmija, majmuna, gatara i žene koje tetoviraju kanom - čine atmosferu koja bukvalno izgleda kao pravi cirkus. Intenzivni zvuci, boje, mirisi i ukusi dovode do toga da vam dugo posle puslira u glavi i da se osećate potpuno preplavljeni tim intenzitetom. Sve je prenaplašeno, ali to je ono što ovaj trg čini srcem Marakeša i otkucava ritmom strastvenih ljudi koji ovde žive.

PALACE I RIADI – PRIČE IZ 1001 NOĆI

Palate u Marakešu u kojima nisu živeli samo vladari, kao i brojni riadi – specifična konačišta – sada hoteli, očaravaju svojim maštovitim i bajkovitim unutrašnjim uređenjem. Šarene pločice, ornamenti i mozaici na podovima, zidovima, prozorima, tako reći svuda gde pogledate i svom tom šarenilu prepoznate lepotu i sklad. Riadi su građevine koje imaju prozore okrenute ka dvorištu i u središtu se najčešće nalazi bazen ili fontana, kao i vrt. U Medini, utvrđenom starom gradu, skoro sve građevine su ovog tipa i zbog svoje lepote i atraktivnosti privlače turistima, kao i brojne krovne terase na kojima možete uživati u začinjenoj, ali vrlo ukusnoj marokanskoj hrani i čajevima.

in the evening and night in turns into the center of everything. Street food sellers with their easy- folding temporary counters, musicians of all kinds, acrobats, snake charmers, monkey tamers, chiromancers and women who do canna tattooing, all of them create an atmosphere that looks exactly like the real circus. Intensive sounds, colors, smells and flavors make you feel dizzy long afterwards and completely overwhelmed. Everything is over-emphasized, but that is exactly what makes this square the heart of Marrakesh, which pulsates in the rhythm of passionate people who live here.

PALACES AND RIADS-1001 NIGHT STORIES

Palaces in Marrakesh where rulers lived, and not only them, and also numerous riads-specific guest houses-now hotels, are absolutely enchanting with their imaginative interiors, as if you are in the middle of the fairy tale. Colorful facets, ornaments and mosaics on the floors, walls, windows, almost everywhere you look, and in all that richness of colors you will recognize beauty and harmony. Riads are buildings with windows that look into the courtyard, and in the middle of it there is usually a basin or the fountain, as well as the garden. In Medina, old fortified city, almost all buildings are of this type and because of their beauty and attractiveness, they are interesting to tourists, as well as numerous roof terraces on which you can sit and enjoy in the spicy, yet delicious Moroccan food and teas.





PUTOPIS: MAROKO



MAROKANSKI ČAJ I TAŽIN

Poznat je marokanski čaj od nane koji se u velikim količinama konzumira i uvek je zaslađen. To je tradicionalno piće koje morate probati, naročito kada postanete svesni koliko vas osveži i podigne nivo energije. Poznati tip jela je tanžin – sa povrćem, mesom, začinima (čuvenim marokanskim začinom 35)- koji se sprema dugo i krčka na tihoj vatri, a služi u zemljanim posudama. U Maroku se hrana konzumira isključivo desnom rukom, drugačije se smatra izuzetno nepristojnim.

ESSAUIRA – MOGADOR: GRAD KOJI INSPIRIŠE UMETNIKE

Kada poželite rashlađivanje od vreline su-kova što zbog isijavanja toplote od dobro zagrejanog kamena, što zbog uzbuđenja od cenkanja, vreva sa trga Džema el Fna, uputite se na zapad ka Atlantskom okeanu do magičnog grada Essaouira. I možda vam je poznata u novije vreme po tome što su neke epizode popularne serije Igra Prestola

MOROCCAN TEA AND TAJINE

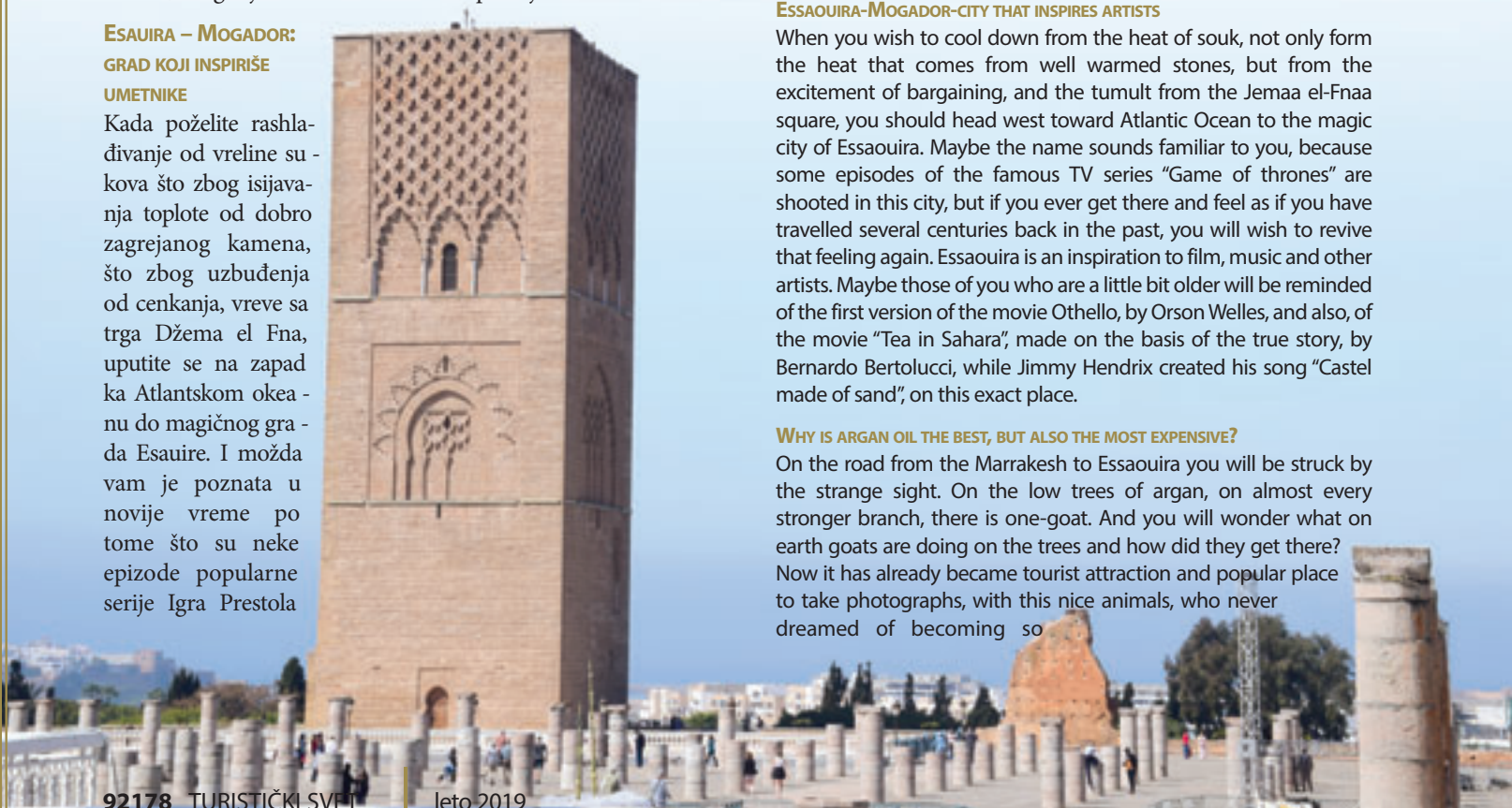
Moroccan mint tea is very famous, it is consumed in huge quantities and it is always sweetened. Traditional drink that you have to try, especially when you realize how much it will refresh you and increase your energy. Their well-known dish is tajine-with vegetables, meat, spices-it takes long time to prepare it, cooked on low temperature and it is served in earthenware jars. In Morocco, the food is consumed only with the right hand, everything else is considered very improper.

ESSAOUIRA-MOGADOR-CITY THAT INSPIRES ARTISTS

When you wish to cool down from the heat of souk, not only from the heat that comes from well warmed stones, but from the excitement of bargaining, and the tumult from the Jemaa el-Fna square, you should head west toward Atlantic Ocean to the magic city of Essaouira. Maybe the name sounds familiar to you, because some episodes of the famous TV series "Game of thrones" are shot in this city, but if you ever get there and feel as if you have travelled several centuries back in the past, you will wish to revive that feeling again. Essaouira is an inspiration to film, music and other artists. Maybe those of you who are a little bit older will be reminded of the first version of the movie Othello, by Orson Welles, and also, of the movie "Tea in Sahara", made on the basis of the true story, by Bernardo Bertolucci, while Jimmy Hendrix created his song "Castel made of sand", on this exact place.

WHY IS ARGAN OIL THE BEST, BUT ALSO THE MOST EXPENSIVE?

On the road from the Marrakesh to Essaouira you will be struck by the strange sight. On the low trees of argan, on almost every stronger branch, there is one-goat. And you will wonder what on earth goats are doing on the trees and how did they get there? Now it has already become a tourist attraction and a popular place to take photographs, with these nice animals, who never dreamed of becoming so



MOROCCO

snimane baš u ovom gradu, ali kada budete dospeli tamo i osetili kao da ste vratili nekoliko vekova unazad, požećete da proživite taj osećaj ponovo. Esauira je inspiracija filmskim, muzičkim i drugim umetnicima, pa će se oni malo stariji podsetiti prve verzije filma „Otelo“, Orsona Velsa, kao i filma po istinitoj priči „Čaj u Sahari“, Bernarda Bertolućija, dok je Džimi Hendriks baš ovde stvarao svoju pesmu „Kule od peska“.

ZAŠTO JE ARGANOVO ULJE NAJBOLJE, ALI I NAJSKUPLJE?

Na putu od Marakeša do Esauire zateći će vas neobični prizori pored puta. Na niskom drveću argana, koje je autohtona vrsta i raste samo u Maroku, skoro na svakoj debljoj grani stoji po jedna – koza. I pitaćete se otkud koze na drvetu i šta tamo rade? Sada je to već turistička atrakcija i popularno mesto za fotografisanje sa ovim simpatičnim životinjama koje nisu ni slutile da će to postati, vođene samo svojim instinktom za ukusnom hranom u vidu plodova argana. Naime, svetski poznato, stručnjaci kažu najkvalitetnije ulje koje se koristi u kozmetičke svrhe, a najčešće za kosu, iako je najbolje za kožu, ručno se pravi ceđenjem iz koštica argana. Do koštica se dolazi tako što pomenute kozice, nakon što se dobro najedu, ispljunu koštice koje se potom skupljaju i u malobrojnim manufakturama ručno obrađuju, pa je to i razlog zašto je ovo ulje tako skupo.

OUZUD VODOPADI: DELA PRIRODE IZNAD DELA ČOVEKA

Na nekoliko sati vožnje od Marakeša nalaze se najveći vodopadi u Severnoj Africi viši od 100 m koji se uz zadivljujuće zvukove poput vodenice i mlevenja žita (što i njihovo ime u prevodu znači), survavaju u dolinu i čine jezerce i reku u kojoj se najhrabriji i kupaju. U podnožju vodopada se možete družiti sa majmunima koji rado grickaju hranu iz vaših ruku, a ne ustručavaju se ni da vam se popnu na leđa i glavu.

Maroko će vas navesti da se preispitate zašto ste privremeno ili zauvek odustali ili bar smanjili intenzitet kojim živite svoje snove, svoj život i načine na koje iskazujete svoju radost. Podsetiće vas da se ne plašite i unesete jake boje u svoj život bez razblaživanja i rastvaranja, jer ako niste živeli punim plućima i širom otvorenih očiju, pitanje je jeste li uopšte živeli ili samo životarili u pastelnim bojama.



famous, simply by being led by their instinct to look for delicious food in form of argan tree fruit. It is widely known and experts also confirm it, that the best quality oil, for cosmetic purposes, is made by hand from argan stone. You get the stones with the help of these very goats, who eat the fruit, then spit the stones, which are then collected and in small number of manufactures, manually treated. That is the reason that this oil is so expensive.

OUZUD WATERFALLS-AMAZING FORCE OF NATURE

Couple of hours of drive from Marrakesh there are the biggest waterfalls in Northern Africa, over 100 m high, which precipitate into the valley and make the little lake and the river, making astonishing sound like water mill (which is also the meaning of their name). It is worth to bath in this water and cool down from 45 degrees to only 10. Very often you can spot the rainbow. They say that the wishes come true when you walk under the rainbow and the waterfall too. We have tried, so it remains to be seen. At the bottom of the waterfall, we have made friends with monkeys, who gladly took snacks from our hands, and they didn't even hesitate to climb on our backs and heads.

The visit to Morocco will definitely change you, because it will teach you how to add strong colors to your life of to heighten those which already exist. Because only when you live with your whole heart your know that you have truly lived.

Jelena Jović

Free-lance traveller and photographer
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www.jjtravelblog.com

IZA SIMBOLA I PARAVANA

BEYOND THE SYMBOLS AND SCREENS

*Brda u Riu de Žaneiru pod zbijenim favelama
okružuju moderniji i bogatiji centar grada*



Verujem da je prva asocijacija na pomen države Brazil svima – Kopakabana u Riu, samba i karneval u Riu, favele, Hristov kip na brdu Corcovado iznad Ria, Pele i fudbal, brazilska kafa i Amazonija, prašume... Nedirnuta prostranstva o kojima ništa ili skoro ništa ne znamo i u kojima i danas živi skriveno nekoliko desetina domorodačkih plemena. Brazil je velika država, jedna od najvećih. Koliko je velika, toliko je i nepoznata. Brazil ima specifičnu kulturu, jezik, istoriju, razvoj. Nije imao "velike" drevne kulture poput Maja, Asteka ili Inka. Ali ima svoju muziku, pisce, pesnike, fudbalere, samba igrače, pevače... Brazil je, kažu, zemlja u kojoj ne postoji diskriminacija po religijskoj osnovi, niti po nacionalnoj pripadnosti. U njihovom jeziku ne postoje izrazi za crnce ili domorodce. Svi su - Brazilci. Pomešani. Mešaju se još od 18. veka kada je starosedeočima i novodovedenim Afrikancima za rad u brojnim rudnicima i na plantažama, dozvoljeno da se mešaju sa belcima. Robovi, afrički crnci i domorodačko stanovništvo su svoju slobodu zvanično dobili 1888. godine. I ovde, kao i svuda, postoje nepravde, razlike i hijerarhija, ali samo po socijalnoj i ekonomskoj pripadnosti. Ima veoma, veoma siromašnih, ima onih srednjih a ima i onih veoma, veoma bogatih. Na sreću, po boji kože, po religiji, nacionalnoj pripadnosti - nisu vidljive razlike.

Tekst i fotografije / Text and photos:

Dragica Tomka,

*putnik, istraživač, putopisac /
Traveller, explorer, writer*

I believe that the everyone's first associations of Brazil are Copacabana and carnival in Rio, samba, favelas, the statue of Christ on the Corcovado above Rio, Pele and football, Brazilian coffee and Amazonia, rainforests... There are untouched spaces, about which we know nothing or almost nothing and in which several tens of indigenous tribes still live today. Brazil is a large country, one of the largest. It is both big and unknown. Brazil has a specific culture, language, history, development. It doesn't have "great" ancient cultures like Maya, Aztecs or Inc, but it has its music, writers, poets, football players, samba dancers, singers... Brazil is a country where there is no discrimination on a religious basis or nationality. In their language, there are no expressions for black people or natives. They are all - Brazilians. Mixed. They have been mixing since the 18th century when old settlers and African immigrants who were brought to work in numerous mines and plantations, were allowed to mix with white people. The slaves, the African black people and the indigenous population officially received their freedom in 1888. And here, as everywhere, there are injustices, differences and hierarchies, but only by social and economic affiliation. There are very, very poor people; there is a middle class and those very, very rich. Fortunately - there are no visible differences according to skin colour, religion or national affiliation.

Nakon tri dana obilaska Ria i Sao Paola i slušanja tumačenja o stanovnicima i životu Brazila ostala sam zatečena. Ostala sam zadivljena za pristup životu koju su nam vodiči i program njihove agencije ponudili. Razumeti život u celini na tom prostoru prvo, pa onda to poštovati. Ne vaditi samo simbole kao isečke nečijeg života i time mahati. Možda je malo neobično, ali eto takvim sam pitanjima zatekla sebe u toku dugog leta ka Brazilu. Ka prvoj tački putovanja po Brazilu – Salvadoru da Bahia. Razmišljala sam o onome što je iza. Iza tog sjaja, iza pobjeda, iza slave, iza Karnevala, Kopakabane, Pelea ili Neimara. Iza divnog ukusa brazilske kafe, iza prašume, iza ogromnih prostranstava pod prašumom koje su izbile u prve redove aktuelnih pisanja o održivosti života na Planeti Zemlji, o očuvanju prirode, o zaštiti šuma. I našla sam odgovore, ili mi se bar tako čini. Obično šta čovek traži to i nađe. Ali našla sam puno više. Ili sam iz divnih kazivanja lokalnih vodiča saznala o životu iza. Otvorili su mi nove poglede fokusirajući nas da putujući kroz Brazil spoznamo temelje, pozadinu, život iza paravana. Ovaj putopis je sada tu, takav pred vama. Brazil iza paravana i simbola.

O SIMBOLIMA BRAZILA

Brazil je simbol slobode pokreta tela iskazane kroz fudbal, kapueru, sambu. Ta sloboda pokreta je zapravo stil življenja. Izlaz iz teške svakodnevice. Ventil za opuštanje ali i način da prikrije unutrašnji nabo. Nastajali su zajedno sa stvaranjem i mešanjem stanovnika na tlu Brazila od početka 16. veka do danas. Ta sloboda pokreta vidljiva kroz fudbal i sambu krije upornost, iscrpljujuće vežbe, kontrolu i nadasve želju da se kroz tu upornost ispliva na površinu. I to na sam vrh, na vrh na kojem će se biti vidljiv, poznat. Slavan. Postati Pele, Ronaldo ili Nejmar znači biti jedan od milion dečaka koji trče za krpenjačom ili poluiscepanom loptom u nekoj od ulica neke od gusto naseljenih favela i predgrađa višemilionskih gradova. I ne samo trčati, nego po vasceli dan driblati, vežbati, šutirati, dok te neko ne primeti. I tek tada počinje borba. Jer biti jedan od milion na vrhu podrazumeva borbu, upornost, snagu volje... Samba igrači koje vidimo na karnevalima su samo delić onih koji od malih nogu plešu u svom domu, na ulici, u parku ili na trgu neke od favela. I dok noge rastu, a telo postaje plesačko, ti

After three days of touring Rio and Sao Paolo and listening to the stories about the inhabitants and the life of Brazil, I was left speechless. I was left astounded by the access that guides and travel agency provided for us. To understand life in general in that area first, then respect it. Beyond the symbols as the snippets of one's life. It may be a bit unusual, but that's what I've asked myself over a long flight to Brazil. On the way to the first point of the journey across Brazil – Salvador da Bahia, I was thinking about what's behind the glitz, the victories, fame, the carnival, Copacabana, Pele or Neymar. What is hidden behind the beautiful taste of Brazilian coffee,

Plesači Sambe i publika na sambodromu – sve je pokret i ritam



Kapuera na ulicama Baie – spontano obogaćeno slobodno vreme



Trg u Salvadoru spreman za nedeljnu zabavu uz kapuere

Prodavačica mirišljavih kolačića svojim kostimom podseća na afričko poreklo



milioni igrača teže slavi, teže da svojom igrom, kostimom, veštinom budu bolji, primećeniji, da budu jedni od onih koji će stići na Karneval, a potom i do predvodnika jednog od mnoštva samba klubova u Rio i tako postanu vidljivi. Ta upornost i snaga su veoma jaki. Lično, verujem da se nalaze u genima, kao zapis vekovne borbe za opstanak, bilo da su Afrikanci dovedeni kao roblje ili pripadnici nekog od sedamdesetak domorodačkih plemena koja su živela ili i danas žive skriveni u prašumama Brazila. Da bi opstali morali su biti žilavi, uporni, borbeni, radni i disciplinovani. Drugačije ne bi preživeli, ne bi stigli do zraka sunca, do svežeg vetra, do širine u kojoj možeš razviti i pokazati svoju veličinu, svoju lepotu, svoju primamljivost... Slična je slika i plesno-borilačke kapuere. Nastala kao borilačka veština, pa kasnije zabranjena, pospešila je osmišljavanje skrivenih pokreta, nastanak težnje da se protivnik savlađuje u borbi nadmudriva - njem, nadigravanjem, a ne ubijanjem. Hiljade plesača kapuere i danas uče tu veštinu koja je simbol pokreta i spoja muzike i kretanja.

Da li neko na ovaj način razmišlja o Brazilu? Da li se razmišlja o tome šta je iza slave, igre, pobeđe? Odakle su i ko su ti pobednici nad pobednicima? Koliki je bio njihov put do slave? Divimo im se. Oni su za nas simbol Brazila. Primamljiv razlog da odemo u tu zemlju i osetimo njihov duh, njihovu snagu, volju... A da li ćemo to i osetiti i koliko ćemo ih razumeti, zavisi ponajviše od lokalnih vodiča. Ako imate sreće kao ja, doživete Brazil i duboko ga osetiti kroz priču ljudi bogatih znanjem i snažnim emocijama, s mnogo ljubavi i istinskog poštovanja prema zemlji u kojoj žive. Oni vas neće voditi da provirite u favele. Samo će vam ponuditi pogled na ogromna brda na kojima su tesno stisnute zgrade, kuće u kojima žive Brazilci. Jer, favela je kuća,

rainforests, behind the vast expanse of rainforests that broke into the first lines of current writing about the sustainability of life on Planet Earth, on the conservation of nature, on the protection of forests? I found the answers, or at least it seems to me. Usually what a man seeks he finds. But I found a lot more. Or I learned from the wonderful talk of local guides about the life behind. They opened up new views by focusing on traveling through Brazil to discover the foundations, backgrounds, the life behind the screens. This travelogue is here, like that in front of you. Brazil behind the screens and symbols.

BRAZIL'S SYMBOLS

Brazil is a symbol of the freedom of body movement expressed through football, capoeira, samba. This freedom of movement is actually a lifestyle. It is an exit from heavy everyday life, a relaxation valve but also a way to mask the internal charge. They have been created along with the creation and mixing of inhabitants on the Brazilian soil from the beginning of the 16th century to the present. This freedom of movement visible through football and samba hides perseverance, exhausting exercises, control, and above all the desire to pass through this resistance to the surface, to the very top, where one will be visible, recognized and famous. To become Pele, Ronaldo or Neymar means to be one in a million of boys who run with an old ball in one of the streets of some of the densely populated favelas and suburbs of multi-million cities. And not just run, but practice, kick, until someone notices you. And then the fight begins. Because being one in a million at the top means fighting, persistence, the power of will... Samba dancers we see on the carnival are just a fraction of those who have been dancing since early age at home, in the streets, parks or squares in favelas. And as the legs grow, and the body becomes dancing, these millions of players tend to be famous, to be recognized by their play, costumes, and skills, to be one of those who will reach the Carnival, and then to the leader of one of the many samba clubs in Rio and thus become visible. This resistance

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dom nekog koji pošteno živi kao građanin te zemlje. U favelama žive manje ali i više školovani ljudi. Profesori, lekari, inženjeri. Plaćaju svoje poreze i državne dažbine. Idu na posao, hrane se, žive... Upravo u tim favelama nastaju samba, karneval i fudbal, a oni su nastali u dušama ljudi koji žive u favelama. Kao lotosov cvet koji izranja iz mulja.

SALVADOR DA BAHIA – GRAD KAPOERE I CRKAVA

Bila je nedelja. Još pod utiskom dugog putovanja do Brazila, krenuli smo u razgledanje grada Salvador, Salvador de Baia ili, kako se punim imenom zove, São Salvador da Baía de Todos os Santos, u prevodu: Sveti spasilac zaliva Svih Svetih. Salvador je ogroman grad, treći po veličini u Brazilu. Sa svojih oko 3 miliona stanovnika smestio sa na ulazu u ogroman atlantski zaliv - Zaliv svih svetih. To je mesto na koje su prvo naišli osvajači iz Portugalije 1500. godine kada su krenuli sa preoblikovanjem prirode, kulture, istorije i života ove daleke regije. Njegov položaj je izuzetan, jer je istovremeno i na moćnom Atlantiku i u mirnijem zalivu. Ima razigranu osnovu da razvija svoje delove. I to je ovaj grad i iskoristio. U njemu je, počev od 1549. naseljeno najviše afričkih crnaca - robova koji su dovođeni u Južnu Ameriku na rad. Oni koji su uspeli sve da prežive, omogućili su svojim potomcima da danas žive u jednom lepom gradu, gradu koji je najviše afrički i najviše crnački od svih ostalih brazilskih gradova. Salvador je sedište i mesto nastanka kapuere, plesno-borilačke veštine koja je od nekadašnje opasne borilačke veštine pretvorena u ples, u igru i danas predstavlja primer kako se uz zajedništvo, ritam i pokret može pridobiti protivnik. Salvador je prepun škola i klubova kapuere, a tu je i Fakultet za kapueru. Zato i ne čudi što čitav grad, naročito nedeljom, odzvanja

and strength are very powerful. Personally, I believe that they are in the genes, as a record of the eternal struggle for survival, whether they are Africans brought as slaves or members of some seventy indigenous tribes who lived or are still living hidden in the rainforests of Brazil. To survive they had to be tough, persistent, fighting, working and disciplined. Otherwise, they would not survive, get to the ray of light, fresh air, to the state in which you can develop and show their size, beauty... It is the same for dance-martial art capoeira. Formed as a martial art, and later banned, it speeded up the design of hidden movements, the emergence of tendency to defeat the opponent in the battle of wisdom, competition, not killing. Thousands of capoeira dancers are still learning this skill, a symbol of the movement and the mix of music and movement.

Does anyone think this way about Brazil? Do you think about what is behind the glory, the game, the victory? Where are they and who are the ultimate winners? What was their path to fame? We admire them. They are symbols of Brazil for us. It is a tempting reason to go to that country and feel their spirit, their strength, their will... And whether we will feel it and how much we understand them, depends mostly on local guides. If you are lucky as I was, you will experience Brazil and feel it deeply through the story of people rich in knowledge and strong emotions, with much love and genuine respect for the country they live in. They will not take you through favelas. They will only offer you a glimpse at the huge hills with tightly enclosed buildings, houses inhabited by Brazilians. Since, favela is a house, a home of someone who lives honorably as a citizen of that country. There are less and more educated people in favelas. There are professors, doctors, engineers. They pay their taxes and state duties. They go to work, eat, live... It is in these favelas that samba, carnival and football are created, and they are created in the souls of people who live in favelas. Like a lotus flower that comes out of sludge.

zvucima kapuere. Brojne grupe, formalne ili spontane plešu na trgovima, ulicama, u parkovima...

Kapuera je jedna od atrakcija Salvadora, baš kao i mnoštvo crkva – za svaki dan u godini po jedna, crkve najrazličitije starosti, lepote, veličine, hramovi koji pripadaju desetinama različitih religija, grupa, sekti... Najstarija bazilika je Nosso Senhor do Bonfim (iz sredine XIV veka), najpoznatija po čudotvornim izlečenjima. Ispred crkve je zid, nastao spontano, sa bezbroj malih raznobojnih trakica koje posetioци kupuju od uličnih prodavaca i kače na taj zid sa željom za ozdravljenje, sreću, dobrobit... Kada smo ušli u crkvu, svirala je tiha, vrlo melodična muzika. Glave posetilaca, tihih, smernih, zbijenih jednih uz druge, bile su pognute. Sušta suprotnost istim tim raspevanim Brazilcima uz kapueru na ulicama i trgovima! Pitoreskne, dobro očuvane zgrade, ulice, trgovci sa restoranima, prodavnicama suvenirа i zvucima muzike – čine da ovaj grad pod zaštitom UNESCO-a kao deo svetske kulturne baštine i jeste jedan od veoma dobro posećenih gradova u Brazilu.

ČAPADA DIJAMANTINA – REGIJA OČUVANE DIVLJE PRIRODE

I SLIKOVITIH GRADIĆA

Sledećih dana boravili smo u unutrašnjem delu regije Bahia – Čapada Diamantina (Chapada Diamantina, u prevodu Dijamantski plato). Očekivala sam prašumu, tropske šume... ali svega toga nije bilo. Ipak, bilo je nečeg iskonskog, izvornog, divljeg, nepoznatog. Čarobnog. Nacionalni park Čapada Diamantina, na površini od 152.000 ha, je samo deo

SALVADOR DA BAHIA – THE CITY OF CAPOEIRA AND CHURCHES

It was Sunday. Still under the impression of a long trip to Brazil, we set out to explore the city of Salvador, Salvador de Baia or in full name São Salvador da Baia de Todos os Santos, in translation: the Holy Savior of the All-Saint Bay. Salvador is a huge city, the third largest in Brazil. With about 3 million inhabitants, he settled down at the entrance to the vast Atlantic Gulf - the Cove of All Saints. This is the place where the conquerors from Portugal first met in 1500 when they began to transform the nature, culture, history and life of this distant region. Its position is remarkable, because at the same time it is on the powerful Atlantic and in a calmer bay. It has a playful base to develop its parts, which this city has been using well. Since 1549 on the largest number of African slaves were brought to South America to work. They managed to survive, and enabled their descendants to live today in a beautiful city, that is most African and most black from all other Brazilian cities. Salvador is the city where capoeira was founded, the dance-martial art that has been transformed into a dance from a former dangerous martial art, and today it is an example of how with communion, rhythm and movement an opponent can be won. Salvador is crowded with schools and capoeira clubs, and there is also the Faculty of Capoeira. That's why it's not surprising that the whole town, especially on Sunday, can hear the capoeira music. Numerous groups, formal or spontaneous dance in squares, streets, and parks can be seen...

Capoeira is one of the Salvador's attractions, as well as numerous churches – each for every day in a year, churches of various ages, beauty, sizes, temples belonging to dozens of different religions, groups, sects... The oldest is Nosso Senhor do Bonfim (from the middle of the 14th century), best known for its miraculous cures. In

Chapada Diamantina, vertikalni odseci, vetar i divlja oskudna priroda Nacionalnog parka



Podloga od raznobojnog kamenja i bazenčići za kupanje u toploj vodi reke Serano iznad naselja Lencoi



čudnovate istoimene regije, poznate po divljim vodama, stenovitim usecima koji se vertikalno uzdižu iz dolina, raznobojnog kamenja, divljih reka, vodopada, podzemnih pećina i tunela. Po tumačenju lokalnog vodiča – geologa, ova regija je jedna od najstarijih na zemaljskoj kugli. Ispitivanjima tla, utvrđeno je da u stenama celog platoa, koje su sastavljene od malih komada veoma raznobojnog kamenja, uopšte nema fosilnih ostataka. Nigde. Na pitanje šta to znači, vodič nam je objasnio da to ukazuje da je taj teren nastao u vreme formiranja Zemlje, kada još nije bilo ni biljaka, a kamo li životinja, otprilike pre oko tri milijarde godina. Ono što je za sve nas bilo potpuno neverovatno i neobjašnjivo je energija tog prostora.

Čitava regija je, inače, raj za ljubitelje penjanja. Popeli smo se na sam vrh platoa, na brdo Pai Inacio sa kojeg se pruža spektakularan pogled na okolinu. Sedeći na steni, gotovo vertikalnih strana, visoko, visoko iznad rečne doline - imala sam osećaj da letim. Vetar je duvao, pa je taj osećaj, uz malo imaginacije, bio skoro pa stvaran. Dva dana smo pešačili po ovoj regiji. Divili smo se vodopadu Vražije grotlo ("Paco do Diabla"), pentrali se po rečnoj dolini Serano, koja pravi mala udubljenja u kojima se okolno stanovništvo osvežava u toplim danima. Otkrivali smo pećinu sa bogatim ukrasima i salama - Lapa Doce.



Kristalna voda podzemne reke na izlazu iz pećine Lapa Doce

front of the church is a wall, spontaneously formed, with countless small colorful ribbons that visitors buy from street sellers and put on that wall with a desire for healing, happiness, well-being... When we entered the church, silent, very melodious music was playing. The heads of silent visitors tightened together were bent down. This was completely opposite of those joyful Brazilians playing capoeira on the streets and squares! Picturesque, well preserved building, streets, squares filled with restaurants, souvenir shops and music – make this city under the UNESCO protection as a part of world heritage, one of the very well visited cities in Brazil.

PUTOPIS: BRAZIL



Utihnut maleni kafe i čokoladarnica u Tiradentešu



Za ljubitelje dobre i ukusne hrane, restorani "Na kilo"

Uveče bismo se vratili u divan, turistički prilično poznat i uređen grad Lencois. Gradić u tipično kolonijalnom stilu špansko-portugalskom, sa kućama slikovito ukrašenim i obojenim, restoranima, barovima, prodavnicama interesantnih suvenira... Tu se mogu susresti i turisti kojih inače ima malo u ovom delu Brazila.

BOGATSTVO BRAZILA - MINAS GERAIS

Tri sledeća dana proveli smo u regiji Minas Gerais. Ova regija jedna je od vodećih ekonomskih sila današnjeg Brazila. Snaga bogatstva potiče još od 17. veka kada su otvoreni i korišćeni brojni rudnici uglja, al i od plodne zemlje na kojoj se gaji čuvena brazilska kafa i brojne druge kulture. U 19. veku sedište ove regije je preseljeno u jedan od sada najvećih gradova Brazila - Belo Horizonte. Kao i svaki veliki grad i on ima svoju priču, svoju lepu i onu manje lepu stranu. Meni su se ipak više dopali oni mali, veoma lepi, slikoviti, tiši, pristupačniji gradovi ove regije: Ouro Preto, Congonhas i

Chapada Diamantina – the region of preserved wild nature and picturesque towns

The next day we stayed in the interior of the Bahia – Chapada Diamantina (Diamond plateau). I was expecting a rainforest, a tropical forest... but this wasn't the case. Still, there was something primal, original, wild, unknown, magical. The Chapada Diamantina National Park, on an area of 152,000 ha, is just a part of the wondrous region of the same name, known for its wild waters, rocky cores that rise vertically from the valleys, colorful stones, wild rivers, waterfalls, underground caves and tunnels. According to the local guide - geologist, this region is one of the oldest on Earth. With soil tests, it was found that in the walls of the entire plateau, consisting of small pieces of very versatile stones, there are no fossil remains at all. Nowhere. When asked what this means, the guide explained to us that this indicates that this terrain was formed at the time of the formation of the Earth, when there were no plants nor animals, about

Veoma slikovit barokni kolonijalni gradić Ouro Preto, pod zaštitom UNESCO-a





*Rio de Žaneiro, utonuo u vodu,
brda i šume, pogled sa Šećerne
glave na luksuzne četvrti*



*Kopakabana, omiljeno kupalište
za srednje slojeve Brazilaca*

Tiradentes. Svi su izgrađeni u kolonijalnom stilu, sa značajnim prisustvom baroka koji je vidljiv na, takođe, brojnim crkvama, ali i na zgradama u centrima ovih mesta. Ouro Preto je pod zaštitom UNESCO-a, ali je na mene naj snažniji utisak ostavio Tiradentes koji odiše gostoprimstvom ali i ponudom brojnih rukotvorina od kamena, kristala, kože, keramike, kao i zanimljivim kafićima sa mirišljavom brazilskom kafom i čokoladom. Ovi gradovi, kao i čitava regija se snažno turistički razvijaju. U malim hotelima, pansionima, u nacionalnim ili univerzalnim restoranima, u parkovima ili na trgovima, turisti mogu mnogo bolje da upoznaju i osete život Brazilaca. Njihovu spontanost, opuštenost, gostoprimstvo. U njima se može potpuno mirno i bezbedno piti brazilska kafa, grickati kolačić i posmatrati ljudi... a onda završiti u nekom od restorana "Na kilogram" koji su obeležje Brazila. Koncept ovih restorana je vrlo zanimljiv: odabereš koju god hranu želiš, bez obzira da li je izložena ili se još peče, kuva. Tanjir sa izabranom hranom ti izmere, platiš i – uživaš u odabranom. Druga varijanta su restorani u kojima, takođe, sve na isti način biraš, ali ti meso donose gaučosi na bodežima i dugim metalnim šipkama i neposredno ti u tanjir odseku koliko i čega želiš. Brazil je, inače, raj za ljubitelje ne samo kafe i čokolade, nego i mesa i roštilja.

three billion years ago. What was absolutely incredible and unexplainable for all of us was the energy of that space.

The whole region is a paradise for lovers of climbing. We climbed to the very top of the plateau, to the Pai Inacio Hill with a spectacular view of the surrounding area. Sitting on the wall, almost vertical sides, high above the river valley - I had the feeling that I was flying. The wind was blowing, and this feeling, with a little imagination, was almost real. We walked for two days through this region. We admired the waterfalls of Paco do Diablo, climb across the Serano River valley, which creates small recesses in which the surrounding population finds shade on warm days. We discovered a cave with rich decorations and halls - Lapa Doce.

In the evening we would return to a beautiful, well-known and decorated town of Lencois. It is a typically colonial-style Spanish-Portuguese town, with nicely painted and decorated houses, restaurants, bars, shops with interesting souvenirs... There are also tourists, who are otherwise rare in this part of Brazil.

THE WEALTH OF BRAZIL - MINAS GERAIS

We spent the next three days in the Minas Gerais region. This region is one of the leading economic powers of today's Brazil. The power of wealth dates back to the 17th century when many coal mines were opened and used, but also from the fruitful land where the famous Brazilian coffee and many other cultures are grown. In the 19th century, the seat of this region was moved to one of the largest cities of Brazil - Belo Horizonte. Like every big city, it has its own story, beautiful and that less beautiful side. I liked better little, very beautiful, picturesque, quieter, more accessible cities of this region: Ouro Preto, Congonhas and Tiradentes. They are all built in colonial style, with a significant presence of Baroque, which is also visible on numerous churches, but also on buildings in the centers of these places. Ouro Preto is under the protection of UNESCO, but Tiradentes left the strongest impression on me, because it reflects the hospitality, but also offers numerous handicrafts from stone, crystal, leather, ceramics, as well as interesting coffee shops with scented Brazilian coffee and chocolate. These cities, as well as the entire region, are strongly developing tourism. In small hotels, guesthouses, in national or other restaurants, parks or squares, tourists can get to know and feel the lives of Brazilians much better, their spontaneity, relaxation, hospitality. There you can drink Brazilian coffee, eat cookies and observe in peace and quiet... and then end up



Nekada Vila Lobos, danas kulturni centar "Park ruina"

RIO DE ŽANEIRO IZA SIMBOLA

Šta reći o Rio i Sao Paulu što već nije rečeno? Oni su veliki, ogromni, raznovrsni, prepuni turista i u njima je teško doživeti domaćine. O njima se mogu pisati romani. Naročito Rio de Žaneiru. Iz Ria sam, zahvaljujući opet lokalnim vodičima, ponela slike koje su iza: iza velike statue Isusa Hrista, Šećerne glave, iza Kopakabane poznate u celom svetu. Prva slika je priprema za Karneval. Bili smo gledaoci, pre bih rekla učesnici priprema tri velika samba kluba za Karneval. Na sambadromu su se dva sata skupljali posetioци u gledalištu, čekajući generalnu probu klubova. Svi oni, pa i mi među njima, nisu zapravo bili gledaoci, već aktivni učesnici događaja. Bilo je zaista impersivno posmatrati hiljade ljudi koji su, još pre nastupa njihovih omiljenih klubova, zapravo već plesali... I tako satima, čitavo večer. Navijajući za svoj klub, oni su jasno pokazivali da su deo svega toga. Da su i oni samba, ples, igra...

Druga slika je skrivena stara četvrt Ria - Santa Teresa, u dodiru sa favelama. Cela četvrt sa starim lepim građanskim kućama se rekonstruiše u smislu promene funkcija zgrada. U zgrade se useljavaju umetnici, razni stvaraoci, otvaraju svoje radionice, male galerije... Tu rade. Najpopularnija je trenutno umetnost pravljenja različitih umetničkih konstelacija od recikliranih materijala, starih delova koječega. U jednoj velikoj divnoj



Stepenište Selarion, umetnička atrakcija u četvrti Lapa, Rio de Žaneiro

in one of the "kilograms" restaurants, that are the symbol of Brazil. The concept of these restaurants is very interesting: you choose whatever food you want, then the plate with the selected foods is being measured, you pay and enjoy in your selection. The other options are restaurants where, people choose the food in the same way, but the meat is served on the daggers and long metal bars by the gauchos who cut the meat directly into the plate. Brazil is a paradise for lovers of not only coffee and chocolate, but also meat and grill.

RIO DE JANEIRO BEYOND THE SYMBOLS

What to say about Rio and São Paulo what has not been said yet? They are large, huge, varied, crowded with tourists and it is difficult to experience hosts in them. The novels could be written about them. Especially Rio de Janeiro. From Rio alone, thanks to the local guides again, I took the image beyond the great statue of Jesus Christ, Sugarhead, and Copacabana known all over the world. The first image is the preparation for Carnival. We were spectators; I'd rather say participants in preparing three big Samba clubs for Carnival. On the sambadrom, the audience in the theater gathered for two hours, waiting for a general test of the clubs. All of them, even us, were not actually spectators, but active participants in the event. It was really impressive to watch thousands of people who, in fact, already danced before the performance of their favorite clubs ... And for hours, all night. Cheering for their club, they clearly showed that they were part of all that. That they are samba, dance...

The second image is the hidden old quarter of Rio - Santa Teresa, in contact with the favelas. The whole neighborhood with old beautiful cottages is being reconstructed in terms of changing the function of buildings. Artists, various creators are moving in these buildings, and opening workshops, small galleries... The most popular is the art of making various artistic constellations from recycled materials, old parts of everything. In one big, beautiful former villa - Vila Lobos, today is opened "Park ruins", where various workshops, performances, exhibitions are held. Similar small but interesting is the corner "Selaron Staircase". Contemporary controversial artist Jorge Selarion, a Chilean living in Rio in the Lapa district for the last

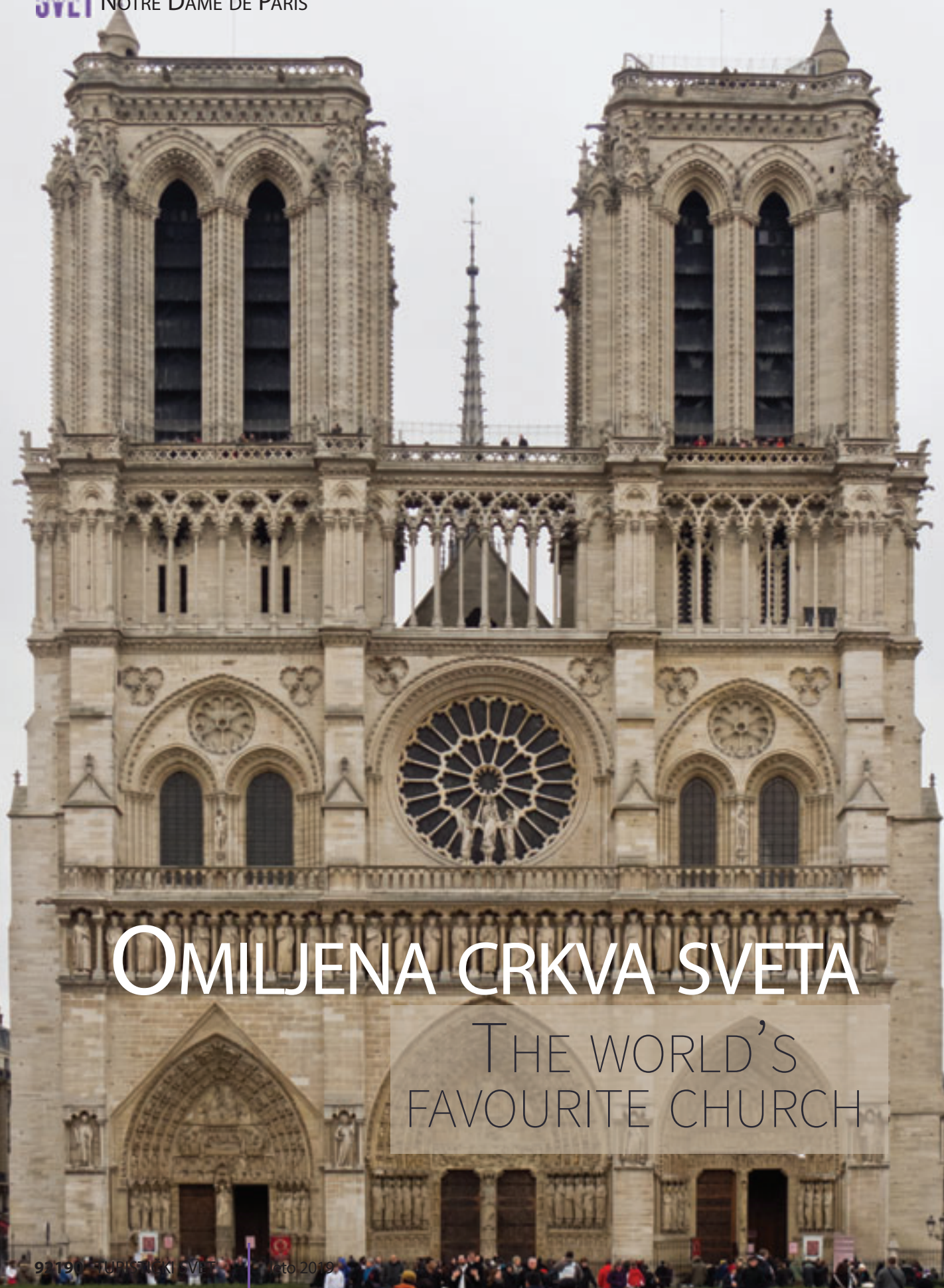
nekadašnjoj vili - Vila Lobos, danas je otvoren "Park ruina", gde se održavaju različite radionice, performansi, izložbe. Sličan mali ali zanimljiv je i kutak "Stepenište Selaron". Savremeni kontraverzni umetnik Jorge Selarion, Čileanac koji je poslednje decenije života živeo u Riu, u četvrti Lapa, pretvorio je stepenište uzane ulice sa 215 stepenika - u umetnički doživljaj. Sa puno crvene boje, za koju je smatrao da nedostaje ovom svetu, postavljao je keramičke pločice sa svojim slikama i zanimljivim mislima na stepenice i okolne zidove. Danas je to omiljeno mesto za turiste, koji sede, čitaju, posmatraju.

Govoriti o Brazilu i njegovim atrakcijama a ne pomenuti **vodopade Iguazu**, prosto nije moguće. Kao svetska atrakcija, kao vrlo organizovan, turistima maksimalno prilagođen, ceo prostor Iguazu vodopada je više nego impresivan: na tromeđi tri države, stotine hektara pod vodom koja teče, bruji, pada, strmoglavljuje se, desetine vodopada, snažne reke, 10 km staza od metala koje daju mogućnost da uđete u vodopad, ili da budete iznad ili ispod njega – neuporedivo je sa bilo čime. Vodopad je za mene sila vode koja nas spira i spolja i iznutra. Ako se predaš njegovoj snazi i prepustiš njegovoj energiji, vodopad pruža isceljenje. Stojeći unutar ogromnog vodopada, sva okupana snažnim kapima, mlazevima voda koja tu vekovima teče, donoseći i odnoseći, osetila sam pravo blaženstvo spajanja sa prirodom. Potpuno prepuštenu, preplavilo me ushićenje, ono ushićenje koje mami vrisak iz grudi, suze iz srca, zahvalnost iz duše! Nezaboravno. Jednostavno: usađeno zauvek. Baš kao i slika o Brazilu i njegovim ljudima, koja je posle dve nedelje putovanja po toj čudesnoj zemlji punoj neverovatnih kontradiktornosti, postala mnogo potpunija, bogatija i znanjem i emocijama, našla zauvek svoje mesto u mom srcu.

decade of his life, turned the staircase of a narrow street with 215 steps - into an artistic experience. With a lot of red color, which he felt lacking in this world, he placed ceramic tiles with his paintings and interesting thoughts on the stairs and surrounding walls. Today it is a favorite place for tourists who sit there, read, watch...

To speak about Brazil and its attractions without mentioning Iguazu Falls is simply not possible. As a world-wide attraction, as highly organized, tourists are fully adjusted, the whole area of Iguazu Falls is more than impressive: on the border of three countries, hundreds of hectares under the water that flows, falls, plummets, dozens of waterfalls, strong rivers, 10 km of metal trails that give you the opportunity to enter the waterfall, or to be above or below it – can't be compared with anything. For me, the waterfall is a force of water that washes us inside and outside. If you surrender to its strength and energy, the waterfall provides healing. Standing within a vast waterfall, all bathed in strong drops, the jets of water flowing through the centuries, giving and taking, I felt the real bliss of merging with nature. Completely immersed, I was overwhelmed the enchantment that makes you scream from the chest, cry from the heart, and be thankful from the bottom of your soul! Unforgettable. Simply: settled forever. Just like the image of Brazil and its people, who after two weeks of travelling through this amazing land full of incredible contradictions, became much more complete, richer with knowledge and emotions, and who found their place in my heart forever.

Vodopadi Iguazu – prostranstvo prirodne snage vode, zemlje, bilja, vazduha



OMILJENA CRKVA SVETA

THE WORLD'S
FAVOURITE CHURCH

Razarajući požar koji je nedavno zahvatio katedralu Notre Dame, Bogorodičinu crkvu u Parizu, uništio je drveni krov i veliki deo njene unutrašnjosti. Jak plamen je pretio da sruši i dva tornja, čime bi nestala i sama crkva. Srećom...

Katedrala, što znači sedište ili prestona crkva, obično po izgledu i uređenju nije obična crkva, već se prilikom njene izgradnje naglašava potreba za velelepnošću, veličinom, visinom, jačinom utiska... Neretko, turisti dugo stoje ispred same crkve uživajući u arhitektonskom skladu, lepoti odnosa visine i širine i bogatstvu ukrasa na fasadama, jednom rečju - znanju građevinara. Zahvaljujući Vitruviju, arhitekti iz prvog stoleća naše ere, čoveka koji je uspostavio sistem zlatnog preseka, građevinari XII veka, a na podsticaj biskupa Moris-a de Sili-a, podigli su crkvu sa osnovom krsta.

Ova gotška crkva nalazi se u samom centru Pariza, na ostrvu Site, odakle polaze svi putevi u najudaljenije krajeve Francuske. Crkva s blagoslovom motri na njih i pruža utočište, veru i nadu, stanovnicima Francuske ali i posetiocima koji dolaze sa svih strana sveta da odaju počast ne samo njoj, već i svetskoj baštini čija je katedrala počasni predstavnik.

Bila je mesto brojnih značajnih događaja francuske istorije. Između ostalog, 18. marta 1314. godine, dovedeni su ispred crkve veliki templarski Majstor Jacques de Mole i njegova tri velikodostojnika. Čitana im je smrtna presuda dok su oni tvrdili da su nevin. Kažu da su prisutni, dok su plamenovi obuhvatali njihova tela čuli glas koji je uzvikivao: „Tela pripadaju kralju Francuske, ali duše Bogu.“

Godine 1804. u katedrali je krunisan Napoléon.

UPUTSTVO ZA „ČITANJE“ KATEDRALE

Nekada su knjige, pisane rukom, mogli da čitaju samo kraljevi, vlastela, pre svega crkveni oci. Običan narod je „čitao“ fasade i unutrašnjost crkve. Na srednjim vratima Isus stoji na malom sedmostranom pijedestalu sa oznakama Sedam Slobodnih Umetnosti. Tri rozete iz XIII veka, severna, južna i zapadna, svaka na svoj način priča svoju priču. Zapadna rozeta iznad ulaza, u centru nosi Bogorodicu sa sinom; oko nje prvi krug je sastavljen od malih



Recently, we have witnessed a devastating fire that caught the cathedral of Notre Dame in Paris, when the wooden roof and a large part of its interior were destroyed. The strong flame threatened to collapse two towers, as well, which would destroy the whole church. Luckily...

The cathedral, which means the seat or the capital church, is not a common church by its appearance and decorations, and during the construction there is a need to emphasize its velocity, size, height, strength of impression... Usually, tourists stand for a long time in front of the church admiring its architecture balance, the beauty of the height and width ratio and the richness of the ornaments on the facades, in a word - the mastery of the builders. Thanks to Vitruvius, an architect who lived in the first century BC, the man who established the golden section system, the builders of the XII century, on the incentive of Bishop Moris de Sili built a church with the foundation in the form of a cross.

This Gothic church is located in the centre of Paris, on the island of Site, from which all the routes to the furthest parts of France go. The Church looks upon them with blessings and provides shelter, faith and hope, to the inhabitants of France, but also to visitors who come from all over the world to honour not only the church, but also the world heritage of which the cathedral is an honorary representative.

It was the site of numerous important events of French history. Among other things, on March 18, 1314, the great Templar Master Jacques de Mole and his three generals were brought in front of the church. They were given a death sentence while they claimed to be innocent. People say that, while the flames embedded their bodies, those present heard a voice that

raznobojnih vinjeta u kojima se vidi dvanaest apostola. U drugom krugu upisano je dvanaest ljudskih mana i dvanaest znakova Zodijaka. U trećem krugu nailazimo na dvanaest vrlina i dvanaest meseci u godini. Južna rozeta u prelepim jarkim bojama, nosi vinjete proroka, sudija, velikih sveštenika... i govori o Hristovom obećanju pravednima o njihovoj besmrtnosti. Severna rozeta priča o Starom testamentu - Hristu, jevanđelistima, ostalim apostolima i Strašnom sudu. U sredini se nalazi trougao u kome se vide Adam i Eva u Raju.

Ukoliko neko želi da, prilikom svoje posete ovoj crkvi, pročita Bibliju, postoji način u kom pravcu treba da se kreće. Na tom putu će sresti Bogorodicu zvanu „Notre Dame de Paris“, Tomu Akvinskog (Tommaso d'Aquino), Jovanku Orleanku (Jeanne d'Arc)... skulpture Pieta-e, kralja Luja (Louis-a) XIII i Luja (Louis-a) XIV koji kleči i nudi svoju krunu i skiptar. Zanimljivo je da oltar nije u pravoj liniji s brodom crkve. Neki smatraju da je u pitanju simbolika nagnute Hristove glave na krstu.

Mnogi smatraju da je ova katedrala hijeroglifska knjiga. Ezoterik Fulkaneli (Fulcanelli) je tvrdio da je u njoj nađena masonska „izgubljena reč“. On je otkrio da se na drugoj galeriji nalazi adept s frigijskom kapom Eleuzinskih misterija, pogledom tražeći učenika koji bi mogao da dešifruje istinske nauke. Na toj galeriji se zaista do aprila meseca nalazio veliki reljef starca. Smatra se da je to bio čuveni alhemičar Bogorodičine crkve.

ORGULJE SA 8.000 CEVI!

Katedrala Notre Dame nije bila samo za gledanje, učenje, prepoznavanje... već i za uživanje: kada su u XII veku postavljene orgulje sa 180 cevi, visoke 2 metra, proizvodile su 36 tonova. Ove orgulje su tokom vekova bile zamenjivane, dopunjavane, povećavane. Četvrte, sa 8.000 cevi, koje smo od 1968. do aprila ove godine slušali, bile su hit svake nedelje. Naime, svake nedelje u 18 sati, francuski ili drugi organisti sveta svirali su u katedrali ozbiljnu i duhovnu muziku, dajući slušaocima osećaj opuštenosti, mira i ljubavi. Imala sam sreću da nekoliko puta osetim taj uzvišeni trenutak.

Poznato je da Francuska država ima najjači poreski sistem u Evropi. Veliki deo tog „kolača“ odvaja se za kulturu i umetnost ove zemlje. Zahvaljujući tome, prema podacima Svetske turističke organizacije, Francuska je najposećenija zemlja na svetu, kao i grad - Pariz sa oko 19 miliona turista prošle godine. Zato nema nikakve sumnje da će Francuzi veoma brzo obnoviti katedralu Notre Dame, budući da je već prikupljeno milijardu evra. Kažu i više. U svom novom ciklusu, ona će biti još lepša i čvršća, s tehnologijom poslednje generacije.

Među onima koji su odmah uputili novčanu pomoć za obnovu crkve je i Srbija koja je od srca donirala milion evra.

Na spomeniku zahvalnosti Francuskoj u Beogradu piše:

Volimo Francusku kao što je ona volela nas.



shouted: "The bodies belong to the King of France, but the souls to the God!"

Napoléon was crowned in the cathedral in 1804.

INSTRUCTIONS FOR "READING" THE CATHEDRAL

Once, the hand-written books could be read only by kings, aristocrats, and primarily priests. The ordinary people have "read" the facades and the interior of the church. On the middle door, Jesus stands on a small seven-sided pedestal with the labels of Seven Free Art. Three rosettes from the 13th century, north, south and west, tell a story each in its own way. Western rosette above the entrance, in the centre carries the Virgin with her son; around it the first circle is composed of small colourful vignettes in which twelve apostles are seen. In the second round, twelve human defects and twelve Zodiac signs were recorded. In the third circle we find twelve virtues and twelve months of the year. Southern rosette in beautiful bright colours wears vignettes of the prophets, judges, great priests... and speaks of Christ's promise to the righteous of their immortality. The northern rosette tells a story of the Old Testament - Christ, the Gospel, the other apostles, and the Terrible Court. In the middle there is a triangle in which Adam and Eve are seen in Paradise.

If someone wants to read the Bible during his visit to this church, there is a way in which direction they should move. On this road one will meet a Virgin Mary called "Notre Dame de Paris", Tommaso d'Aquino, Jeanne d'Arc... sculptures of Pieta, the kings Louis XIII and Louis XIV who kneels and offers his crown and sceptre. It is interesting that the altar is not in the right line with the boat of the church. Some consider it to be the symbolic of the sloping Christ's head on the cross.

Many believe this cathedral is a hieroglyphic book. Esoteric Fulcanelli claimed that the Masonic "lost word" was found there. He discovered that on the other gallery there is an adept with a frigid cap of Eleusinian mysteries, looking for a student who could decipher true teachings. There was a big relief of the old man in that gallery until April. It is considered to be the famous alchemist of the Virgin Church.

ORGAN WITH 8,000 PIPES!

Notre Dame Cathedral was not only for watching, learning, recognizing ... but for enjoying, as well: in the XII century the organ with 180 pipes, 2 meters high that produced 36 tones was set up. These organs have been replaced over the centuries, supplemented, enlarged. Fourth, with 8,000 pipes, which we were listening to from 1968 to April this year, were the hit every week. Namely, every Sunday at 6 pm, the French or other organists of the world played a classical and spiritual music in the cathedral, giving the listeners a sense of relaxation, peace and love. I was fortunate to feel this exalted moment several times.

It is known that the French state has the strongest tax system in Europe. A large part of this "cake" is separated for the culture and art of this country. Thanks to this, according to the World Tourism Organization, France is the most visited country in the world, as well as the city - Paris with about 19 million tourists last year. So there is no doubt that the French will quickly restore the Notre Dame cathedral, as it has already collected one billion Euros. And much more, they say. In its new cycle, it will be even more beautiful and firmer, with the latest generation technology.

Among those who immediately sent financial assistance for the reconstruction of the church is Serbia, which donated a million Euros from the heart.

At the monument of gratitude to France in Belgrade it is written:

We love France as it loved us.

Jelena Kaličanin



GRAD KOJI SLAVI KULTURU

Arilje je jedna od deset opština Zlatiborskog okruga, koja se nalazi u zapadnom delu Srbije. Zahvaljujući geografskom položaju, darovitoj prirodi, vrednim i preduzimljivim ljudima, Arilje je prepoznatljiv privredni i poljoprivredni kraj. Najviše se uzgaja malina zaštićenog geografskog porekla, po kojoj je Arilje poznato i u svetu, ali se pored maline gaje i jabuke i borovnice. A "gaji" se i najbolji pamuk, odgovorila bi svaka žena, misleći na pamučni veš koji se godinama već proizvodi u Arilju i predstavlja jedan od njegovih prepoznatljivih brendova. Istorijsko nasleđe, tradicija i kultura su, ipak, ono čime se njegovi stanovnici istinski ponose. Duhovni svetionik Arilja je crkva Svetog Ahilija, zadužbina kralja Dragutina iz 13. veka, a najveći kulturni događaj u savremenoj istoriji Arilja – ARLEMM, letnja muzička manifestacija, jedna od retkih u čijem fokusu je klasična muzika.

THE TOWN THAT CELEBRATES CULTURE

The town of Arilje is one of the ten municipalities of the Zlatibor region, situated in western Serbia. Thanks to its geographical position, gifted nature, worthy and enterprising people, Arilje is a recognizable economic and agricultural area. Arilje is well-known for the cultivation of raspberries of protected geographical origin as well as apples and blueberries. And the best cotton is "grown" there, many women would say,

Za stanovnike Arilja, grada koja se nalazi u zapadnoj Srbiji a pripada Zlatiborskom okrugu, kažu da su vredni, radni i preduzimljivi ljudi, da su uglavnom u privatnom biznisu i da od svega što rade, naprave po neki brend na ponos svoje opštine. Svi oni vole Arilje, a imaju i zbog čega. Ponosni su na svoju reku Rzav koja pijaćom vodom snabdeva pet gradova i opština u Srbiji, a izgradnjom brane Svračkovo i proširenjem kapaciteta moći će da napaja još žednih gradova. Ona je za Ariljce njihovo more na kojem rado provode leto, a za ribolovce – raj za potočnu i kalifornijsku pastrmku, lipljan i atraktivno mesto za mušičarenje. Uzvodno od grada, Rzav je poznat po svojim plažama koje sve više privlače pažnju turista. Poznate su: Gradska plaža, ostrvo Uski vir, Žuta stena, Zelen plaža, Sonjine čari, Bosa noga i plaža Urjak, na kojoj se već godinama održava takmičenje u skokovima u vodu.

POŽELJNA TURISTIČKA DESTINACIJA

Smešteno između slivova reka: Moravice, Velikog i Malog Rzava, Arilje sa svojom okolinom i netaknutom prirodom predstavlja poželjnu turističku destinaciju. U kanjonu reke Panjice, na primer, nalazi se Vodena pećina, pravi biser prirode koji je za turiste sklone avanturizmu - nezaobilazno odredište. Pored dve reke, na oko 600 metara nadmorske visine nalazi se Visočka banja koja je, za razliku od urbanizovanih banja, prava lekovita oaza na otvorenom. Izvor banjske vode se iz stena direktno uliva u bazane, a voda koja je višestruko lekovita može da se koristi i za piće, jer nema karakterističan miris i ukus. Okolina izvorišta u kanjonu bogata je retkim biljnim i životinjskim vrstama.

Pored prirodnih osobenosti, lokalna istorija je izuzetno veoma važna za razvoj mesta. U atarima dvaju sela Trešnjevica, koja teritorijalno pripada Arilju i Radaljeva, koje pripada Ivanjici, nedavno je otkriveno utvrđenje Stari grad na Gradini. Intenzivnim arheološkim istraživanjima poslednjih nekoliko godina otkriveni su veoma značajni podaci za razvoj ovog dela Zemlje Moravice, kako su se današnji prostori Zlatiborskog i Moravičkog okruga nekada zvali. Ostaci grada potiču iz više perioda, a najstariji horizont pripada praistorijskoj epohi i

thinking of the cotton underwear that has been produced in Arilje for years and is one of its distinctive brands. Historical heritage, tradition and culture are, however, what makes its inhabitants truly proud. The “spiritual lighthouse” of the town of Arilje is the St. Ahilije Church, the endowment of king Dragutin from the 13th century, and the largest cultural event in the contemporary history of Arilje - ARLEMM, a summer music event, one of the rare festivals focused on classical music.

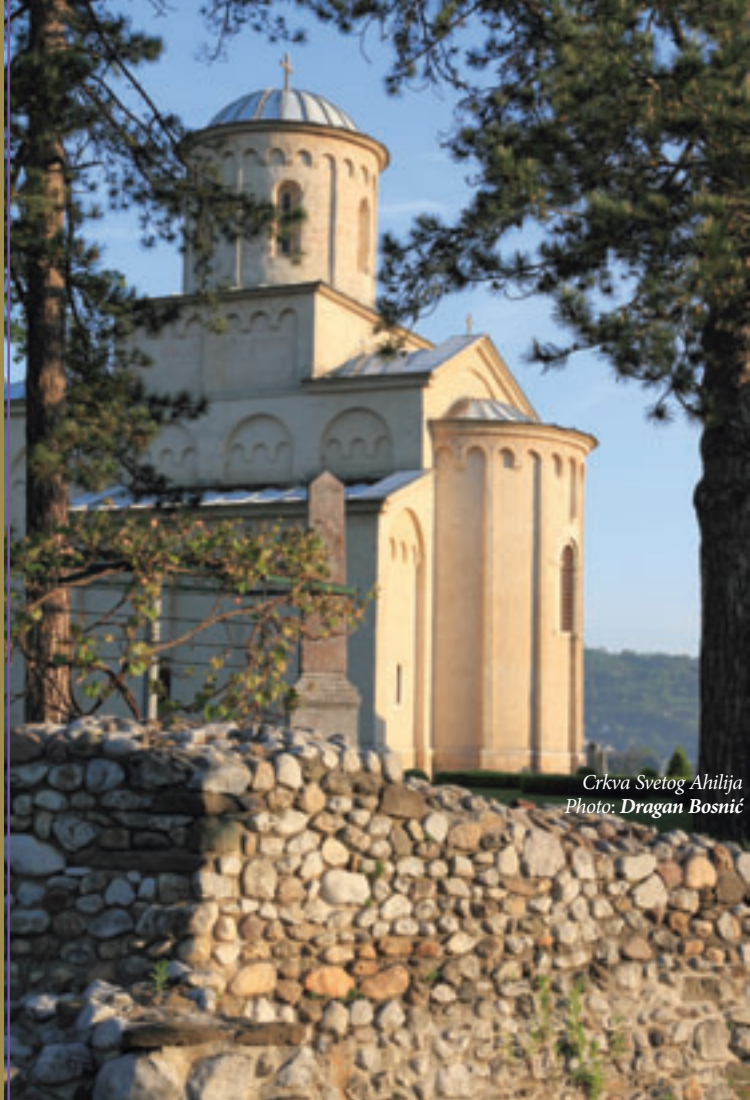
For the residents of Arilje, a town located in western Serbia, which belongs to the Zlatibor district, is said to have hard-working and entrepreneurial people, dealing mostly with their own business and that from everything they do, they make some brand of pride for their municipality. They all love Arilje, and there is a good reason for that. They are proud of their river Rzav, which supplies drinking water to five towns and municipalities in Serbia, and by building the Svračkovo dam and expanding its capacities; it will be able to supply even more towns. For Arilje residents this river is like the sea where they like to spend summer days, and for fishermen it is a heaven full of trout, grayling and an attractive place for fishing with flies. Upstream from the town, the Rzav is famous for its beaches that are increasingly attractive for tourists. The most popular are: the Town beach, the island of Uski vir, Žuta stena, Zelen beach, Sonjine čari, Bosa noga and Urjak beach, where there has been a competition for jumping in water for years.

ATTRACTIVE TOURISM DESTINATION

Located among the river basins of Moravica, Mali and Veliki Rzav, the town of Arilje with its surroundings and unspoiled nature represents a desirable tourist destination. In the canyon of the Panjica River, for example, there is the Water Cave, the real pearl of nature and for adventurous tourists a must-visit destination. In addition to the two



Photo: Dragan Bosnić

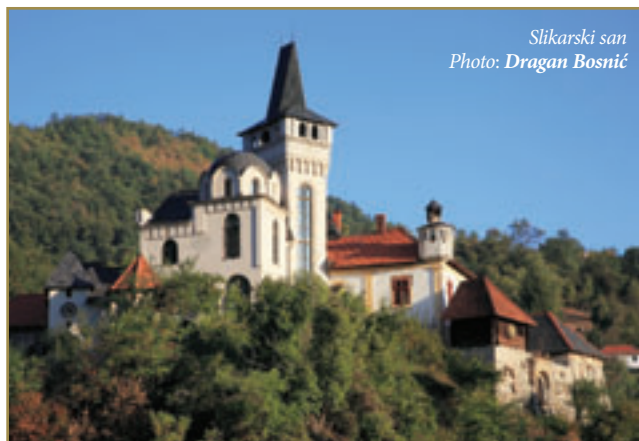


*Crkva Svetog Ahilija
Photo: Dragan Bosnić*

ARILJE IZ TURISTIČKOG UGLA



*Manastir Klisura
Photo: Dragan Bosnić*



*Slikarski san
Photo: Dragan Bosnić*

prelazu iz bronzanog u gvozdeno doba. Sledeći horizont je iz perioda rane Vizantije, odnosno 6. veka. Treći horizont je iz srednjovekovne epohe - između 9. i 12. veka, a najmlađi pripada poznosrednjovekovnoj epohi - 14. vek.

Duhovni svetionik mesta je crkva Svetog Ahilija, zadužbina kralja Dragutina iz 13. veka, koja je proglašena za spomenik kulture od izuzetnog značaja. Iz istog perioda potiču crkva Svetog Nikole u Brekovu i manastir Klisura, građen u raškom stilu, po uzoru na ariljsku crkvu.

Jedan od objekata po kojem je Arilje, takođe, nekada bilo poznato je i bajkovit hotel "Mlinarev san", na samoj reci punoj bukova. Danas čeka da dostigne nekadašnju slavu, a dok skuplja snagu za novi početak, seoski turizam i domaća radinost preuzimaju inicijativu. Danas raspoložu sa oko 100 ležaja u apartmanima i sobama, u centru Arilja i na manjoj ili većoj udaljenosti od centra. Svi kapaciteti su kategorisani i to od najviših do srednjih kategorija. Seoska turistička domaćinstva nude domaću hranu, radionice za proizvodnju suvenira, kampove u kojima se oseća izvorna atmosfera starog srpskog domaćinstva.

ARLEMM – PRAZNIK KLASIČNE MUZIKE

Najpoznatija manifestacija u Arilju je ARLEMM - ariljska letnja muzička manifestacija. Jubilarni, deseti po redu ARLEMM

rivers, at about 600 meters above sea level there is Visočka banja which, unlike urbanized spas, is a real healing oasis in the open air. Spa waters springs directly into the pools, and multi-medicinal water can be used for drinking, because there is no characteristic smell and taste. The surrounding area of the canyon is rich in rare plant and animal species.

In addition to its natural features, local history is extremely important for the development of the town. In the region of the two villages, Trešnjevica, near the town of Arilje and Radaljeva, near the town of Ivanjica, the fortress Stari grad on Gradina has recently been discovered. Intensive archaeological research in the last few years has revealed very significant data for the development of this part of the Moravica region, as the present areas of the Zlatibor and Moravica districts were once called. The remains of the city originate from several periods, and the oldest horizon belongs to the prehistoric epoch and the transition from bronze to the iron ages. The next horizon is from the period of early Byzantium, or the 6th century. The third horizon is from the medieval epoch - between the 9th and 12th centuries, and the youngest belongs to the late medieval epoch - the 14th century.

The spiritual lighthouse of the city is the church of St. Ahilije, the endowment of king Dragutin from the 13th century, which was proclaimed a cultural monument of exceptional significance. The Church of St. Nikola in Brekovo and the Klisura Monastery, built in a

THE TOWN OF ARILJE FROM THE TOURISM PERSPECTIVE

održaće se ove godine od 20. jula do 4. avgusta. Manifestaciji prethodi pokretna multimedijalna izložba fotografija „Umetnički karavan“, koja će pre početka manifestacije posetiti 10 gradova širom Srbije. Tokom 70 dana, izložbu će videti više od 300.000 posetilaca.

Cilj ARLEMM-a je prepoznavanje i odabir mladih talenata, muzička edukacija dece i mladih, održavanje koncerata, javnih časova, radionica i predavanja u oblasti muzičke kulture, povezivanje vizuelnog i zvučnog doživljaja u umetnosti, negovanje duhovnosti i razvoj ekološke svesti. Osim što okuplja vodeća imena, pre svega, iz sveta klasične muzike, ARLEMM se izdvaja i po tome što se programi održavaju u značajnim prirodnim i kulturno-istorijskim lokalitetima opštine Arilje, kao na primer: na reci Rzav, ostrvu Uski Vir, crkvenoj porti i Crkvi Svetog Ahilija, Gradskom trgu - promovišući uz muziku i važnost tradicije i očuvanja prirode. Sa više od 80 održanih edukativnih radionica, 140 koncerata i 3.000 individualnih časova nastave, ARLEMM ima vodeće mesto u kulturno-umetničkim događajima u Srbiji.



ARLEMM
Photo: Džumandži



ARLEMM
Photo: Džumandži



ARLEMM
Photo: Džumandži

Raška style, modelled on the Arilje's church belong to the same period.

One of the buildings according to which Arilje was also once known is hotel "Mlinarev san", by the river. Today it is waiting to reach the former glory, and while collecting strength for a new beginning, rural tourism and domestic work are taking the initiative. Today, it has around 100 beds in rooms and suites, in the centre of Arilje and at a smaller or greater distance from the centre. All capacities are categorized from the highest to the middle categories. Rural tourist households offer homemade food, souvenir production shops, campsites where the original atmosphere of the old Serbian household is felt.

ARLEMM – CLASSIC MUSIC FESTIVAL

The most famous event in the town of Arilje is ARLEMM – a summer music festival. The jubilee, tenth ARLEMM will be held this year from July 20 to August 4. The event is preceded by a mobile multimedia exhibition of photographs „Umetnički karavan“, which will visit 10 towns across Serbia. Over 70 days, the exhibition will see more than 300.000 visitors.

The aim of ARLEMM is recognition and selection of young talents, music education for children and young people, concerts, public classes, workshops and lectures in the field of music culture, linking visual and sound experience in art, fostering spirituality and developing ecological awareness. Apart from gathering the leading names, first of all, from the world of classical music, ARLEMM also distinguishes itself by the fact that the programs are held in significant natural and cultural and historical sites of the municipality of Arilje, for example: on the river Rzav, the island of Uski Vir, the church ports and Church of St. Ahilija, the town square - promoting music and the importance of tradition and conservation of nature. With more than 80 educational workshops held, 140 concerts and 3,000 individual classes, ARLEMM has a leading place among cultural and artistic events in Serbia.

ARLEMM 2019 je nosilac priznanja Zajednice evropskih festivala „EFFE lebel 2019-2020“, koja predstavlja potvrdu kvaliteta manifestacije ARLEMM, koja je na ovaj način uključena u zajednicu najznačajnijih evropskih festivala u oblasti umetnosti i kulture.

ARLEMM 2019 is awarded by the Community of European festivals with the "EFFE label 2019-2020" recognition which is a confirmation of the ARLEMM's quality, making it a member of the community of the most important European art and culture festivals.

POSVETA LJUBAVI I - ŽENSKOJ ENERGIJI

Na oko 230 kilometara južno od Beograda, a 5 kilometara severno od Trstenika, na levoj obali Ljubostinjske reke, šest vekova vremenu odoleva manastir Ljubostinja - zadužbina carice Milice Hrebeljanović...

Pomalo izolovan ali pristupačan, manastir se nalazi u dolini male planinske Ljubostinjske reke, okružen livadama, voćnjacima i šumama. Pred posedom je i veliki poligon za one koji biciklom, automobilima ili autobusima dolaze da posete ovo velepno zdanje od neprocenjive istorijske vrednosti.

SREDNJOVEKOVNI AMBIJENT U MALOM

Kako prođete kapiju manastira, obuzima vas osećaj spokoja. Tišina. Sve je čisto i uređeno. Vazduh je svež, trava pokošena. S desne strane putića, kao naslikana, nalazi se crkva Uspenja Bogorodice, koja ima sve odlike spomenika moravske škole. Njenom spoljašnjem izgledu majstor je posvetio posebnu pažnju. Sve četiri fasade ukrašene su bogato izrezbarenim kamenim prepletima koji, u vidu širokih pojaseva, uokviruju prozore i vrata. U gornjem delu preovlađuju rozete ispunjene raznovrsnim čipkastim ornamentima. Oduševljen ovom sakralnom građevinom, francuski vizantolog Gabrijel Mije je jednom prilikom istakao da je crkva Uspenja Bogorodice u Ljubostinji moravsku arhitekturu dovela do savršenstva. Budući da je manastir danas ženski, u dvorištu crkve, pored konaka, nalazi se i malo groblje na kojem su sahranjivane igumanije.

ISTORIJA U FRAGMENTIMA

Ljubostinja je građena od 1388. do 1405. godine i zadužbina je carice Milice, žene cara Lazara, koja se ovde zamonašila zajedno sa

A MASTERPIECE OF MORAVIAN ARCHITECTURE:
THE LJUBOSTINJA MONASTERY

A DEDICATION OF LOVE AND - FEMALE ENERGY

About 230 kilometers south of Belgrade, and 5 kilometers north of Trstenik, on the left bank of the Ljubostinja river, the endowment of Princess Milica Hrebeljanović - the Ljubostinja monastery - stands the test of time for six centuries...

A bit isolated but accessible, the monastery is located in the valley of a small mountain Ljubostinja river, surrounded by meadows, orchards and forests. There is also a big polygon in front of the property - where those with bicycles, cars or buses can come to visit this magnificent building of invaluable historical value.



brojnim udovicama srpskih vlastelina posle Kosovskog boja. Milica, monaški Evdokija, sahranjena je u crkvi sa leve strane ulaza. Nasuprot nje, sa desne strane, nalazi se grobnica njene drugarice Jefimije, supruge despota Uglješe, jedne od prvih žena u Srbiji koja se bavila književnošću. Kao dar manastiru, Jefimija je na crvenoj svili pozlaćenom žicom izvezla čuvenu „Pohvalu knezu Lazaru”, koja se danas čuva u Muzeju srpske pravoslavne crkve u Beogradu. Unutrašnji zidovi crkve ogoljeni su skoro u potpunosti. Od brojnih živopisa sačuvani su samo pojedini fragmenti koji predstavljaju caricu Milicu i cara Lazara, despota Stefana i njegovog brata Vuka, arhandela Mihaila, Svetog Savu... Iz ovih prikaza vide se detalji koji su važni za proučavanje kulture tog vremena, kao što su običaji, odeća, nakit, insignije vladara. U crkvi se nalazi i vredan ikonostas iz 1870. godine koji je oslikao akademski slikar Nikola Marković iz Beograda.

UPRKOS STRADANJIMA

Pojedini zapisi svedoče da se u Ljubostinji služilo sve do kraja 17. veka, a manastir se posebno istakao za vreme Kočine bune 1788. godine. Oдавde je narod pozivan na ustanak, koji je manastir pomogao hranom i drugim sredstvima. Iz osвете, Turci su zapalili Ljubostinju. Tom prilikom, u zidu manastira, našli su i blago koje je sakrila carica Milica, pa se zahvaljujući tome kruna cara Lazara danas nalazi u Istanbulu. Ljubostinja je obnovljana u toku 19. i 20. veka. Zanimljivo je da je, uprkos svim godinama stradanja, na kamenim vratima koja iz priprate vode u hram, sačuvan natpis „Protomajstor Borović Rade”. To je Rade Neimar iz narodnih pesama, graditelj Ljubostinje, dok je slikar Makarije svoje ime ostavio na luku iznad istih vrata.



Kneginja Milica, Vladislav Titelbah, 1900, Narodni muzej Kikinda



MEDIEVAL AMBIENCE IN A SMALL LANDSCAPE

As you pass through the gate of the monastery, you are taken by the feeling of tranquility. Silence. Everything is clean and arranged. The air is fresh, the grass is cut. On the right side of the road, as painted, stands the Church of the Assumption of the Virgin, which shows all the features of a monument of the Moravian school. The architect has paid special attention to its outward appearance. All four facades are decorated with richly carved stone knots that, in the form of wide belts, frame windows and doors. In the upper part, rosettes filled with various lace ornaments prevail. Inspired by this sacred building, the French historian of the Byzantine art, Gabriel Millet, once pointed out that the Church of the Dawn of the Virgin in Ljubostinja has led the Moravian architecture to perfection. Today, Ljubostinja is a female monastery, so, in the churchyard, there is also a small cemetery in which the igumanias are buried.

HISTORY IN FRAGMENTS

Ljubostinja was built from 1388 to 1405 and represents the endowment of Princess Milica, the wife of Prince Lazar, who took monastic vows here along with numerous widows of Serbian rulers after the Battle of Kosovo. Milica, afterwards nun Eugenia, is buried in the church on the left side of the entrance. On the right, you can see the tomb of her friend Euphemia, the wife of Despot Uglješa, one of the first women in Serbian literature. As a gift to the monastery, Euphemia, on a red silk, with a gold plated wire, laced the famous "Praise of Prince Lazar", which today is preserved at the Museum of the Serbian Orthodox Church in Belgrade. The inner walls of the church are almost completely bare. From numerous paintings and frescoes, only fragments now represent Milica and Lazar, Despot Stephan and his brother Vuk, Archangel Michail, Saint Sava etc. From these depictions you can see the details that are important for studying Serbian culture of the medieval time - customs, clothes, jewelry, insignia. There is a valuable iconostasis in the church painted in 1870 by Nikola Marković, academic artist from Belgrade.

DESPITE THE SUFFERING

Some records testify that Ljubostinja was an active monastery until the end of the 17th century. Afterwards, it was especially prominent during Koča's rebellion in 1788. From this place, the people were called to the uprising, which the monastery supplied with food and other means. The Turks burned down Ljubostinja out of revenge. On this occasion, in the wall of the monastery, the treasures hidden by Princess Milica were found, and this is why the crown of Prince Lazar is kept in Istanbul today. Ljubostinja was renovated during the 19th and 20th century. It is interesting that in spite of all the years of suffering and destruction, the inscription "Master Borović Rade" has been preserved on the stone door of the temple. This is Rade the Stonemason from the folk songs, the builder of Ljubostinja, while the painter Macarius left his name on the port above the same door.



HOTEL „STARO ZDANJE“ ZA VREME DUNAVSKE BANOVINE

U vreme kada je hotel „Staro zdanje“ u Aranđelovcu postao simbol nebrige i javašluka, nerazumljivog otpora lokalne vlasti da ga investitor Miroљjub Aleksić, vlasnik A GRUPE, rekonstruiše i da zajedno sa ostalim hotelima i parkom preporodi celu Bukovičku banju, pojavilo se kapitalno delo mr Dragana D. Todorovića, novinara, publiciste, izdavača i direktora aranđelovačkog hotela „Izvor“, koji je u knjizi „Dogradnja Starog zdanja za vreme Dunavske banovine (1929 – 1941) – izbor iz dokumenata“, predstavio izbor najvažnijih dokumenata iz Arhiva Vojvodine i Štedionice Dunavske banovine u Novom Sadu između dva svetska rata. Izašlo u izdanju aranđelovačke „Stvarnosti“ i Arhiva Vojvodine, ovo delo sadrži 41 od ukupno 501 dokumenta od 1930. do 1945. godine i prati pripreme radove za dogradnju „Starog zdanja“, predračune i zapisnike o preuzetim radovima, razne ponude, odluke, molbe, informacije o predaji Bukovičke banje Štedionici Dunavske banovine 1938. i njenoj likvidaciji posle Drugog svetskog rata. Iako je arhivska građa sama po sebi suvoparna, u knjizi se mogu naći veoma

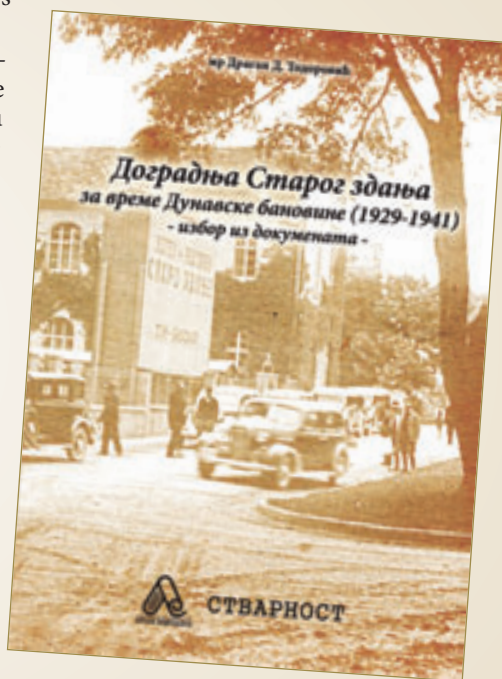
IN PICTURE AND WORDS:

HOTEL “STARO ZDANJE”
DURING THE DANUBE
PROVINCE

zanimljivi podaci o oštrim primedbama glavnog upravnika na propuste u samom poslovanju, bilo da je reč o nedovoljnoj higijeni, zameni pregorelih sijalica, curenju vode, nestručnim portirima i mnogo čemu drugom što čini funkcionisanje jednog hotela i njegovog renomea među gostima. Zanimljivi su i detaljni podaci o inventaru ne samo „Starog zdanja“ već i celokupnog banjanskog kompleksa iz tog perioda, a posebno su dragocene ilustracije, među kojima je najstarija iz 1856. godine o planu parka u Bukovičkoj banji, sa koga se vide geometrijske pozicije staza u duhu francuskih parkova. Tu je i malo poznata razglednica hotela iz 1875, zatim planovi o proširenju hotela i rekonstrukciji u dva navrata, neposredno pred Drugi svetski rat i 60-tih godina prošlog veka, kao i živopisne nalepnice za boce kisele vode, od kojih najstarija potiče s kraja 19. veka.

- Dunavsku banovinu, koja je obuhvatala veliku teritoriju Kraljevine Jugoslavije, skoro celu današnju Vojvodinu, nekoliko opština koje se danas nalaze u Hrvatskoj i dobar deo centrale Srbije, okolinu Beograda, Arandelovac, Kragujevac, Topolu, Žabare i predeo Dunava sve do Kučeva, danas čini 70 opština koje imaju podatke o svojoj istoriji i građi u Dunavskoj banovini i Štedionici Dunavske banovine. Samo u Arandelovcu je, međutim, formiran Fond za prikupljanje arhivske građe i druge dokumentacije u nakadašnjoj Radnoj organizaciji „Bukovička banja“, koji je sistematski nekoliko godina, zajedno sa muzejom, prikupljao građu, fotokopirao je i ustupao istraživačima, učenicima i studentima, brojnim pojedincima u oblasti kulture i naučnim kadrovima ovog kraja - rekao je na promociji knjige urednik izdanja mr Vladimir Ivanišević, viši savetnik u Arhivu Vojvodine u Novom Sadu. I direktor te ustanove dr Nebojša Kuzmanović je istakao značaj ove publikacije u kontekstu sveopšte digitalizacije koja pretda za nekoliko godina zatvori stranice štampanih knjiga, novina i časopisa, te je objavljivanje dokumentarne građe, poput ove knjige, svedočanstvo o postojanju svih nas, kako bi „naši potomci znali da su imali pretke“.

Ova značajna knjiga je, inače, objavljena povodom 90-godišnjice formiranja Kraljevske banske uprave Dunavske banovine Kraljevine Jugoslavije, a autor ovog dela izrazio je žaljenje što promocija nije upriličena u obnovljenom „Starom zdanju“, koje je, zajedno sa hotelom „Šumadija“ i novosagrađenim hotelom i uređenim parkom, trebalo ove godine da primi prve goste u novom ruhu.



At the time when hotel "Staro zdanje" in the town of Arandelovac became a symbol of neglect and recklessness, unreasonable resistance of the local authorities to let Mirosljub Aleksić, the owner of A GROUP, reconstruct it along with the other hotels and the park and restore the whole Bukovička banja, a very important book, „Upgrading of the Staro zdanje during the time of Danube Province (1929 – 1941) – a selection from documents“ appeared. It was written by Dragan D. Todorović, a journalist, publicist, publisher and director of hotel "Izvor" in the town of Arandelovac, in which he presented the selection of the most important documents from the Archives of Vojvodina and the Savings Bank of the Danube Province in Novi Sad between the two world wars. Published by the "Stvarnost" in Arandelovac and Archives of Vojvodina, this book contains 41 of total of 501 documents from 1930 to 1945 and follows preparatory works for the upgrade of "Staro zdanje", the calculations and records of the undertaken works, various offers, decisions, requests, information on the surrender of Bukovička banja to the Savings Bank of the Danube Province in 1938 and its liquidation after the Second World War. Although these archived documents can be dull, the book contains very interesting data on the sharp remarks made by the chief manager on gaps in

the business itself, whether it is insufficient hygiene, replacement of burnt bulbs, leakage of water, incompetent doormen and much more that makes one hotel's operation and its reputation among guests. Interesting are also detailed information about the inventory of "Staro zdanje" and the entire spa complex from that period, and especially valuable are illustrations, among which is the oldest one from 1856 on the park's plan in Bukovička banja, from which the geometric positions of the path are seen in the spirit of French parks. There is also a less known postcard of the hotel from 1875, then plans to expand the hotel and reconstruction on two occasions, just before the Second World War and the 60s of the last century, as well as colourful stickers for mineral water bottles, the oldest of which originates from the late 19 century.

- Once comprised of the large territory of the Kingdom of Yugoslavia, almost entire today's Vojvodina, several municipalities in today's Croatia and one part of the central Serbia, area around Belgrade, Arandelovac, Kragujevac, Topola, Žabare and Danube region to Kučevo. Today, the Danube Province contains 70 municipalities which have information about their history and material in the Danube Province and the Savings Bank of the Danube Province. Only in the town of Arandelovac, however, a Fund for

the collection of archival material and other documentation was created in the former "Bukovička banja" organization, which systematically spent several years together with the museum, collecting the material, photocopied it and handed it over to researchers, students, numerous individuals in the area of culture and scientific staff of this region – said at the book's promotion the editor Vladimir Ivanišević, senior advisor at the Vojvodina Archives in Novi Sad. The director of this institution PhD Nebojša Kuzmanović emphasized the importance of this publication in the context of general digitization that threatens to close pages of printed books, newspapers and magazines in a few years, so the publication of documentary material, such as this book, is a testimony of the existence of all of us, in order to show "our descendants they had ancestors".

This important book was published on the occasion of the 90th anniversary of the establishment of the Royal Province Administration of the Danube Province in the Kingdom of Yugoslavia, and the author of this work expressed regret that the promotion was not undertaken in the renovated "Staro zdanje", which, together with the hotel "Šumadija" and the newly built hotel and landscaped park, was to receive its first guests this year.



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Upravo doprinos zaštiti životne sredine predstavlja i najvažniji motiv zbog kojeg se kompanija Alfa-Plam aktivno uključila u realizaciju projekta GEFF, pod okriljem Evropske banke za obnovu i razvoj. Glavni cilj ovog projekta je podsticanje prodaje energetski efikasnih proizvoda uz mogućnost kreditiranja od strane poslovnih banaka i ostvarenja povraćaja sredstva u iznosu do 20 % iznosa kredita!

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