



BUSINESS PROGRAMMES

Wednesday, 27 th November	
CONGRESS CENTRE "MASTER"	
19.00 – 20.00	Award ceremony for participants of the product quality evaluation of the 55th International Fair of Tourism Organiser: Novi Sad Fair Grand Hall
20.00	Champions' Evening of the 55th International Fair of Tourism Organiser: Novi Sad Fair Congress Centre "Master"

Thursday, 28 th November	
CONGRESS CENTRE "MASTER"	
11.00 – 13.00	Creating Influence in Digital World: Managing Reviews and Contents for Maximum Promotion of Destinations Organiser: Centre for Tourism Research and Studies, Novi Sad Hall 1
15.00 – 17.00	Tourism Organisation of the City of Novi Sad Hall 2
10.00 – 11.30	2024 CTTH Conference Contemporary Trends in Tourism and Hospitality (2024 CTTH) "Transitions to Green Tourism" Hall 6
12.00 – 14.00	"Transitions to Green Tourism" Halls 5 and 6
15.00 – 17.00	"Transitions to Green Tourism" Hall 6 Organiser: Faculty of Sciences, University of Novi Sad
15.00 – 17.00	Workshop with Hoteliers from Türkiye Organiser: Travel Agency "Big Blue", Belgrade Halls 3 and 4
HALL "MASTER" · B2B Point	
10.00 – 13.00	B2B Meetings of Exhibitors and Tour Operators Organisers: Novi Sad Fair and Tourism Organisation of the City of Novi Sad
HALL "MASTER" · EXHIBITORS' STANDS	
14.00	Presentation of the offer Hotel Borovi, Sjenica

Friday, 29th November

CONGRESS CENTRE "MASTER"	
10.00 – 14.00	Conference "Our Indispensable Tourism"
10.15 – 11.15	Panel "Do We Have Necessary Human Resources for Tourism and Hospitality Industry and How to Get Them?" Keynote speaker and moderator: Professor Slobodan Čerović, PhD – Academy of Hospitality, Tourism and Wellness Panellists: Professor Anđelija Ivkov Džigurski, PhD – Faculty of Sciences, University of Novi Sad, Rade Samčević – HT Agency, Professor Georgi Genov, PhD – Business Association of Hotel and Restaurant Industry HORES, Professor Zoran Okulić
11.15 – 12.15	Panel "Tourism Organisations / Associations and Their Role in Creating and Promoting Tourism Products" Keynote speaker and moderator: Vladimir Živanović – Director of Tourism Organisation of Zlatibor Panellists: Branislav Knežević – Tourism Organisation of Novi Sad, Igor Ikončić – Tourism Organisation of Jahorina, Marinka Zubčić Mubrin – Tourism Association of the City of Sveti Ivan Zelina, Miralem Mešković – Tourism Association of Tuzla Canton, Marta Fazekas, PhD – Director of Tourism Diplomacy Programme of Hungarian Tourism Agency - MTU
12.15 – 12.30	Break
12.30 – 13.15	Awarding PRISMS for the action "For the New Quality in Tourism", which Tourism Prism has been leading since 1997, and it is unique because nominees and awardees are exclusively decided by the jury of travel journalists in the region
13.15 – 14.00	Buffet lunch for participants and guest of the Conference (VIP triangle) Organisers: Novi Sad Fair and Tourism Organisation of the City of Novi Sad Hall 5
2024 CTTH Conference	
Contemporary Trends in Tourism and Hospitality (2024 CTTH)	
10.00 – 11.00	"Transitions to Green Tourism" Hall 6
11.00 – 13.00	"Transitions to Green Tourism" Hall 6
14.00 – 16.00	"Transitions to Green Tourism" Hall 6
HALL "MASTER" • B2B Point	
10.00 – 13.00	B2B Meetings with Exhibitors and Tour Operators Organisers: Novi Sad Fair and Tourism Organisation of the City of Novi Sad
HALL "MASTER" • INFO Point	
11.30 – 13.00	Presentation "Possibilities for Tourism Valorisation of Intangible Cultural Heritage of Serbia" Participants in the presentation: Branko Krasojević, PhD – Director of the Agency "Advisor in Tourism", Nataša Đokić Živković – Director of Tourism Organisation of Municipality of Vlasotince, Dušan Vasković – Director of Tourism Organisations of Municipality of Merošina, Milena Janković – Director of Tourism Organisation of Municipality of Ražanj and Ivica Arandelović – Director of Tourism Organisation of Municipality of Bojnik. The host of the programme: Jovan Jovanović – Editor of Agro Jug Media, Programme "Our Villages" After the presentation, buffet lunch is planned for those who are present and presenting awards. Organiser: Agro Jug Media, Niš

Saturday, 30th November

CONGRESS CENTRE "MASTER"	
8.00 – 20.00	11th International Conference of Students of Tourism and Hotel Management - MEKST Halls from 1 to 4 with the corridor