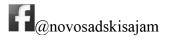


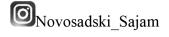


BUSINESS PROGRAMMES

Wednesday, 27 th November		
	CONGRESS CENTRE "MASTER"	
19.00	Award ceremony for participants of the product quality evaluation of the 55 th International Fair of Tourism Organizer: Novi Sad Fair Hall 3 and 4	

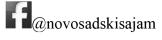
	Thursday, 28 th November	
	CONGRESS CENTRE "MASTER"	
10.00	Opening of the 55 th International Fair of Tourism Organizer: Novi Sad Fair Hall 3 and 4	
11.00 – 13.00	Creating Influence in Digital World: Managing Reviews and Contents for Maximum Promotion of Destinations Organizer: Centre for Tourism Research and Studies, Novi Sad Hall 1	
15.00 – 17.00	Workshop Novi Sad Wines and Zlatibor Delicacies Combining the finest wines of the Novi Sad Wine Route with top delicacies from Zlatibor (The number of places is limited, registration at the stand of the Tourism Organization of the City of Novi Sad on November 28, 2024 by 11 a.m.) Organizer: Tourism Organisation of the City of Novi Sad Hall 2	
	2024 CTTH Conference Contemporary Trends in Tourism and Hospitality (2024 CTTH)	
10.00 – 11.30	"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 Organizer: Faculty of Sciences, University of Novi Sad	
15.00 – 17.00	Workshop with Hoteliers from Türkiye Organizer: Travel Agency "Big Blue", Belgrade Halls 3 and 4	
	HALL "MASTER" · EXHIBITORS' STANDS	
10.15 - 12.15	PARTNER COUNTRY - HUNGARY Tasting program "Hungarikum" of flavors and wines from Hungary	
10.15 - 12.15 12.45 - 17.45 13.00 - 13.45 16.30 - 17.15	Hungarikum, flavors from Hungary Wines from Hungary	

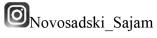




	Presentation
14.30	Hunguest Hotels
15.30	Innotime Hungary
14.00	Presentation of the offer
	Hotel Borovi, Sjenica
	HALL "MASTER" · B2B Point
10.00 – 13.00	B2B Meetings of Exhibitors and Tour Operators
	Organizers: Novi Sad Fair and Tourism Organisation of the City of Novi Sad

Friday, 29 th November	
	CONGRESS CENTRE "MASTER"
10.00 – 14.00	Conference "Our Indispensable Tourism"
	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
	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 Ikonić – 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, PhĎ – Director of Tourism Diplomacy
	Programme of Hungarian Tourism Agency - MTU
	Break
	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)
	Organizers: 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)
	"Transitions to Green Tourism"
	Hall 6
11.00 – 13.00	"Transitions to Green Tourism"
	Hall 6
	"Transitions to Green Tourism"
	Hall 6 Organizer: Faculty of Sciences, University of Novi Sad
	HALL "MASTER" · EXHIBITORS' STANDS
	PARTNER COUNTRY - HUNGARY
	Tasting program "Hungarikum" of flavors and wines from Hungary
10.15 – 17.45	Hungarikum, flavors from Hungary
13.00 – 13.45 16.30 – 17.15	Wines from Hungary
	Presentation
10.30	Móra-Tours





11.15	Alpha Travel
12.00	Szeged
14.30	Pécs
15.15	1000 Út
16.00	Harkány
	HALA "MASTER" · B2B Point
10.00 – 13.00	B2B Meetings with Exhibitors and Tour Operators
	Organizers: 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.
	Organizer: Agro Jug Media, Niš

Saturday, 30 th 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	
	HALL "MASTER" · EXHIBITORS' STANDS	
	PARTNER COUNTRY - HUNGARY	
	Tasting program "Hungarikum" of flavors and wines from Hungary	
10.15 – 14.45	Hungarikum, flavors from Hungary	
13.00 – 13.45	Wines from Hungary	
	Presentation	
11.00	Makó	
12.00	Visit Balaton	
	HALL "MASTER" · INFO Point	
13.00 – 14.00	8 th Gastro Cup Serbia 2024	
	Gastro panel 2024	
	The future of gastronomy: Application of artificial intelligence in the creation of dishes	
	Croatia in focus: Unique approaches to Croatian gastronomy	
	Local cuisine as a tourist attraction: Why do we ignore traditional restaurants? Connecting local food producers with restaurants: Challenges and solutions	
	Tradition and culinary heritage of the Danube region: Culinary heritage of national minorities	
	Participants: Vujadin Vujadinović, Stevo Karapandža, Konstantin Katafaj, Nataša Marković, Suzana Jovanović, Damir Sertić, representatives of the companies Ecotime, Winterhalter, Megaoprema, ScanBox, Meiko	
	Organizers: City of Novi Sad - City Administration for the Economy, Zelena dolina – Novi Sad, Novi Sad Fair, HORECA Association – Kragujevac	

