

BUSINESS PROGRAMMES

Wednesday, 27th November

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

Thursday, 28th November

CONGRESS CENTRE "MASTER"	
10.00	Opening of the 55th 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 <i>(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.)</i> Organizer: 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 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	
	PARTNER COUNTRY - HUNGARY Tasting program "Hungarikum" of flavors and wines from Hungary
10.15 – 12.15	Hungarikum, flavors from Hungary
12.45 – 17.45	Hungarikum, flavors from Hungary
13.00 – 13.45	Wines from Hungary
16.30 – 17.15	Wines from Hungary

14.30	Presentation 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, 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) 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)
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 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	Wines from Hungary
16.30 – 17.15	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, 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
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