



# 6<sup>th</sup> BalkanSpa Summit

Network of Balkan spa professionals

Belgrade, Serbia 10 - 12.10.2023

[www.balkanspasummit.com](http://www.balkanspasummit.com)

## FINAL REPORT

Hotel ZIRA, Belgrade

10 - 12.10.2023.

Number of participants

**156**

Number of lecturers

**19**

Number of countries

**6**

Number of media

**18**



### Why BalkanSpa Summit?

The BalkanSpa Summit was paused for several years for legitimate reasons, and now we want to bring it back to life. We will use this return to refresh and modernize its content in accordance with the latest trends in health tourism and balneology. We have so much in common that it can be part of a new product on the European tourism market. This new product may become known under the name "BalkanSpa"...

**Spa experts of the Balkans  
– be united!**

To ensure the quality of the product it needs to have standards which are reached through hard and joint work. That's why BalkanSpa Summit is conceived as a place where we will exchange experiences and socialize once a year.

# Our mission & goals

Balkan countries have a very strong common tradition and culture of spas and health resorts. On the other hand, they have always been tightly connected politically and geographically. So, starting from these points and sharing the idea with our Balkan colleagues, the BalkanSpa Summit has appeared as a need and necessity. And we all believed from the start that the BalkanSpa Summit can play an important role in the development of Balkan spa industry in general.

Our mission is to collect all of the common ethnic components of the Balkan countries (traditions, culture, gastronomy, music, customs, and certificates tumultuous history) by profiling them, use it for the definition, creation, and promotion of new tourist product in Europe – **Balkan Spas**. We will succeed if we follow all the quality programs of relaxation, prevention, and rehabilitation in our spas, “packed” in an authentic and intriguing tourist package and show the rest of the world why we are unique.

**And why we are together!**

## Event with history ...

On the previous five BalkanSpa Summits, in Bulgaria, Turkey, Serbia, Croatia and Slovenia, we have done a lot, maybe more than we expected, when we started to write a new, fascinating, and unique story about Balkan spas, 13 years ago. Every year the number of participants was larger, we established a BalkanSpa Summit with four expert centers. There are few examples in which enthusiasm of serious people gives such serious, plausible, and sustainable results.

... and soul!



**If you think the same, join us!  
Let's reach the goal together - the successful promotion  
of all the Balkan values!**

**Organizer**



**Patron**



Република Србија  
МИНИСТАРСТВО  
ТУРИЗМА И ОМЛАДИНЕ

**Strategic partner**



NATIONAL TOURISM  
ORGANISATION  
OF SERBIA

**General sponsor**



**Silver sponsor**



**Gold sponsor**



**Gala dinner sponsor**



**Official agency**



**Technical support**



**Host hotel**



**Partners**



## From the opening ceremony



**Dr. sci. med DEJAN STANOJEVIĆ**  
President of the Organizing Committee



**Thorsten Bichler**  
KLAFS My Sauna & Spa, General Sponsor



**Marija Labović**  
Tourist Organization of Serbia, general manager



**Uroš Kandić**  
Ministry of Tourism and Youth, State Secretary

## A G E N D A

**09.00 Registration of participants and media**

**10.00 Panel "The importance of education for the sustainable development of a tourist destination"**

Moderator: Vladan Vešković (Serbia).

Panelists: prof. dr Jovan Popesku (Serbia), prof. dr Laszlo Puczko (Hungary), doc. dr Marko Jurakić (Croatia), prof. dr Danijel Pavlović (Serbia)

**11.15 Formal opening ceremony of the BalkanSpa Summit**

**11.30 Coffee-break. "Mood Balkan Food"** - workshop organized by MedicalSpa Association of Serbia and Forest Therapy Southeastern Europe.

**12.00 Presentation of the general sponsor of the BalkanSpa Summit - KLAFS: World of saunas**

**12.15 Panel "Successful management of a tourist destination"**

Moderator: Dejan Veselinov (Serbia).

Panelists: Rudi Grula (Croatia), Markos Danas (Greece), Iztok Altbauer (Slovenia).

**13.30 Lunch**

**14.30 Panel "Successful management of a spa hotel"**

Moderator: Ernest Svažić (Croatia).

Panelists: Dejan Pejčinović (Serbia), Ioana Gogu (Romania), Violeta Bogdanova (Bulgaria), Nuša Korotaj (Croatia).

**15.45 Pause**

**16.15 Panel "Specific therapeutic/recreational treatments"**

Moderator: Peđa Filipović (Serbia).

Panelists: Prof dr Mufit Zeki Karagulle (Turkey), prof. dr Constantin Munteanu (Romania), Marija Nikolić (Serbia), dr Nena Stevanović (Serbia).



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Panels dedicated to local and regional tourism organizations,  
educational institutions

## “Tourist destination management”



Moderator:  
Dejan VESELINOV, VTC



**Rudi GRULA**  
Tourist Board of  
Međimurje County



**Markos DANAS**  
Hellenic Association of  
Municipalities with Thermal Springs



**Iztok ALTBAUER**  
Slovenian Spa Association

## “The importance of education in sustainable development tourist destinations”



Moderator:  
Vladan VEŠKOVIĆ, Serbian spas Association



**Prof. dr Jovan POPESKU**



**Prof. dr Laszlo PUCZKO**  
HTWW Life



**Doc. dr. Marko JURAKIĆ**  
VIMAL Academy



**Prof. dr Danijel PAVLOVIĆ**  
University SINGIDUNUM

Panels dedicated to hoteliers, spa managers, therapists

## “Spa hotel management“



Moderator:  
**Ernest SVAŽIĆ**  
ERNEST SOLUTIONS d.o.o.



**Dejan PEJČINOVIĆ**  
Fruške Terme



**Ioana GOGU**  
Aqua Park TISA & Spa Resort



**Nuša KOROTAJ**  
Terme Sveti Martin



**Violeta BOGDANOVA**  
Five elements  
medical & spa hotel

## “Specific therapeutic/recreational treatments“



Moderator:  
**Peđa FILIPOVIĆ**  
Pedja Filipović Wellness academy



**Prof. dr Mufit Zeki KARAGULLE**  
President of the Turkey  
Association of Balneologists



**Marija NIKOLIĆ**  
Special hospital for  
rehabilitation, Banja Koviljača



**Prof. dr Constantin MUNTEANU**  
President of the Romanian  
Association of Balneology



**Dr Nena STEVANOVIĆ**  
Special hospital for  
rehabilitation, Vrnjačka Banja



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The importance of education in the sustainable development of a tourist destination -  
What were we talk about?



The importance of education for the sustainable development of a tourist destination

Values that must be possessed by the leader of a tourist destination.

The scope of knowledge required to work in tourism.

Development of a tourist destination from the point of view of stakeholders



The basic framework of education for the sustainable development of a tourist destination

A holistic approach to the development of new study programs

The most important topics that education in tourism should include.

Review of the development of professional studies in the region



**Tourist destination management - What were we talking about?**



Generally, about tourism, one of the most dynamic and challenging industries today and the management of a tourist destination that requires careful planning, strategy, and leadership.

The most efficient way to obtain the Green Tourist Destination certificate at example of good practice of the destination Međimurje from Croatia

The importance of Serbia's membership in the Global Council for Sustainable Tourism

The management of thermal destinations in Europe to effectively maintain a balance between the preservation of their historical and cultural heritage on examples from Greece.

Promotion and the most important emission markets for destinations that offer spa tourism.



Examples of good practice in destination management - the importance of the role of the local community using examples from Slovenia



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## Spa Hotel Management - What were we talking about?

Human resource management

Environmental protection and use of thermal water as an energy source

How to get to a real healthness hotel like Terme Sveti Martin?

Challenges in quality management on the example of Fruške Terme and Five Elements Hotel

Management of a resort in an urban environment on the example of Aqua Park TISA & Spa resort

Internationalization of work in the era of digital marketing



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Specific therapeutic / recreational treatments - What were we talking about?



Thermal mineral water treatments with a focus on bathing (Balneo therapy)

Natural factors with hydrogen sulfide

Centers that use hydrogen sulfide as a therapeutic factor

The role of spas in health prevention



Recreational treatments in Koviljača and Vrnjačka Banja

Specific mud treatments in Koviljača Spa

Mineral water in the treatment of sterility in Vrnjačka Banja

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"On the margins" of the BalkanSpa Summit...

"Mood Balkan Food" workshop organized by the MedicalSpa Association of Serbia and Forest Therapy Southeastern Europe



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... and a chance for old friends to renew memories at the welcome cocktail.



## Our exhibitors



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## AWARD 2023

### Winners of the BalkanSpa Summit Award



After careful consideration, the distinguished jury composed of: Prof. Dr. Zeki Mufit Karagulle (Turkey, President), Iztok Altbauer (Slovenia), Iuliana Tasie (Romania), Stavros Mavridis (Greece) and Vladan Vešković (Serbia) made their decisions, and we are pleased to announce the winners of the **BalkanSpa Summit Award 2023**:

**Category 1: Termal Spa Destination** Municipality of Vrnjačka Banja - Serbia

**Category 2: Spa Hotel** Bacolux Hotels - Romania

**Category 3: Spa center in urban environment** TISA Aqua Park & Spa resort- Romania

**Category 4: Medical Spa Center** Specijalna bolnica za rehabilitaciju Banja Koviljaca - Serbia

**Category 5: Innovation in Spa Therapy Program** Terme Sveti Martin - Croatia

**Category 6: Spa cosmetic – aesthetic products** Aromara - Croatia



TOLERANCA

BalkanSpa Summit Award  
Official partner

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