

**WEDNESDAY – 24TH OF OCTOBER 2018**

<b>15:00 - 15:30</b>	<b>WELCOME COCKTAIL</b> <i>Loggia – stairs</i>	Complimentary speech of hosts
<b>15:30 - 17:00</b>	<b>Panel discussion "Film Industry and Tourism"</b> <i>Arsenal</i>	<p><i>Croatia has recently become a natural scenography of numerous blockbusters, series and reality shows. Why are they filmed in Croatia, what does it bring to locals and what is the situation in movie industry and tourism in other countries of the European Union and worldwide?</i></p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• <b>Morocco:</b> director of Moroccan Film Institute (Centre Cinématographique Marocain), Mohamed Sarim El Haq Fassi Fihri</li> <li>• <b>Hungary:</b> director of National Film Office Miklós Taba</li> <li>• <b>Croatia:</b> Nebojša Taraba (Novine)</li> <li>• <b>Croatia:</b> Vanja Černjul (Marco Polo, Crazy Rich Asians)</li> <li>• <b>Croatia:</b> Gordana Restović, director of Pula Film Festival</li> <li>• <b>Croatia:</b> Ministry of Culture, State Secretary Krešimir Partl</li> </ul> <p><b>Moderator:</b> Director of the Croatian Audiovisual Center, Daniel Rafaelić</p>
<b>17:00 – 18:00</b>	<b>Lecture Croatia – A hot new destination for American travellers"</b> <i>Arsenal</i>	<p><i>Presentation by Al Merschen, president and founder of MMGY Global, leading PR and marketing group in the United States. Al Merschen began his career as a lecturer at a number of US universities. By his own form of multimedia marketing, he has been advising the government and private sector representatives on five continents regarding the tourism industry since 1987. At Days of Croatian Tourism, Al Merschen will present trends in global tourism, a cross-section of the American market and motivations of average US tourists for choosing touristic destination. Furthermore, Merschen will explain the status of Croatia as a country in the United States and what are the tactics for tourism investments at the US market</i></p>
<b>20:00 - 21:30</b>	<b>The Croatian Tourism Awards Ceremony</b> <i>Veneranda</i>	Tourism awards in various categories
<b>21:30 -</b>	<b>Gala dinner</b> <i>Hotel Amfora</i>	

**\* ACCREDITATION - LOGGIA**

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THURSDAY – 25<sup>TH</sup> OF OCTOBER 2018

10:30 - 12:00	<b>18<sup>th</sup> Croatian Tourism Forum organized by the Croatian Chamber of Economy "Human Potentials - Challenges of Croatian Tourism"</b> <i>Veneranda</i>	<p>The discussion regarding labour shortage and human resources development, involving the domestic and foreign speakers followed by representatives of Croatian Chamber of Commerce.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Sonja Holocher-Ertl, The Austrian Foreign Trade Office (WKO)</li> <li>• Ramona Neuse, German-Croatian Chamber of Commerce</li> <li>• Božo Pavičin, Croatian Chamber of Commerce</li> <li>• Frano Matušić, Ministry of Tourism, Croatia</li> <li>• Ministry of Science and Education, Croatia- representative</li> <li>• Silvija Baričević, Jadranka Group</li> <li>• Nevena Tolanov, Valamar Riviera</li> </ul> <p>Moderator: Lana Kovačević (Večernji list)</p>
12:00 - 13:30	<b>The meeting of tourist workers with the representatives of the Croatian Government – Round Table „Potentials of Croatian Tourism Development"</b> <i>Veneranda</i>	<p><i>The traditional meeting of people working in tourism and government representatives devoted to the future development of Croatian tourism.</i></p> <p>Moderator: Damir Smrtić (HTV)</p>
13:30 – 15:30	<b>Free time for lunch</b>	
14:30 - 15:15	<b>Cook off powered by Podravka</b>	<p><i>The culinary competition</i></p> <p>Moderator: Frano Ridjan</p>
15:30 - 16:30	<b>Croatia: new gastro icon of Europe</b> <i>Hotel Amfora, Grand Ballroom - B</i>	<p><i>Successful gastro-tourism implies much more than just good restaurants. What are the characteristics of successful gastro tourism, what can be gained by the development of gastro tourism, its horizontal and vertical connectivity, what are the factors of success, and what is the position of Croatia at the European gastronomic map?</i></p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Mauro Carbone representative of Italian gastro destination Alba</li> <li>• Ingrid Badurina Danielsson (Gault &amp; Millau Croatia)</li> <li>• Boris Lovrenčić, F&amp;B manager at Sunčani Hvar</li> <li>• Rudolf Štefan, restaurant Pelegrini</li> </ul> <p>Moderator: Snježana Boranić Živoder (Institute for tourism)</p>
15:30 - 16:30	<b>Panel - discussion „Dream-job – the tourist blogger. Myth or reality? "</b> <i>Hotel Amfora – Terrace Ballroom - C</i>	<p><i>Do bloggers just travel around the world and just enjoy or is there something else behind it all?</i></p> <p>Panellists:</p> <ul style="list-style-type: none"> <li>• Wojtek Tylus (Crolove.pl, Poland)</li> <li>• Yuya Matsuo (EseJapan, Japan)</li> <li>• Ella Dvornik (iamella.com, Croatia)</li> <li>• Ashley Colburn (ashley_colburn)</li> <li>• Nick Evans (Social Media Director Hills Balfour)</li> <li>• Neno Nizić (president of the Association of Croatian Unique Hotels of the CCE, brand Stories)</li> </ul> <p>Moderator: Frano Ridjan</p>
16:30 - 17:30	<b>Round Table „Croatia – small country, big brand"</b> <i>Hotel Amfora – Grand Ballroom - B</i>	<p>Presentation of Croatia in tourism, economic and scientific light for the benefit of the entire brand. Discussion of experts:</p> <ul style="list-style-type: none"> <li>• Davor Bruketa (Bruketa &amp; Žinić &amp; Grey)</li> <li>• Sandra Perković (Croatian Athlete, Double Olympic, Double World and Fifth European Champion)</li> <li>• Jadranka Primorac (Special Hospital Sveta Katarina/ HUP-Associations of private polyclinics, hospitals, health resorts and health care institutions)</li> <li>• Aleksandra Dojčinović (fashion brand Lei Lou)</li> <li>• Marin Pucar (Podravka)</li> <li>• Kristjan Staničić (Croatian Tourist Board)</li> </ul> <p>Moderator: Božo Skoko</p>

16:30 - 17:30	<b>Case study: What kind of tourism do we want? – Study of sustainability for the Split - Dalmatia County</b> <i>Hotel Amfora - Terrace Ballroom – C</i>	<i>Presentation of the sustainability study of the Split - Dalmatia County</i> Presentation: Joško Stella, director of Tourist boards of Split-Dalmatia County
17:30 – 17:50	<b>Sustainable water management in tourism in the coastal area of the Mediterranean</b> <i>hotel Amfora – Terrace Ballroom – C</i>	<i>Presentation of the Interreg Mediterranean 2014 - 2020 project - CASTWATER</i> Ph.D. Barbara Sladonja (Institute for Agriculture and Tourism)
17:30 – 18:00	<b>Spot „Ambassadors of Croatian Tourism“</b> <i>Hotel Amfora - Grand Ballroom - B</i>	<i>The Croatian promotional tourism spot "Ambassadors of Croatian Tourism", where the most famous athletes, musicians and artists are the main actors, was nominated for the best international promotional video in 2017 by the selection of independent experts. Why did this video deserve so much attention from the media, tourists and professionals? This will be explained by the director and founder of Citizen.tv, Philip DeBevoise</i>
20:05 - 21:15	<b>The gala ceremony of annual Croatian Tourist Awards - Top 10 Croatian Tourism</b> <i>Veneranda</i>	
21:30 -	<b>Dinner – networking</b> <i>Arsenal and hotel Riva</i>	

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Zlatni sponzori:



Sponzori:

