

Draft programme:

8: 30- 9:45 Registration

10:00 Opening ceremony

**Natasa Ranitovic**, President of Wellness Cluster Serbia  
Representative of MTTT  
Representative of CEI

10:20 to 10:40  
Keynote Speakers

**Janka Zalesakova**, Vice President of the European Spa Association (ESPA)  
European traditional salvage based on the use of natural healing resources in the past and today - its place in health tourism and in the healthcare system.

10:40 to 11:20

### **I Panel: Cultural Heritage / Spa Tradition**

**Vesna Crnoglavac** moderator, archeologist, museum advisor, Niš National Museum

"Median, with focus on spa tradition of Roman times"

**Julijana Pešić**, archaeologist, museum advisor, National Museum Leskovac

**Cvetanka Ristova Dr.Sc.** in Tourism and Hospitality Goce Delcev University of Stip  
Faculty of Tourism and Business Logistics.

**Miroslava Taskova**, Academician Jordan Ivanov Regional History Museum -  
Kyustendil, Bulgaria "Kyustendil Town Cultural and Natural Heritage - Ground for  
Health, Wellness and Spa Tourism"

11:20 to 12:00

**Lectures: Current trends in wellness tourism**

**Keynote Speakers**

**Michael Wallace** Thermal, Medical & Wellness Spa Consultant / Hungarian Tourism Expert (Hungarian Tourism Agency / Speaker & Lecturer

**Tobias Bielenstein** Managing director of Roman Thermal Spas of Europe Sustainability - Shaping the Future of Salvation

12:00 to 12:25 **Coffee break**

12:25 to 12:55

**Keynote Speakers**

**Joachim Lieber**, Joachim Lieber, Hon. Secretary General of the European Spas Association (ESPA), Chairman of the Association "Quality in Health Prevention (QuHeP), Ltd., Germany

Roman Thermal Rescue of Europe -reation and implementation of an authentic health tourism offer

**Boban Djurovic** Mayor of Vrnjacka Spa, Serbia  
Vrnjacka banja as an example of good practice in spa tourism

12:55 to 13:25

**II Panel Cultural Heritage / Spa Tradition And Wellness Offer**

**Marija Belij**, PhD, Assistant Professor at the University of Belgrade - Faculty of Geography (major in Turismology

**Jelena Djurić** Senior Architect "Siarina Spa"

**Anamarija Pazin** Aromatherapist "The concept of Siarina spa"

**Laura Patru** Marketing Manager Bacolux Hotels Afrodita SPA Resort ,Romania

**Mag. Zvonka Krištof**, Lecturer, Higher Vocational School from Novo mesto and Lecturer at Higher Vocational School of Cosmetics and Wellness in Ljubljana,Slovenia.

Knowing the Importance of Cultural Heritage in the Design of wellness products  
(on the example of Thalasso SPA )

**13:25 to 14:25 Lunch**

14:25 to 15:10

**Keynote Speaker Massimo Giovanetti** Company Consultant - Terme di  
Montecatini SPA

Creation of Cultural SPA Routes

**Speaker Ioana Marian**, Secretary General of the OPTBR, Romania

Spa culture through centuries in Romania and best practices in spa resorts using  
natural resources.

**Speaker Florin Ajrocu**, Storyteller, a guide and blogger

Mouth-to-mouth promotion and a way of working with new online media people

15:10 to 15:40

**Panel III: Best Practices, Health Wellness and Spa Tourism Leaders in the Region**  
Winners of ESPA INOVATION AWARD 2019

Moderator Nataša Ranitović

Aleksandar Cicmil i Igor Meter Hotel Premier Aqua

Laura Patru Marketing Manager Bacolux Hotels Afrodita SPA Resort

15:40 to 16:10

**Innovative EU projects**

EDEN Project, Dejan Crnomarkovic

Tourist Organization Kursumlija

Prolom and Lukovska SPA

**Parallel Sessions**

11:45 to 13:25

Mike Wallice

Spa Master Class: SPA Management Challenges and Solutions

14:30 to 15:00

Workshop:

Anamarija Pazin, Short relaxation techniques for SPA staff