

**3<sup>rd</sup> International Tourist Forum "Kvarner - 365(6) Days of Health"**  
(Thalassotherapy Crikvenica, November 26<sup>th</sup>, 2015)

**P R O G R A M M E**



**8:15 - 9:00 - Registration of the participants**

**9:00 - Opening speeches**

**9:15 - PART I - HEALTH TOURISM - DEVELOPMENT AND A LEGISLATIVE FRAMEWORK**

1. Croatian Health Tourism Development Strategy (Institute for Tourism)
2. Support of the state administration as a precondition for organised development in health tourism (Ministry of Health, Doc. dr. Sc. Miljenko Bura, dr. med., Assistant Minister)
3. Health tourism as a product within the PPS destinations (Croatian National Tourist Board, Milo Sršen, consultant and professional associate for PPS)

**Questions and answers (10 minutes)**

**10:15 - PART II - HEALTH TOURISM - MARKETING ACTIVITIES, SALES CHANNELS AND EXAMPLES OF GOOD PRACTICE**

1. The "right" patient for a "right" doctor: "Medico Veritas" Agency Ltd. ("Medico Veritas" Ltd., dr.sc. Gordana Kalan Živčec, dr. med.)
2. Model of connectivity and offer optimization - experiences from the German market ("Medical Wellness Network", Natasa Jansen)
3. The changing face of medical tourism (Linda Briggs Ltd, Linda Briggs)
4. Health tourism offer in the Commonwealth of Independent States ("Doctor GEO" & "Doctor SPA", Natalia Strokovska, Editor in Chief)

**Questions and answers (10 minutes)**

**11:20 - 11:45 - Coffee & healthy snack break**

**11:45 - PART III - HEALTH TOURISM - QUALITY OF SERVICE AND A PERSONNEL EDUCATION**

1. Global Healthcare Travel Council and the Ukrainian Association of Medical Tourism - presentation (Ukrainian Association of Medical Tourism, Violetta Ianyshyevska, MD, MBA, president)
2. Successful specialisation in thermal tourism and medical wellness: experience of implementing EU recommendations for regional economic development policy in Hungary (Regional Development Agency, Tamas Gyulai, MD, Director)
3. How to achieve cross-border recognizable quality ("Det Norske Veritas Adriatica" Ltd., Ranko Režek, Director)
4. Kvarner Health Cluster as a promotional and sales channel (Kvarner Health Cluster, Alfred Franković, mag. Ing. pp. bs., Cluster Manager)

**Questions and answers (10 minutes)**

**13:00 - PART IV - KVARNER - 365(6) DAYS OF HEALTH**

1. Health tourism in the Kvarner County - the oldest tourist product in the current tourism trends (Kvarner County Tourism Office, dr.sc. Irena Peršić Živadinov, Director)
2. Health tourism in the subregion of Crikvenica Riviera, Vinodol and Novi Vinodolski - the offer integration (Crikvenica Tourist Board, Marijana Biondić, dipl.oec., Director)

**Questions and answers (10 minutes)**

3. Presentation of the Medical Rehabilitation Centre "Thalassotherapy Crikvenica" ("Thalassotherapy Crikvenica", Damir Lončarić, dipl.oec., Director and associates)

**14:00 - 15:00 - Healthy lunch break**

**15:00 - 18:00 - WORKSHOP B2B**

**18:00 - Cocktail & socialising**

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**November 27<sup>th</sup>, 2015 - 10:00 - Guided tour of health institutions in the Kvarner County for interested participants**

\*Note: The programme is subject to change without prior notification.

**Organizator:**

Turistička zajednica Grada Crikvenice

**Suorganizatori:**

Thalassoterapia Crikvenica, Klaster zdravstvenog turizma Kvarnera

**Pokrovitelji:**

Predsjednica Republike Hrvatske, gđa Kolinda Grabar-Kitarović, Ministarstvo turizma, Ministarstvo zdravlja, Primorsko-goranska županija, Grad Crikvenica, Hrvatska gospodarska komora, Turistička zajednica Kvarnera

**Organiser:**

Crikvenica Tourist Board

**Co-organisers:**

Thalassoterapia Crikvenica, Kvarner Health Tourism Cluster

**Sponsors:**

President of the Republic of Croatia - Mrs Kolinda Grabar-Kitarović, Ministry of Tourism, Ministry of Health, County of Primorje-Gorski Kotar, Town of Crikvenica, Croatian Chamber of Commerce, Kvarner County Tourism Office

