

CIHTCONFERENCE

6th Crikvenica International Health
Tourism Conference



8th and 9th
November 2018
Crikvenica, Croatia



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CONTENT

WELCOME

PROGRAMME

SPEAKERS

Keith Pollard

Sherene Azli

Ilan Geva

Nikica Gabrić

Martina Viduka

Carine Briat-Hilaire

Dariusz Matosiuk

Daniel Coulton-Shaw

Claudia Mika

Saša Petković

Ognjen Bagatin

Lutz Lungwitz

Franz J. Biesel

Michael Wallace

4

6

8

8

8

9

9

10

10

11

11

12

12

13

13

14

14

ACADEMIC SESSION

Milena Peršić

Christine A Lai

Dubravka Vlašić

Hana Paleka

Vlasta Brozičević

16

16

16

17

17

18

WORKSHOP

Ingrid Herder & Herald Platou

Daniel Coulton-Shaw

Carine Briat-Hilaire & Iulia-Maria Apostu

19

19

19

20

ORGANISERS

ABOUT THE DESTINATION

21

22



WELCOME

Welcome to the 6th CIHT Conference, an international conference dedicated to health tourism!

Crikveniča was one of the first destinations in Croatia where health tourism started to develop back in the 19th century. This long and important tradition has always had the same basic goals: first-class healthcare services, continuous investment in quality in line with the latest trends, and the development of human resources.

The awareness of the timeless importance of health and wellbeing is a very important part of everyday life on the Crikvenica Riviera. A consequence of this is our health tourism conference, which was held for the first time in September 2013 on the occasion of the 125th anniversary of tourism in Crikvenica. In 2015, together with the Crikvenica Tourist Board and Thalassotherapy Crikvenica, the Kvarner Health Tourism Cluster joined the conference as co-organiser, which had a very positive impact on networking and the presentation of health tourism in Primorje-Gorski Kotar County. In 2016, we gave the conference a new name: the Crikvenica International Health Tourism Conference (abbreviated as the CIHT Conference), subtitled Health, Tourism, Business. It lasted for two days and also had its own website (ciht.com.hr) and Facebook page (CIHT Conference Crikvenica Croatia).

The CIHT conference continues to contribute to the application of current theoretical knowledge and trends. It also emphasises the strategic importance of developing health tourism in Croatia and placing health tourism on the market. We are glad that the 2018 conference once again brings together almost 20 international eminent speakers from various countries and are very grateful

that they have decided to share their valuable experience and knowledge with us. The conference will last for two days and for the first time it will have an academic session and 3 workshops.

We are very proud that the importance of the CIHT Conference has again been recognised by our distinguished sponsors: the Ministry of Tourism, the Ministry of Health, the County of Primorje-Gorski Kotar, the Town of Crikvenica, the Croatian National Tourist Board, the Croatian Chamber of Commerce, and Kvarner County Tourism Office. We take this opportunity to once again sincerely thank all of them. We also thank our sponsors and all those who have contributed to the organisation of this year's conference.

We are confident that CIHT 2018 will again prove that quality collaboration and coordination between health services, tourism, and business, together with networking and the combined efforts of all those who, either directly or indirectly, influence what health tourism has to offer, represent a joint path towards success.

We thank you for your participation and hope that you will enjoy the many interesting topics, educational presentations and constructive debates at this year's CIHT Conference.

At the end, we are sure that you are familiar with the award for the best health tourism destination in Croatia that the Crikvenica Riviera received last year, that made us very proud. This significant award was given by the Ministry of Tourism, the Croatian National Tourist Board and the Croatian Chamber of Commerce.

We wish you a pleasant stay on the Crikvenica Riviera and we look forward seeing you again in 2019!

Organisers:



Crikvenica Tourist Board
Marijana Biondić, Dipl. Oec., Director



Kvarner Health Tourism Cluster
Assist. Prof. Vladimir Mozetič, MD, PhD, MHA,
President



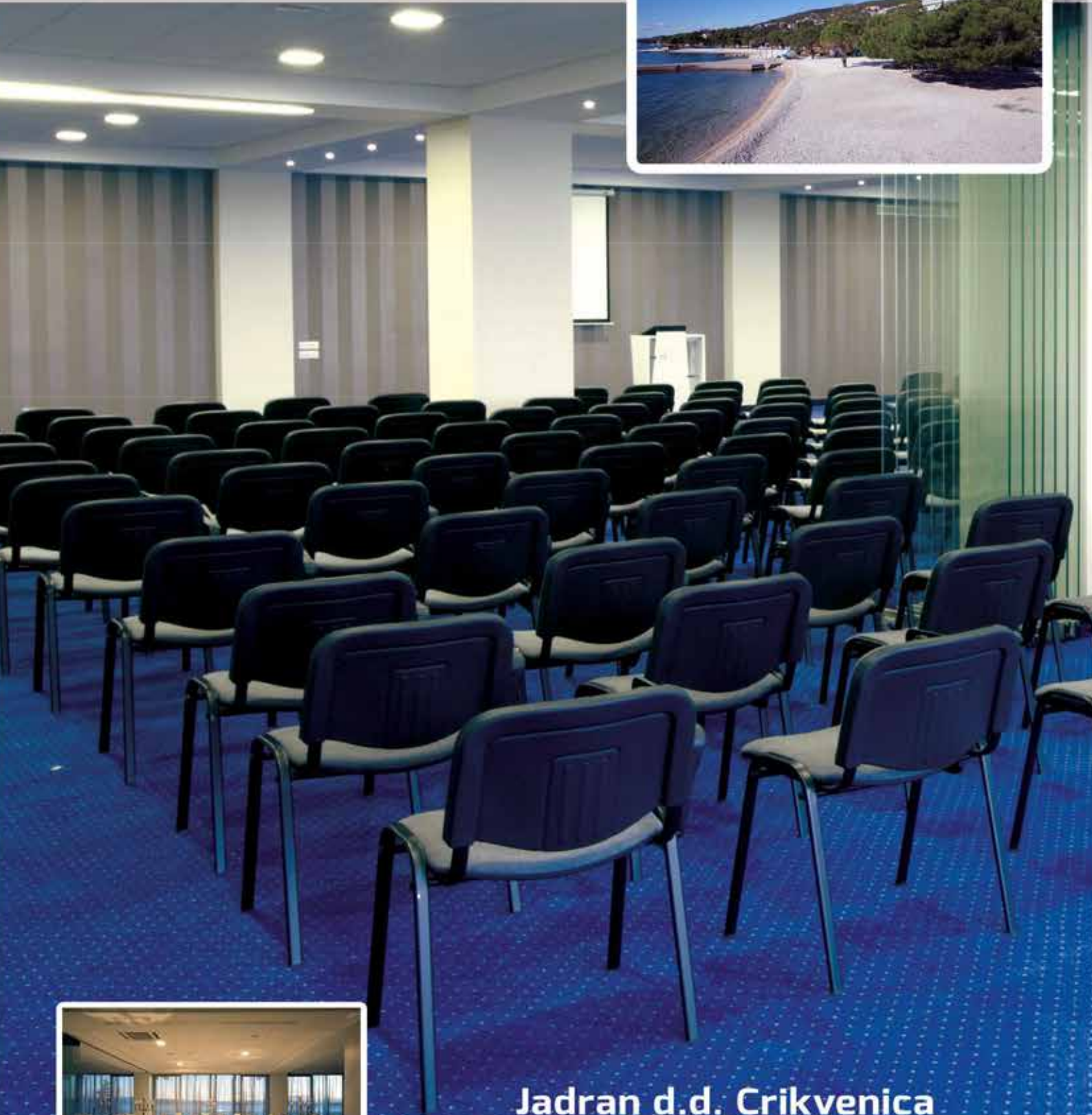
Thalassotherapy Crikvenica
Silvije Šegulja, MD, Director



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PROGRAMME

Thursday 08.11.2018.

- 08:30 - 09:00 Arrival and registration of participants
 09:00 - 09:25 Welcome speeches
 09:25 - 09:30 Presentation: 130 years of tourism in Crikvenica

09:30 – 11:30 PART I

1. **Is Kvarner as a tourism destination following the EU scenarios for health tourism development?** - Milena Peršić, Full Professor at the Faculty of Tourism and Hospitality Management, Croatia
2. **Developing a medical travel strategy for a hospital or clinic** - Keith Pollard, Editor in Chief of International Medical Travel Journal (IMTJ), Executive Chairman of LaingBuisson International, Great Britain
3. **Experience Malaysia Healthcare, Embrace Malaysian Hospitality** - Sherene Azli, CEO of the Malaysia Healthcare Travel Council (MHTC), Malaysia
4. **How to use TRUST in building the brand of your country, hospital, and people** - Ilan Geva, President of the Ilan Geva & Friends, USA
5. **Questions & Answers**

11:30 - 12:00 Coffee break and networking

12:00 – 13:30 PART II

1. **Understanding Chinese perceptions toward Croatia medical tourism: a fishbein model based on competitive analysis** - Christine A Lai, Professor at the State University of New York Buffalo State, USA
2. **University Eye Hospital Svjetlost – from a single practitioner office to an international chain of eye care centers** - Nikica Gabrić, Founder and director of the eye clinics Svjetlost, Croatia

3. **A global patient stream turning online – the key ingredients to grow your patient base** - Martina Viduka, Clinic Relationship Manager at Qunomedical, Germany
4. **France Surgery – the Key to Success** - Carine Briat-Hilaire, CEO and Co-founder of France SURGERY, France
5. **Development of international cooperation in the Lublin Medicine Cluster in the field of scientific research and innovation in medicine, health and education** - Dariusz Matosiuk, Vice-Rector for science at the Medical University of Lublin, Poland
6. **Questions and Answers**

13:30 -14:30 Lunch

14:30 – 16:00 PART III

1. **The importance of revenue management in health/SPA resorts: evidence from Croatia** - Dubravka Vlašić, Assistant Professor at the Faculty of Tourism and Hospitality Management, Croatia
2. **Attracting International Patients** - Daniel Coulton-Shaw, Co-Founder of Global Clinic Rating, Co-Founder of Smile Clinic Slovakia, Slovakia
3. **Accreditation in healthcare organizations: nice to have or mandatory?** - Claudia Mika, Founder and CEO of Temos International, Germany
4. **Increasing the visibility of the Croatian health tourism offer elements on the Internet** - Saša Petković, Marketing Expert, Croatia
5. **Building your reputation online** - Ognjen Bagatin, CEO of Poliklinika Bagatin, Croatia
6. **Questions and Answers**



16:00 -16:30 Coffee break and networking

16:30 -18:00 PART IV

1. **The financial effect of health tourism in the European Union** - Hana Paleka, Assistant at the Faculty of Tourism and Hospitality Management, Croatia
2. **Quality management strategy for foreign patients** - Lutz Lungwitz, President of the German Medical Wellness Association and International Medical Wellness Association, Germany
3. **EU CERTEH 28** - Vlasta Brožičević, Polyclinic Terme Selce, Croatia
4. **Expectations and needs of German medical spa guests. What provider should consider - Insights from a specialised Consultant and OTA** - Franz J. Biesel, COO of Kuren & Wellness and Medical Spa Expert and Consultant, Germany
5. **Essential Factors In The Development Of A Successful Health Destination** - Michael Wallace, Medical Spa & Wellness Expert, Consultant, Speaker, Lecturer, Hungary
6. **Questions & Answers**

18:00 - 19:30 WORKSHOP

The Norwegian Programme for Climate Therapy abroad - what processes needs to be accomplished for a business partnership between Oslo University Hospital and foreign medical institutions - Oslo University Hospital

Friday 09.11.2018.

09:30 - 11:00 WORKSHOP

Clinic Reputation = Clinic Revenue - Daniel Coulton -Shaw, Co-Founder of Global Clinic Rating and Co-Founder of Smil Clinic Slovakia

11:00 - 11:30 - Coffee break and networking

11:30 - 13:00 WORKSHOP

Going further with the continuum of care: from the early beginning to the digital health solution - Carine Briat-Hilaire, CEO and Co-Founder of France Surgery and Iulia-Maria Apostu, Digital project manager at France Surgery



Keith Pollard

Editor in Chief of International Medical Travel Journal (IMTJ), Executive Chairman of LaingBuisson International

Keith is one of Europe's leading experts on medical tourism and cross-border healthcare, attending and contributing to major conferences across the world on the subject. He has been responsible for many initiatives in the sector, including the first patient guide to the EU Directive on Cross-border Healthcare, a Code of Practice for Medical Tourism, a Good Practice Score for Cross-border Reproductive Healthcare, and research into patient experiences of medical tourism, and an initiative to collect meaningful data in this emerging market. He is responsible for the development of consumer-focused medical tourism sites, such as Treatment Abroad, and the B2B publication, 'IMTJ – International Medical Travel Journal'. Through his IMTJ Blog, he provides valuable insights into the medical travel business. His career has embraced the pharmaceutical industry, the marketing and management of private hospitals in the UK and internationally, and consultancy, research and feasibility studies for healthcare ventures.

Presentation title: Developing a medical travel strategy for a hospital or clinic

Abstract

The session will consider the market analysis and research that you need to undertake, and how this can direct your adopted strategy. It will examine the need for competitive advantage and service differentiation in medical travel, and how you can develop a unique value proposition. There are now more than 80 countries and a multitude of hospitals and clinics that are seeking to become medical tourism destinations. Governments, national tourism organisations and healthcare businesses across the globe are involved in the 'medical tourism gold rush'. However, for many destinations and healthcare providers, the pursuit of medical tourism gold has been in vain. Destinations and providers often enter the sector with little thought or planning of where they want to be and how to get there.



Sherene Azli

Chief Executive Officer of Malaysia Healthcare Travel Council (MHTC)

Sherene has a proven executive management track record and over 20 years of experience driving marketing growth in various industries. Prior to joining Malaysia Healthcare, Sherene was General Manager at Talent Corporation Malaysia, playing an instrumental role in building strategies for talent development in 12 key sectors. Before that, she was with Telekom Malaysia for 15 years, entrusted with high-level positions such as Vice President of Group Marketing and subsequently as Vice President of Strategy and Business Development. In fulfilling her aspirations in knowledge-sharing and talent development, Sherene has also established herself as an esteemed speaker and trainer in more than 15 countries globally at numerous international conferences and workshops in the areas of leadership, strategy, marketing and business management, with a special focus on healthcare travel and telecommunications.

Presentation title: Experience Malaysia Healthcare, embrace Malaysian hospitality

Abstract

Since 2011, Malaysia's medical travel industry has recorded double-digit growth annually, ranging between 16-17% every year. Malaysia is internationally recognised as a great healthcare travel destination with world-class quality and easily accessible, and competitive affordable healthcare services. Malaysia has a long-term vision to be the leading global healthcare destination, intending to reach this goal through the critical components mentioned above, reinforced with everything else Malaysia has to offer, primarily ease of communication, a global Halal hub and other salient features, such as socio-cultural similarities, religious affinities, etc. Malaysia Healthcare's unique end-to-end seamless healthcare travel service sets it apart from regional competitors. It is a promise that quality care is placed along every point of the way from pre-treatment right up to post-care, ensuring healthcare travellers' peace of mind.



Ilan Geva

President of the Ilan Geva & Friends

Ilan Geva is a global medical travel expert, specialising in branding and consumer behaviour, who provides consulting, teaching, training and help in practising and implementing all brand touchpoints. He develops and creates brand platforms, including brand vision, brand strategy and brand personality, and using strategic business solutions for multinational, national and regional entities. His work has won over 100 industry awards around the world. Ilan has assisted health ministries, medical tourism councils, destinations, hospitals clinics and doctors. His work stretches from many states in the USA, to Asia, Africa, the Middle East, Europe and South America. Ilan teaches Branding and Consumer Behaviour at the University of Chicago and Consumer Behaviour and Marketing at DePaul University. He is invited to speak at many international conferences. He has helped many countries, doctors, hospitals and healthcare providers solidify their brands while working with some of the largest and best-known healthcare and travel brands in the US and abroad. He has helped national and state tourism organisations grow their constituencies and tourism revenue.

Presentation title: How to use TRUST in building the brand of your country, hospital, and people

Abstract

We all hear about technology all day. Everyone wants to have the latest apps, digital engagement and immediate response. But what about comfort, trust and connecting with potential human patients? Is technology the answer for everything or do we need to think about a people-centred approach? Never forget that your brand is built on human behaviour, human perception, and service for humans. A brand without TRUST is not going to succeed. Any brand/consumer relationship is built on trust. In the healthcare business, trust is probably even more important than in the ice cream business. 'Makes sense', you say. Would you be surprised to see how little attention is dedicated to building trust in our business?

Nikica Gabrić

Founder and director of the eye clinics Svjetlost

Professor Nikica Gabrić, ophthalmologist and entrepreneur, was born in 1961 in Metković, Croatia. In 1998, he founded and has since operated as the director of what is now the Svjetlost chain of ophthalmological clinics. In addition to its headquarters in Zagreb, Svjetlost currently has subsidiaries in Split, Sarajevo, Banja Luka, Novi Sad, Budva, and Skopje that employ over 150 people, of whom over 50 are ophthalmologists. During his rich career, he has written over 400 articles in Croatian and foreign publications, as well as 4 books. He has also performed over 40,000 eye operations, most of them being cataract surgery, laser vision correction, corneal transplants, and strabismus and glaucoma surgery. He has served as an instructor for European and American companies, which has taken him to over 17 different countries, and he has been to more than 50 operating theatres to perform surgery. Of all the surgeons from this part of Europe, he is the only surgeon to have performed surgery at the famous S. Fyodorov Eye Microsurgery Center.

Presentation title: University Eye Hospital Svjetlost: From a single practitioner's office to an international chain of eye-care centres

Abstract

Svjetlost is the only privately-owned international ophthalmological chain in Southeastern Europe, with clinics in Zagreb, Split, Sarajevo, Banja Luka, Novi Sad, Budva and Skopje, employing over 150 staff. During the last 20 years, Svjetlost has become the most recognisable private healthcare medical brand in Southeastern Europe. Recognition of Svjetlost is not just regional, as over 30% of all patients in Svjetlost are from western countries. The constant striving for perfection and excellent service has resulted in over 125,000 patients having surgery in the Svjetlost chain. Each and every patient that has been through Svjetlost becomes an ambassador not only for Svjetlost but also Croatian medical services, whether locally or around the world.



Martina Viduka

Clinic Relationship Manager at Qunomedical

Martina is the Clinic Relationship Manager at Qunomedical, which serves as a digital hub for high-quality, affordable treatments at home and abroad. Quno's service is available to patients globally, with an initial focus on patients from English-speaking countries. Qunomedical has established partnerships with high-end hospitals and clinics in 29 countries now, and is continuously growing its partnership base. Martina is responsible for managing the clinic partnerships globally while being the face of patient advocacy and ensuring patient and partner satisfaction. She is continuously working towards improving partnerships at Qunomedical. Prior to working as clinic relationship manager at Qunomedical, Martina graduated from Maastricht University with an MSc in Healthcare Policy, Innovation and Management. Before this, she completed her BSc in Nursing at the University of Toronto, Canada, where she worked as a registered nurse for over a decade in the Emergency Department at Mount Sinai Hospital. She also holds a specialisation in Geriatric Nursing. In 2010, Martina attended the University of Zagreb for Medical Studies. With her diverse international and clinical background, Martina understands the industry both from a business context and the bedside. Her aim at Qunomedical is to use innovation to foster access to high-quality healthcare for all.

Presentation title: A global patient stream turning online: The key ingredients to grow your patient base

Abstract

We will show how patients in our core European markets turn from hyper-local healthcare dependencies to (inter)national healthcare choices. It will feature (anonymised) clinic case studies in the most advanced European markets which tap into this online patient stream. We will discuss patterns/levers which all 'best-in-class' clinics respect, and in turn use to get ahead. This presentation aims to explain these levers and how to replicate them successfully.



Carine Briat-Hilaire

CEO & Co-founder of France surgery

Carine is co-founder of France Surgery, a French certified medical facilitator located in Toulouse in south-west France that has over 20 years of experience in the French medical sector. Their team comprises several reputable physicians and healthcare professionals who put patients in contact with an extended network of internationally renowned hospitals and specialists in France, ensuring that medical treatments and procedures are undertaken in the most professional way. Carine is an expert in the application of internet technology in the healthcare sector. She started her career at the French Parliament in Paris and then worked for 9 years as a sales manager for several French and European companies, such as Airbus, assisting them in expanding their own internet strategies and projects. Carine is passionate about the extraordinary quality of care in her country and wants to share her sense of French hospitality and keeping up to date with digital transformations in the medical travel sector.

Presentation title: France Surgery: The key to success

Abstract

Founded in 2011, France Surgery is the French leader in medical travel. Its creation was the result of close collaboration between several reputable surgeons and healthcare professionals, as well as experts in the application of internet technology in the healthcare sector. Being double certified in the US and Germany, France Surgery was awarded Best Medical Travel Agency of the Year in 2015 and Best Use of Technology in Medical Travel in 2017. France Surgery connects international patients with an extended network of internationally renowned hospitals and specialists in France, ensuring that medical treatments and procedures are undertaken in the most professional way, providing reassurance and peace of mind for patients and their families. They offer the largest online platform for medical travel in France, with approximately 120 centres of excellence and more than 1,500 highly experienced specialists across the country.



Dariusz Matosiuk

Vice-Rector for science at the Medical University of Lublin

Professor Dr hab. Dariusz Matosiuk received his Master in Organic Chemistry degree from Maria Curie-Skłodowska University in 1982. The same year, he started his academic career in the Department of Synthesis and Chemical Technology of Pharmaceutical Substances at the Faculty of Pharmacy of the Medical University of Lublin. His PhD thesis was defended in 1990 and his habilitation thesis in 2003. Since 2013, he has been a full professor, and since 2012 he has served as Vice Rector for Science at the Medical University of Lublin. He specialises in medicinal chemistry, especially of the central nervous system (pain, depression, schizophrenia) and anticancer agents. He is the author of over 100 scientific publications with over 1,200 citations, and has a Hirsch Index of 14. He is also the author of 40 patents and more than 300 conference presentations. He has supervised 9 PhD theses and one habilitation thesis. In addition, he is the co-founder of the Polish Society of Medicinal Chemistry, the co-organiser of a series of joint meetings on Medicinal Chemistry conferences (1999-2019), and organiser of the Polish Colloquium on Medicinal Chemistry, which has been held in Lublin since 2008.

Presentation title: Development of international cooperation in the Lublin Medicine Cluster in the field of scientific research and innovation in medicine, health and education

Abstract

Lublin Medical Cluster was established through the joint action of the City of Lublin Council and the Medical University of Lublin. For the Medical University, the main interest was focused on the field of healthcare, especially scientific development and social education, sophisticated equipment and prophylactics. For the Cluster, this was further extended towards health promotion around the concept of a healthy society and rehabilitation. In my presentation, I would like to present the results of the Cluster's co-operation with both the City and university in implementing programmes at both the local and international level, especially from the university point of view.



Daniel Coulton-Shaw

Co-Founder of GCR – Global Clinic Rating, Co-Founder of Smile Clinic Slovakia

As co-founder of GCR.org, Daniel Shaw helps 30,000 patients and doctors every month make a more reliable choice of clinic or hospital through real-time assessments. Passionate about increasing the level of healthcare provided worldwide, Daniel Shaw has personally guided more than 2,000 clinics and hospitals in 126 different countries over the past 4 years to improve their reputation, revenue, patient reviews and patient bookings. Having spoken to hundreds of audiences around the world over the past 10 years, Daniel is an experienced and highly motivated speaker on reputation and transparency in medicine. For example, his '4 Pillars of Clinic Excellence' concept has been internationally adopted by both patients and clinic owners as a practical standard by which clinics are assessed and improved. Supported by real case studies, recent research and best practices from 432,000 medical clinics around the world, Daniel offers practical ideas, learning and takeaways that doctors and clinic owners can apply to improve patient outcomes and clinic reputation.

Presentation title: Attracting international patients

Abstract

In this fun and useful keynote, Daniel Coulton-Shaw will share with you learning, best practices, systems and ideas gained from working with some of the world's top medical tourism clinics and small hospitals throughout Europe and beyond over the past 4 years, including:

- the 3 most common mistakes Daniel has seen in private clinics, large and small, that have trouble attracting international patients
- the 3 deciding factors that every patient considers before travelling abroad and how to address them
- the 4 pillars of a clinic's reputation and how to boost them in the eyes of potential patients
- advice for clinics that have close to zero amounts of international patients
- reaching international patients where there is no competition from other clinics
- what you should be focusing on every day to build an international patient group
- the top private clinic trends in 2018 and those expected to be seen by 2022.



Claudia Mika

Founder and CEO of Temos International

Dr Claudia Mika is the Founder and CEO of Temos International GmbH, a spin-off of a German governmental research organisation. Since 2004, she has been working on Temos accreditation systems, assessing hospitals, rehabilitation centres, reproductive care centres, and dental clinics worldwide in line with Temos International Healthcare Accreditation (TIHA) standards, which have been developed together with leading travel health insurance and travel assistance companies. In 2002, Dr Mika received the Young Researcher Award of the European Space Agency, and in 2011 she was awarded the High Potential Company Award, funded by the European Union. Since January 2014, she has been Vice Chairwoman of the Diplomatic Council Healthcare Forum. In 2017, Dr Mika received the Dr Sanjiv Malik Lifetime Award for her significant contribution to the development of medical travel and medical tourism over many years. For the 2018 Dubai Health Tourism Forum, she was appointed as a member of the Scientific Board by Dubai Health Authorities. In 2018, Dr Mika was appointed as a member of the Governing Board of the Swiss Approval International Certification Body.

Presentation title: Accreditation in healthcare organisations: Nice to have or mandatory?

Abstract

Patients seeking medical treatment worldwide must rely on the adherence of the medical service provider to ethics, quality and an understanding of service needs, as well as the assurance of continuity of care, starting with the preparation for the patient's admission and not ending once the patient is discharged. Accreditation is the process of external, outside experts conducting a review of the hospital or clinic to validate existing quality, patient safety and other applicable standards, and to improve the medical and non-clinical services provided to patients and accompanying persons. International accreditation bodies offer relevant programmes for hospitals and clinics by conducting a review of the organisation's policies, procedures and other quality documentation to measure compliance with a set of accreditation standards provided by the accreditation body.



Saša Petković

Marketing expert

Saša Petković is a marketing expert from Pula, Croatia. Born in 1975, he obtained his bachelor of science degree in Economics. Saša works in the KG Media advertising agency, an online advertising leader in the region, and a long-term member of the Google Premier Partner and Google Analytics Certified programmes. Saša is increasingly in demand for defining strategy and tactics in structuring complex consulting documents dealing with quality improvement and achieving goals on KG Media clients' websites. He has also been increasingly in demand as a speaker at various events, where he tries to forward his passion for marketing and sales activities to wider audiences. Petković is also very active outside of his daily job. He is a devoted musician and olive oil producer (feel free to Google Bilini extra virgin olive oil) but prefers time spent with his family.

Presentation title: Increasing the visibility of the Croatian health tourism offer elements on the internet

Abstract

With a few exceptions, it is generally a rule that if you are not on the internet, it is as if you do not exist. Websites have been unavoidable since the beginning of this century and we are all aware of their importance. When did you last call the tourist agency to book your accommodation in the destination you were looking at? How many times did you visit a bookstore this year to buy your favourite book? And now another question: How many times have you picked up your smartphone today to check if someone sent you a message via Messenger, WhatsApp or Viber? Can I ask how many times you have seen the feed on Facebook today to find out what's new with your buddies? I bet that the number of answers to the last two questions will surpass many of the previous ones. Technologies are changing on a daily basis. Your marketing should keep pace with changing consumers/guests. How will you choose the best internet platform to promote yourself? What is the difference between the abbreviations SEO, SEM and SMM? Why should you ever be familiar with them? And what does all of this have to do with health tourism?



Ognjen Bagatin

CEO of Poliklinika Bagatin

In 2008, he started working in a family clinic, which had only two employees, and began its fast growth and development. According to Deloitte, Bagatin Clinic is one of the fastest-growing small and medium-sized medical institutions. Currently, the clinic has 90 employees in two locations in the centre of Zagreb, and the opening of a new branch is planned for the beginning of 2019 in Split. As the director of the clinic, he encourages the development of corporate entrepreneurship, project management and the development of soft skills in the medical segment through the Bagatin Academy, an educational project he helped design and implement. With an extensive knowledge and understanding of the private health system, and with continuous work on his personal development in the fields of management, sales, marketing and leadership, he encourages the development of a positive corporate culture, the development of the clinic itself, and with dedication serves as a positive example and role model to all employees.

Presentation title: Building your reputation online

Abstract

Learn more about growing your brand by using digital marketing and how it helped the Bagatin Clinic become the #1 private clinic in Croatia and the region with a 5-star customer service level. Everything you do digitally is branding. Continuous work on creating unique content on your webpage and social media platforms will give your clients added value and bring them to you. Consider offline activities as equally important, because you build your reputation through everything you do. Your brand is your people, so treat them as superheroes; your brand is your facilities, so make them look spectacular; your brand is your marketing strategies, so make them diverse; your brand is your accreditations and awards, so work hard to justify them. But your brand is your clients as well. Treat your clients as kings; include them in everything you do and make them your strongest brand ambassadors. Include measurements in every aspect of your business.



Lutz Lungwitz

President of the German Medical Wellness Association and of the International Medical Wellness Association

A very long-term piece of field work by Lungwitz concerns the development and management of hotels and clinic operations, health and wellness areas, and the development of health, wellness and prevention programmes, including health tourism offers worldwide for patients and clients. Lungwitz has implemented the development of operational procedures, and introduced the implementation of quality and operational standards, market and trade shows, and internet and network platforms in recent years in selected projects. For quality assurance, Lungwitz and the German Medical Wellness Association have developed the Medical Wellness Standard in cooperation with TÜV Rhineland. This is valid worldwide. He has also been involved in a wide variety of projects in Germany and abroad.

Presentation title: Quality management strategy for foreignpatients

Abstract

Medical tourism has become a strong and successful industry worldwide over the past 20 years, and there will be both losers and winners in the future. It is important not only to use the term as a marketing tool but also to constantly question it, realign offers and be present on the market with a very high-quality standard. The guest or health tourist always has the opportunity to choose a different destination, so should be considered a regular guest. A stay in a clinic can be compared with a hotel stay, and a clinic should, in order to survive internationally, also be run and equipped as a hotel. It is important to have close cooperation between clinics, service facilities and facilitators, as well as a USP (unique selling point) of the facility. The business model for international patient tourism is very important. Not every country pays a referral fee, so income must be earned through additional services for the facilitator. The course of a hospital stay from arrival to departure, and the important follow-up care must be well planned before the client or patient visits a country.



Franz J. Biesel

COO of Kuren & Wellness
Medical Spa Expert and Consultant

Franz is COO of Kurenundwellness.tv, one of the leading independent online portals in Germany, which specialises in medical spa and wellness treatments in more than 25 countries and around 300 medical spa institutions. With more than 20 years' experience in the business, Kuren und Wellness can provide the best solutions for their clients through cooperation with all the relevant providers in this segment. In addition to this role, Franz acts as a consultant for permanent development for several medical spas and tourism organisations, especially for international sales and marketing activities in German-speaking markets, and he is involved in several investment activities for new medical spa projects. Before this, Franz worked for several years in various board member positions in the financial industry.

Presentation title: Expectations and needs of German medical spa guests. What the provider should consider: Insights from a specialised consultant and OTA

Abstract

Health tourism has a long tradition in Europe and has found its place as an important tourism segment. Future developments, like demographic changes in Europe and the growing acceptance and willingness of the individual to invest in their own health through prevention, are very positive indicators for health tourism in the future. However, in the last 15 years a lot of new destinations have appeared on the map of providers, and competition between providers to gain international clients has become much stronger. To find a place in this growing market depends on various factors, but the most important is the final choice of the medical spa client. What are their expectations and what do medical spa guests, especially from Germany, really want? This presentation will give you the answers to these questions, and also practical examples of matching the needs of such clients.



Michael Wallace

Medical Spa & Wellness Expert, Consultant, Speaker,
Lecturer

Mike Wallace has worked in the spa/leisure/health and fitness industry in operations, product development and planning for more than 20 years. In 1999, he designed, set up and operated 7 fitness clubs for Danubius Hotels across Hungary and Central Europe and went on to become Brand Manager/Spa Director, being responsible for the operations, business performance and development of 18 complex medical health spas across Hungary, Slovakia, Romania and the Czech Republic. In addition to over 25 years' hands-on experience in medical spa, wellness and fitness management, his remit includes the planning and launching of many large-scale medical spa/fitness/wellness projects and redevelopments in both Central Europe and the UK. He is a speaker at spa and wellness conferences and lectures for the Budapest Business & Metropolitan Universities on Health and Wellness Tourism and Spa Management, in addition to writing articles and books on health, wellness and spa. Besides this, he is currently the medical tourism expert for the Hungarian Tourism Agency.

Presentation title: Essential factors in the development of a successful health destination

Abstract

The health tourism industry is becoming more and more competitive, and Europe has an abundance and increasing amount of health destinations and products for patients to choose from. The most successful of these destinations have certain factors essential to their success – they also ask certain critical questions. This presentation shares the key points necessary for a health destination to meet the demands of today's market and indeed the markets of the future. Health destinations, if they are to succeed, can also learn from each other. With over 20 years' experience in the industry, Michael Wallace gives valuable insight based on his experience of European health resorts and how health destinations can maximise today's opportunities. He will cover the key products, services in demand, future trends and potential challenges to prepare for.

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IS KVARNER AS A TOURISM DESTINATION FOLLOWING THE EU SCENARIOS FOR HEALTH TOURISM DEVELOPMENT?



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ABSTRACT:

Purpose – The purpose of this research is to evaluate the possibilities of Kvarner health tourism development, as observed through EU scenarios (the health-tourism growth scenario and the health-tourism vitality scenario). **Design** – The paper is based on the results of a survey on attitudes of responsible management in health tourism institutions in Kvarner, which has been recognised in national strategic documents as the tourism destination with the highest potential for health tourism development. **Methodology** – This paper presents research results based on data collected from managers in health spas, special hospitals, wellness/spa hotels, wellness centres, dental and medical clinics, tourism organisations, etc. that create a representative sample of Kvarner as a tourism destination. The presented results are primarily based on quantitative research methods.

Approach – The main approach is estimating whether and to what extent it is possible that health tourism services in Kvarner tourism destinations can follow EU scenarios for health tourism development.

Findings – The research results indicate that Kvarner as a tourism destination has the potential and preconditions for health tourism development in the way defined in the EU scenarios. For this purpose Kvarner, as a tourism destination, needs to make additional efforts to ensure synergies among all participants in the health tourism product through raising the quality of health tourism services together with the harmonisation of the legal framework and an interdisciplinary approach in education and development. **Originality of the research** – A model of research that includes relevant influential factors in the field of medical, wellness and spa services at the tourism destination level has been defined. This model can also be successfully applied in related tourism destinations if the destinations' specifics, available resources, global trends and EU scenarios are taken into account.

UNDERSTANDING CHINESE PERCEPTIONS TOWARD CROATIA MEDICAL TOURISM: A FISHBEIN MODEL BASED COMPETITIVE ANALYSIS



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ABSTRACT:

The purpose of this research is to study the Chinese perception toward tourism to Croatia, specifically medical tourism to the Kvarner region. While the Chinese outbound medical travel market is very large and growing rapidly, it is a very competitive market. Therefore, it is important to conduct marketing research to understand Chinese tourists and medical tourists. According to data provided by the Croatian National Tourism Board, 102,000 tourists from Mainland China visited Croatia in 2016. That number increased by 60% in 2017. As stated in 'With Poor Care at Home, the Rich Lead China's Medical Tourism Boom' (<http://knowledge.ckgssb.edu.cn/2017/09/20/tourism/rich-lead-china-medical-tourism-boom/>), over 500,000 outbound medical trips were made by Chinese tourists in 2016, a 400% growth rate from 2015. On average, Chinese outbound medical tourists spent RMB 50,000 (about USD 8,000) per medical tourist. In June 2018, a semi-structured interview format was used to allow Chinese nationals in a Beijing university classroom setting to freely discuss their impressions and opinions regarding medical tourism. Data was collected by a distributed questionnaire and researcher-led discussion. The survey instrument used a Likert scale of 1 to 5, with 1 being 'not important at all' and 5 being 'very important', to evaluate the importance of 39 medical tourism industry criteria statements, and was distributed to 22 participants. The results of this exploratory study show that the criteria statement 'It is safe to travel to' received the highest rank 5.00/5.00, and 'it's culture is similar to mine' received the lowest rank 2.70/5.00. Both response scores are positive outcomes for Croatian medical tourism from the perspective of outbound Chinese tourists. As a result of this June pilot study, the survey instrument was refined and another larger pilot study with approximately 100 survey participants will be conducted in Beijing in September 2018, before the final draft of the survey is launched in Beijing. The findings of the final draft study launch can provide practical applications to better serve the Chinese outbound medical tourist target market.

THE IMPORTANCE OF REVENUE MANAGEMENT IN HEALTH/SPA RESORTS: EVIDENCE FROM CROATIA



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ABSTRACT:

Purpose – The purpose of this paper is to present the characteristics of revenue measurement and key performance indicators (KPIs) for revenue management in health/spa resorts as a basis for benchmarking development. Benchmarking information is very important to assess competitiveness, and in the long-term to increase revenue and profitability.

Design – Managers in health/spa resorts are often confronted with new business problems and opportunities, and need relevant information on the profitability and competitiveness of health/spa services. For this purpose, the use of segment reporting standards and segment information is needed. Therefore, this paper provides a framework for benchmarking in health/spa resorts.

Methodology – KPIs for revenue management in Croatian special hospitals and health/spa resorts that are the preconditions for benchmarking development are presented. The need to establish a segment reporting system according to the specific needs of special hospitals and health/spa resorts, and the reporting of KPIs for revenue management based on a literature review and research results will be discussed. **Findings** – The research results show the structure of revenue and main market segments, as well as KPIs such as ADR, RevPAR and TrevPAR for 2017 in Croatian health/spa resorts. The paper contributes to the development of the theoretical framework of benchmarking methodology in health/spa resorts.

THE FINANCIAL EFFECT OF HEALTH TOURISM IN THE EUROPEAN UNION



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ABSTRACT:

As a specific branch of tourism, health tourism has rapidly grown into an industry providing customers with medical, dental or surgical care while on holiday. All of the above require tangible products, services and value, such as improvement in health, illness prevention, and recovery after a serious affliction. According to our literature review, there are three forms of health tourism: medical, wellness and spa. These can be divided as follows: illness-health-wellness and curative-preventative-promotional. In 2014, the European Union market witnessed an estimated 56 million domestic arrivals and 5.1 million international arrivals for the purpose of health tourism. The objective of this paper is to present and estimate the financial effect of health tourism revenues on the European Union market. In addition, the results of a SWOT analysis of health tourism are presented. Governments should play a significant role in fostering the sustainable development of this specific branch of tourism and attracting more health tourists from various countries worldwide. In order to achieve this, European Union Member State governments should improve all types of infrastructure facilities, including road access, and electricity and water supply, along with air traffic, safety, security and accommodation. All of these objectives can be achieved through grants, subsidies and loans, not only from governments but also from international financial institutions.

EU CERTEH 28



Vlasta Brozičević, Primarius, MD specialist in physical medicine and rehabilitation, rheumatology, Head of the Department, Deputy General manager, Co-founder and Co-owner Polyclinic Terme

Ivan Brozičević, Primarius MSc., specialist internist-cardiologist, General Manager Polyclinic Terme



ABSTRACT:

The Crikvenica Riviera, which for 130 years has been a health tourism destination, still needs to attract more tourists. Among the 6 specific goals of the CPG development strategy, the need for partner collaboration between tourism, sport, and other healthcare sectors, including public-private partnerships, has to be stimulated. This paper presents the initiative for the Crikvenica EU Health Tourism Centre (EU CERTEH 28) for Education, Research, Training, and Ethno-eco Heritage. Health tourism will be a booming subsector of general tourism (Global Wellness Institute). In the EU, it will grow at an average of 2% per year. 49% of EU citizens will travel for medical care. The increased cost of employee sick leave is becoming a source of demand for the wellness industry (European Commission). There are limitations on improvement through promotional health-tourism campaigns, specialisation and differentiation. This is because one of the burdens is seasonality, depending on the kind of medical tourism, which requires a wide range of skills. EU case studies show a discrepancy between understanding customers' health and wellness needs and what stakeholders in destinations believe these needs are. EU CERTEH 28 can contribute in this area through its research programmes. The overall objective is to create new products to prevent/cure modern diseases in the working population and obese children who choose the Riviera for its unique health benefits. The methodology based on the TRIPLE HELIX MODEL involves education and scientific institutions focusing on lifestyle research, producers and local authorities. Suggestions for further research are supported by OECD statistics that show mechanisms are needed to help track the trade balance regarding medical tourism on a regular basis, while the market in medical tourism is set to grow. EU CERTEH 28 for advanced medical tourism, where the choice of medical institution is a key factor in the choice of tourist destination, may reduce tourism seasonality, improve sustainability / labour quality, and reduce health costs through preventative measures.



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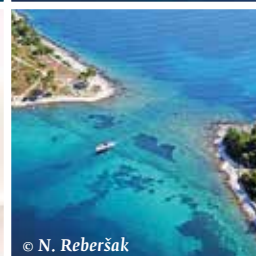
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Workshops

Workshop title:

The Norwegian Programme for Climate Therapy abroad – what processes needs to be accomplished for a business partnership between Oslo University Hospital and foreign medical institutions.



Ingrid Herder

MD, DTM&H, specialist in Rheumatology

Harald Platou

Head of Office at the International Centre, Staff of the CEO

Abstract:

The Section for Climate Therapy at Oslo University Hospital in Norway has a long tradition of sending patients on an intensive therapy programme in a Mediterranean climate. In this workshop, we will give further information about the Section for Climate Therapy, which is funded by the Norwegian government. We will explain what we need from a foreign therapy centre, and go through the processes that need to be accomplished to obtain a business partnership with us. The next invitation to tender will be published in late 2019. Tenders are announced through DOFFIN and TED (the database for public procurement). We will explain what we need from tenderers, and use our last requirement specification as an example. We will explain mandatory and evaluation requirements.

Workshop title:

Clinic Reputation = Clinic Revenue



Daniel Coulton-Shaw

Co-Founder of GCR – Global Clinic Rating, Co-Founder of Smile Clinic Slovakia

Abstract:

The workshop looks at practical steps to increase the reputation of your medical facility immediately. In this limited attendance workshop, Daniel Coulton-Shaw will guide workshop attendees in assessing exactly where they are today through a patient journey measurement tool and a clinic reputation assessment tool. There will then be a short discussion about the insights learnt during the session, followed up with one on the strategies and ideas they have tried, including what works and what doesn't work for them currently. Following this, patients will use the 'clinic reputation builder tool' to create a personalised roadmap with daily action steps to help them improve reputation, revenue and results over the next 90 days to get them towards where they want to be. Participants will also have access to resources that they can take back to their clinics with them so that they stay on track over the next 90 days. This workshop is suitable for clinic owners, marketing and management teams of medium to large medical clinics and small hospitals.



Workshops

Workshop title:

**Going further with the continuum of care :
from the early beginning to the digital health
solution**



Carine Briat-Hilaire

CEO & Co-founder of France surgery

Iulija-Maria Apostu

Digital project manager at France Surgery

Abstract:

- making medical travel more secure, effective and productive
- how to assure security, effectiveness and the continuum of care for the travelling patient from decision-making to the follow-up process
- the benefits of online telemedicine tools: prevention, second medical opinions, reducing healthcare costs, improving outcomes, consolidated lead management, risk management
- ePatient KitTM: the international patient management system for medical travel professionals, combining patient-centred care with digital technology.
- ePatient KitTM PRM is addressed to the entire medical travel ecosystem: worldwide clinics and doctors; international patients; medical facilitators; insurers; self-funded companies and institutions. It automates processes such as the management of content, following-up of files, creation of estimates, invoices and payments. It can also be used in recovery and post-operative care, as well as in the continuation of care.

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Organisers



CRIKVENICA TOURIST BOARD

Crikvenica Tourist Board includes a central Tourist Office and four Tourist Information Centres in coastal towns on the Crikvenica Riviera: in Crikvenica, Dramalj, Jadranovo, and Selce. Its basic vision and mission is to constantly invest in quality and to effectively connect the existing services and facilities on the Riviera with the aim of increasing the number of visitors and their level of satisfaction. Other objectives include the creation of new interesting services, activities, destination brands and marketing strategies in order to make the Crikvenica Riviera recognisable on the market as a desirable destination for leisure, entertainment, relaxation, sport and recreation.

When developing new activities and raising the quality of existing ones, Crikvenica Tourist Board follows global trends while at the same respecting local traditions and including the typical features of the destination. It has extensive experience in developing various projects (the CIHT conference, Crikvenica – the Marathon Town, the Oily Fish Road, Fall in Love in/with Crikvenica, etc.) and organising numerous cultural, entertainment, traditional, culinary, sporting, recreational, and other events. These include Fishermen's Week, Carnival, Crikvenica 4 Pets, CrikvArt – the Street Performance Festival, (Sr)jetno Selce ethnic festival, Oily Fish Week, and the Šilo-Crikvenica swimming marathon, the oldest of its kind in the Adriatic. Crikvenica Tourist Board is also in charge of numerous promotional activities, such as the production of various digital and print materials, offline and online advertising on Croatian and foreign markets, targeted destination promotions in the most significant source markets (fairs, presentations), and inviting study groups of journalists and agents.

Crikvenica Tourist Board also coordinates activities in the destination and cooperates with all entities whose business is directly or indirectly related to tourism. For example, what makes the Oily Fish Road project so special is the fact that it brings together various local service providers (bars, restaurants, and hotels), local people, and visitors. Offering a unique and unforgettable experience is the basic guideline when creating projects. Crikvenica Tourist Board seeks to inspire visitors to participate actively in events by organising fishing or sailing events, bocce tournaments, or the cooking of traditional dishes in the company of their hosts. These efforts and innovation have been recognised at the international level: in 2014 the 'Creative Tourism Network' declared Crikvenica Tourist Board the world's most creative destination. The basic criterion for this was the fact that visitors are involved in the life of the local community.

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KVARNER HEALTH TOURISM CLUSTER

Kvarner Health Tourism Cluster gathers members from medical, touristic and university sector, as well as accompanying services with the goal of creating a recognizable and competitive health tourism product on the local and international level. Our organization implies preparations and placements of the recognizable and competitive health tourism product which must follow the world trends, tradition, resource base and specific features of the destination. We are directed towards strengthening and development of health tourism on Kvarner, in accordance with the strategic documents which define the destination as "the destination of health".

The Cluster operates systematically and actively on stimulating synergic processes, directed towards improving the range and quality of the overall health tourism offer of Kvarner as the destination of health, through joint placement of services on the health tourism market, for the purpose of raising the degree of capacity use and overall prosperity of the Kvarner tourist destination as a whole.

Kvarner, as a tourist destination, is positioned among the leading "destinations of health" on the European map, and even wider. We are recognizable for our year-round offer of high-quality services in health tourism, based on contemporary trends, resource base and tradition.

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THALASSOTHERAPIA CRIKVENICA

Thalassotherapia Crikvenica - special hospital for medical rehabilitation is a medical rehabilitation centre with a hundred years of tradition in rehabilitation, health care prevention and medically directed holiday. The location of Thalassotherapia is the area with proven beneficial climatic characteristics, affluent sea aerosol, no allergens or pollution which is particularly beneficial for chronic and allergy difficulties of the respiratory system and movement system.

Medical Rehabilitation Centre satisfies all contemporary standards in medical rehabilitation and positions the institution at the very top of all rehabilitation centres in the region. The most up-to-date diagnostics and rehabilitation technics and methodology is provided on more than 2000 m² of useful area, which in combination with professional interdisciplinary medical teams and natural benefits of the destination results in fantastic success in physical and respiratory rehabilitation.

Services:

Respiratory rehabilitation: asthma, COPD, bronchitis, allergic and chronic diseases of upper respiratory system

Physical medicine and rehabilitation: postoperative orthopaedic rehabilitation, rheumatic diseases, neurological and spinal rehabilitation

Paediatrics, paediatric pulmonology and allergology • Pulmonology • Otorhinolaryngology • Cardiology • Dermatology • Hyperbaric medicine • Accommodation & catering • Swimming pool

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ABOUT THE DESTINATION

CRIKVENICA RIVIERA



The Crikvenica Riviera is situated in one of the most picturesque corners of Kvarner and it comprises the charming tourist resorts of Crikvenica, Dramalj, Jadranovo and Selce.

Due to its favourable natural features, this riviera began to nurture a tradition of health tourism as early as the 19th century. The area's mild and healthy climate, microclimate, clean air and sea, as well as its favourable insolation and vegetation, all help in the prevention of various diseases, rehabilitation, and improvement of the quality of life. If you are looking for a destination where in the same day you can swim in the sea, stroll on a sandy beach breathing in the scents of the Mediterranean, and then in the evening have fun in town, or relax in the quiet of a green hinterland, then this is the right choice for you.

Crikvenica is a destination that has always had excellent natural conditions for the development of health tourism in the area. Beside all this, in nowadays there are also top experts in respectable institutions: "Thalassotherapie", Polyclinic Terme Selce, Polyclinic Katunar, Polyclinic for hyperbaric medicine "OXY" and other various specialist services.

It's always interesting here with more than 250 different events throughout the year, such as the Carnival, Crikvenica Cycling Marathon, Strawberry Festival, (S)r etno Selce ethno festival, CrikvArt - street entertainers festival, the Melodies with a Taste of the Sea festival, other music and sports festivals, Šilo-Crikvenica swimming marathon, Crikvenica 4 Pets, the Tourism Days or the Fisherman's Week.



The Crikvenica-Vinodol region has a total of more than 300 km of footpaths and hiking trails and 300 km of cycling trails. This is the perfect place for enjoying walks, jogging, cycling and virtually all other sport activities on land or in the sea. In Crikvenica you can simply take a walk along one of the most beautiful sandy beaches on the Adriatic, the gorgeous Love Path or through the fragrant Mediterranean Labyrinth of Love.

The traditional gastronomy exudes the Mediterranean, and is rich in fish, seafood, vegetables, olive oil, natural aromatic herbs and other healthy ingredients. Some of the restaurants and hotels marked The Oily Fish Route offer specially prepared tasty dishes of blue fish on their menus and this is based on the famous tradition of fishing.

Accommodation is available in hotels, private accommodation, campsites, hostels and other types of accommodation (total capacity - more than 25.000 beds).

And remember, this home to beautiful natural scenery and a rich cultural and historical heritage is ideal for all generations of visitors, from adventurers and animal lovers to families and those looking for entertainment, excitement and relaxation in the great outdoors.



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Riviera

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Organisers:



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