



FÉDÉRATION INTERNATIONALE DES JOURNALISTES ET ECRIVAINS DU TOURISME
WORLD FEDERATION OF TRAVEL JOURNALISTS AND WRITERS
FEDERACION MUNDIAL DE PERIODISTAS Y ESCRITORES DE TURISMO

FIJET NEWSLETTER – May, 2012



Tunis, Tunisia site of the 6th International Conference on Destination Management

“Remember that happiness is a way of travel - not a destination.” – Roy M. Goodman

Important Information

September 30, 2012 – Deadline for submitting articles and stories from the Board of Directors meeting in the Czech Republic. If you miss this deadline, you will not be allowed to attend the upcoming Congress and you are subject to being expelled from FIJET.

Contents:

From the Editor’s Desk – Jim offers his thanks to Drago Bulc and Cveta Potocnik for their work in organizing the 2012 Young Journalists Academy; updates the situation with candidates for the Executive Committee and thanks Salah and Mohamed Attia for their dedication and work on the 2012 FIJET World Congress and Tina Cubrilo, Marijana Rebic and Antonio Bonelli for their reports on the Conference on Destination Management in Djerba, Tunisia.

FIJET News – The latest information about the FIJET 2012 World Congress in Egypt; Details of the 2012 Young Journalists Academy to be held in Maribor along with the program; an invitation to the Global Media Forum; an invitation to join the European Journalists 50th Congress; Rules governing requirements for publishing following a Congress or meeting.

News From Around FIJET – A report on the visit of HRH the Duke of Kent by Victor Radelescu (PressTour, FIJET-Romania); Tina Cubrilo (FIJET-Croatia) – with translation by Marijana Rebic -- reports on the 6th International Conference on Destination Management in Djerba held in Tunis from April 17-18; Antonio Bonelli (CIST, Italy) presents report during the conference in Djerba; a new book about Romania from Vyacheslav Lozhko (FIJET-Ukraine).

Editor:

Jim Thompson (jim@traveljournos.com)

Important note:

The newsletter is open to all members of FIJET. Your news, articles, and other contributions are welcomed and appreciated. Please send all submissions for consideration to the newsletter editors.

FIJET Website: <http://www.fijet-web.com> or <http://www.fijet.net>

NOTE: Previous newsletters can be found on the website.

Update your Email. We are doing all that we can to ensure that all members of FIJET receive the newsletter via email each month. However, we are limited in this effort by the email addresses that are provided to us. If you have recently changed your email, or you or someone in your association is not receiving the newsletter, please provide us with the current address. This is the ONLY way to insure that you receive the newsletter in your email box. If you do not have an email address or have not been getting the newsletter, you can access it via the FIJET website (<http://www.fijet.net>) .

FROM THE EDITOR'S DESK

Young Journalists to Meet in Maribor



The FIJET **Young Journalists Academy** is gearing up for yet another spectacular opening. This year, the Academy takes place in the picturesque town of **Maribor** in beautiful Slovenia from **June 1-8**.

Located on the banks of the River Drava in the Alps, Maribor sits between **four European countries:** Slovenia, Austria, Italy and Croatia. Among its many treasures is a 400 year old vine, which, according to the Guinness Book of World Records, is the oldest wine producing vine in the world.

The Academy brings **internationally recognized**

experts in the field of sustainable tourism and experienced journalists and photojournalists to work with the young journalists to expand their knowledge and understanding of **sustainable tourism** and principles of tourism reporting.

Maribor is also named as the **2012 European Capital of Culture** and will host many cultural events throughout the year making “**Culture and Sustainable Tourism**” the perfect theme for the Academy. In addition to the working sessions and lectures, those attending will visit to the nearby Austrian city of Graz along with several cultural events, performances and cultural attractions in the surrounding areas.



Our thanks goes to **Drago Bulc** and **Cveta Potocnik** for their hard work and dedication in once again organizing the Academy.

For further details, contact Cveta at: cveta.dotocnik@rtvslo.si or Drago at: drago.blc@gmail.com). Further information can be found at: www.fijet-academy.com

Several of you have asked when the **names of the candidates** running for election will be announced. Currently, the Elections Sub-Committee is **checking the credentials** of the potential candidates. The Sub-Committee is also waiting for a final decision concerning the countries where there are two Associations to be resolved. During the last Board of Directors meeting in the Czech Republic, a deadline of June 30 was set to resolve this question. It is expected that the Elections Sub-Committee should have a final list of qualified candidates shortly **after that June 30 deadline**.



Meanwhile, I also urge all of you to **begin thinking about the elections** and the future of FIJET. Some of the candidates have already talked privately with members asking them for their support. Certainly, there is nothing wrong with a little campaigning, but keep in mind that making commitments too early could result in a feeling that you are **locked into a choice**. My advise is to **take your time**, wait for the full list of candidates to be released and then make your choice. The ultimate goal is not to reward someone who may be a friend, but to **choose the best people** to guide the FIJET ship into the future.

Work also continues on the **World Congress** for 2012. **Salah and Mohamed Attia** are working overtime to make the final arrangements for the event to be held in Egypt.

But, as promised, the final decision will not be made until the **political situation is that country is clear**. Our thanks goes to Salah and Mohamed for their hard work and understanding in this case.

FIJET Executive Committee
Director of FIJET Congresses & Meetings

FIJET NEWS

2012 Congress in Egypt – We are still monitoring the situation in Egypt before finalizing plans for



the 2012 FIJET World Congress. Unless things change following the election in Egypt, the Congress is planned from October 8-15, 2012 with two days in Cairo, then two days at the Red Sea resort of En Kohna, two nights in Alexandria and the final night in Cairo. Executive Committee member, Salah Attia notes that the first round of the Presidential election will be held in May with the second round (if needed) in June. Stay tuned! More information will be sent as soon as it is available.

Register Your Members – All FIJET members are asked to register on the FIJET website. We have been asking you do this for more than a year and I am sure that you are getting tired of hearing it. Unfortunately, we still do not have registrations from everyone.

We need you to register for several reasons. First, it will allow us to finally publish a Member Directory. Second, it will validate your Association and allow you to have a candidate in the upcoming elections and the participate as a full member in all FIJET activities. Third, it will save everyone time and effort when you register for a Congress or meeting. For example, when you enter your member number when registering for a Congress, most of the information (name, address, telephone, country, National Association, etc.) will be automatically filled in for you. All you will need to do is to enter your arrival and departure dates and your flight information and you are finished.

National Association Presidents can get a list of the people who have registered from their Association by following these instructions:

1. Login to the FIJET website. You do this by entering you Member number and your password. If you have never done this before, then the password is "open." You just enter any password that you want and it becomes your permanent password, so do not forget what you enter the first time.

2. Select "**Members Only**" from the upper menu bar.



3. Click on “**Association Members**” on the left side of the page. You should get a list of your registered members.

FIJET Elections – The names of the candidates for the FIJET elections have been submitted and the process is now in the hands of the Elections Sub-Committee. Their next step is to validate each of the potential candidates. This process involves confirming that the candidates are working journalists in accordance with the FIJET bylaws and insuring that they have valid National Associations. It is a process that will take some time. Additionally, they must wait until after June 30th when a determination is made concerning the countries with two National Associations.

As a result, they do not expect to release the names of the candidates until sometime in July. There will still be plenty of time prior to the voting for everyone to have the names of the candidates and learn about them. The names and a campaign statement for each candidate will be published in this newsletter once the information is provided by the Elections Sub-Committee.

2012 Young Journalists Academy Set for June –

Applications for the 2012 Young Journalist Academy are closed. But, if you still are interested in attending or having one of your members attend, then please contact Drago or Cveta immediately. Applicants must fill out an application form (obtainable by sending an email to Cveta Potocnik at: cveta.dotocnik@rtvslo.si or to Drago Bulc at: drago.blc@gmail.com). Further details can be found at: www.fijet-academy.com



FIJET ACADEMY 2012 IN MARIBOR, SLOVENIA “CULTURE AND SUSTAINABLE TOURISM” UNDER THE UMBRELLA OF UNWTO

The **3. Academy for Young Travel Journalists** will take place from June 1 to June 8 2012 in the second largest town in the Republic of Slovenia – in **Maribor**. This magnificent town on the banks of the River Drava, which is connecting four European countries Italy, Austria, Slovenia and Croatia, is situated at the outskirts of the Alps and sweeps with its wine growing hills gently down to the Pannonia Plain. The city boasts with 400 years old vine, which is officially recognised as the Oldest Vine in the world by Guinness book of world records.

FIJET Academy for Young Travel Journalists is an original project of FIJET Slovenia/Association of Travel Journalists, which aim is to provide additional training for young travel journalists, above all in the field of sustainable tourism, in collaboration with internationally recognised experts, combined with a study of established examples of good practice both in Slovenia and in other countries. An additional aim of the project is to facilitate networking among young travel journalists from all over the world, who, while improving their knowledge of sustainable tourism, will get to know Slovenian tourism and promote it around the world through the media they work for.

As Maribor is for the year 2012 designated European Capital of Culture and hundreds cultural events with a strong European dimension will be organized and the town on the River Drava will attract thousands of international visitors, the Board of the Academy in accordance with FIJET EC and BoD for the third Academy has chosen the theme "Culture and sustainable tourism". In the program among other events the visit to the nearby Austrian city Graz will be included, since this city was European Capital of Culture in the year 2003. As Academy is always an edutainment event participants will have the possibility to visit different cultural events and performances as well as tourist and cultural attractions in Maribor and its surroundings.



FIJET Academy Direktor Drago Bulc in November during the World Travel Market in London met with Taleb Rifai, Secretary General of the World Tourism Organization UNWTO. Taleb Rifai confirmed the interest of UNWTO to support the Academy. Details of this cooperation will be coordinated by Marcelo Risi, Principal Media Officer UNWTO, who was also one of the speakers at the second Academy earlier this year in Portorož, the leading tourist resort on the Slovenian Riviera.

ACADEMY FOR YOUNG TRAVEL JOURNALISTS
CULTURE - THE GREENEST SEGMENT OF TOURISM
Maribor, Slovenia, 1 – 7 June 2012

PRELIMINARY PROGRAM

June 1 2012, Friday

Arrival of participants to Hotel City Maribor (www.cityhotel-mb.si), Maribor
19.00 Get together

June 2 2012, Saturday

09.00 **Beginning of the educational programme Culture – the greenest segment of tourism**

09.00 – 11.00 **WORKING SESSION 1**

09.00 – 09.15 **Drago Bulc**, Academy director: Introduction to the theme

09.15 – 09.45 **Helena Cvikl, MSc.**, 2012 Academy Programme Director, Director of Vocational College for Catering and Tourism and the Vice President of International association of the leading hotel schools in Europe (EURHODIP): Taste Slovenia – Project integrating Slovenian culinary heritage in modern hospitality

09.45 – 10.00 **Milan Razdevšek**, manager of Maribor Tourist Board: ECOC - A chance for breakthrough of Maribor's cultural programmes

10.00 – 10.30 **Mitja Čander**, Programme director of European Capital of Culture Maribor (ECOC): Has the first half of the ECOC fulfilled expectations?

10.30 – 11.00 Discussion

11.00 – 11.30 Break

11.30 - 14.00 **WORKING SESSION 2 (Cases):**

- 11.30 – 12.00 **Marcelo Risi**, Principal Media Officer UNWTO: Culture a vital tool for the development of a sustainable tourism sector
- 12.00 – 12.30 **Jose A. Dielens**, Association of European Cities and regions for culture and official representative of FIJET: European capitals of Culture – all of them benefited?
- 12.30 – 13.00 **Beáta Seres**, International Press Relations, Pecs2010 Management Centre: Heir of the Pécs 2010 European Capital of Culture
- 13.00 – 13.30 **Prof. dr. Mario Plenković**, Faculty for Tourism University of Maribor and member of Network of UNESCO Chairs in Communications (ORBICOM): Culture in Travel Media
- 13.30 – 14.00 **Dr. Vlasta Kučič**, Faculty for Tourism University of Maribor: Communicating Culture in Travel Media
- 14.30 Brunch in Old Vine House (next to the oldest vine in the world, with an age of over 400 years it is registered in the Guinness Book of Records).
- 16.00 Visiting Maribor Wine Road and Meljski hrib with vineyards and cellars, visit of Anderlič wine cellar

Evening free to visit an event of ECOC

June 3 2012, Sunday

09.00 Excursion to **Pohorje Hills**

WORKING SESSION 3:

- Photographic workshop with **Ryker Lomas**, renowned travel and official FIJET photographer: Creative Travel Photography
- Herb workshop: Integrating local products in gastronomic programmes

15.00 Dinner in traditional Slovenian Restaurant Pri Lipi

Evening free to visit an event of ECOC

June 4 2012, Monday

09.00 Excursion to **Graz** – European Capital of Culture 2003 and the second largest city in Austria

WORKING SESSION 4:

- **Dieter Hardt-Stremayr**, managing director of Graz Tourist Office and President of European Cities marketing: Aims of European Cities Marketing, which is promoting and linking the interests of more than 120 members from more than 100 major cities in 32 European countries
- Sightseeing of Graz and urban culture areas designed in 2003

June 5 2012, Tuesday

08.00 Excursion to **Ptuj** - Partner city of ECOC and the oldest Slovenian city with rich cultural and natural heritage

WORKING SESSION 5:

- 10.00 Meeting the Mayor of Ptuj: Presenting projects for preservation of the oldest Slovenian town

(Sightseeing)

Travel to wine growing region Prlekija

18.00 Dinner and overnight stay in **Dvorec Jeruzalem** (The Jeruzalem Mansion), surrounded by picturesque terraced vineyards and hilly landscape of Perlekija region

June 6 2012, Wednesday

08.00 Departure from Jeruzalem to Croatian medieval town **Varaždin**, which represents the best preserved and richest urban complex in continental Croatia

Meeting colleagues from daily Varaždinske vijesti

WORKING SESSION 6:

- Meeting with the Mayor of Varaždin

Sightseeing of Varaždin

Transfer to Maribor

June 7 2012, Thursday

09.00 A ride with a timber raft along the Drava

WORKING SESSION 7:

11.00 – 13.00 Peter Linden, PhD, freelance journalist, teacher of journalism and writing, München: How to write attractive (Lecture and discussion)

13.00 – 15.00 Conclusion of Photography Workshop: Travel photo telling a story (evaluation of selection of photographs taken by participant during the Academy)

Afternoon free

19.00 Farwell gala dinner and delivery of Diplomas of participation at FIJET Academy for Young Journalists

June 8 2012, Friday

Departure of participants

FIJET Elections – Election for FIJET President and for the Executive Committee will be held this year. All National Associations are encourage to have a candidate (only one candidate per Association is allowed). In order to be considered a valid association and allowed to have a candidate, National Associations must have paid the dues for all of their members by March 31, 2012 and must have at least 10 Journalist Members registered on the FIJET website. Any association which does not pay dues or which do not have at least 10 registered members will not be considered valid and will not be allowed to have a candidate.

FIJET Members invited to the European Journalists 50th Congress –Our colleague Hendrik



**European Journalists
Association**

The Communication Network 1961

Schott (FIJET-Germany) notes that “some spaces are available to FIJET members at the European Journalists (EJ) 50th Congress which will be held in Razlog, Bulgaria from September 20-23, 2012.

The schedule of events is attached. If you are interested, you should contact Paolo Magagnotti, EJ President or EJ Secretary General Raluca Nelepucu (nelepucu@adz.ro Mobile: +40 726 319 746).

You can also contact Sofia Vassil Sotirov for information regarding Bulgaria and the area where the congress will take place. Vassil Sotirov’s e-mail and mobile: vsotirov@yahoo.com - +359 885 840 487

Mr. Magagnotti notes that, “Since it will be a special event because the Congress will coincide with the 50th anniversary of the EJ foundation, and because in the Country club when we will be staying the number of rooms for us will be limited, we need to have a pre-registration by December 20, 2011 and definitive confirmation by February 29.”

The participation fee is: 200 (two hundred)-Euros for a person in a single room and 350 (three hundred fifty)-Euros for two persons in a double room.

The participation fee includes:

- participation in all Congress events
- transportation from airport to the Club and back
- three nights in five stars hotel or apartment, including breakfast
- three dinners
- two lunches
- visits and excursions

50th EJ Congress

Razlog, “Pirin Golf & Country Club”

The Future of the European Union
Socio-economic Development in the Balkans

Thursday, September 20, 2012

Arrival day

- 9:00 pm: Welcome dinner at the Country Club (near Razlog)

Friday, September 21, 2012

Morning: The Future of the European Union

First part

- Opening of the Congress
- Welcome addresses by local authorities and representatives of the



Bulgarian Government

Second part

- Round table with politicians, journalists and businessmen.

Lunch

- Visit to the worldwide famous Rila Monastery
- Dinner in the wood with torches

Saturday, September 22, 2012

Morning: Socio-economic Development in the Balkans

First part

- Speakers:
 - Sergio Arzeni: Director, Centre for Entrepreneurship, SMEs and Local Development of the OECD, Paris.
 - Manfred Swarovski: Swarovski Chrystal; Founder and CEO of SWACO.
 - Jordan Kanazirev: Director, BALKANSTROY
 - Other Speakers TBA

Second part

- Round table with politicians, journalists and entrepreneurs.

Lunch

- Visits to be organized
- Dinner in Club's restaurants

Sunday, September 23, 2012

- Departure day

Pre-registration by December 20, 2011.

Registration confirmation must be received by February 29.



CONGRESS & MEETING PRODUCTION CRITERIA & RULES

CRITERIA FOR ATTENDING A CONGRESS

1. Any member whose membership dues are not paid by March 31 of the year of the Congress will not be allowed to attend the Congress.
2. New members may not attend a Congress in the first year of their membership.
3. Members who have not attended a Congress in the previous three years are required to present proof of their continuing activity as a journalist before being allowed to register for the Congress.
4. Anyone not sending in at least one qualifying published article, broadcast or photo credit, following a Congress or event will not be allowed to attend the next Congress or event and will be required to provide proof (audit) of their work as a professional travel journalist, writer, broadcaster or photographer over the previous year before they are allowed to attend any future Congress or event.
5. Congress quotas (if set) will apply to each country and not to each association.

PRODUCTION CRITERIA & RULES

(Note: All requested information must be provided in English)

1. All journalists members of FIJET attending a Congress, no matter their registration status, must write and publish at least one article following the Congress and prior to the deadline set for publishing. Articles published prior to the Congress are not acceptable.
2. Copies of articles and broadcasts must be sent to the Secretary General prior to the announced deadline. Since the deadline is usually six months following a Congress (exact date will be published prior to the Congress), unless a special exemption has been granted, no excuses will be accepted for failing to publish.
3. If there are extraordinary circumstances that prevent a member from meeting the stated deadline, a special exemption (which may or may not be granted) must be requested prior to the deadline for publication.
4. Acceptable articles MUST be published in a magazine, newspaper or recognized website. An article that is simply typed in a word processor is NOT acceptable. Articles published only in association newsletters will also not be accepted. Information posted to free Internet sites such as Facebook or YouTube along with blogs and blog sites are not acceptable to meet the publishing requirements.
5. When sending copies of articles and broadcasts, you must provide the entire publication (in the case of printed materials) and program portions that aired before and after (in the case of a broadcast). For print publications, this means the entire magazine or newspaper section.
6. Members registered as photographers, must provide copies of articles containing their photos (in the format stated in item 5 above). The photos must contain a photo credit with the name of the photographer or it will not be accepted. A CD that contains only photos is not acceptable.
7. All articles must contain the name of the person writing the article in order to be accepted. If you write under a pen name, you must provide us with that name prior to registering for the Congress.

8. No more than four people per publication will be allowed to attend a Congress in the name of that publication.
9. Only recognized and established websites will be acceptable for proof of publication. Those writing for websites must provide (in English) information about the site, including circulation figures, year site was established and information about the prime audience.
10. All articles, broadcasts and photos must be accompanied by the following information in English:

Title of Article
Name of Author
Citizenship of Author
Name of Media
Page number in the media or date and time of broadcast
Country of Media
Circulation of Media
Information on where publication is distributed
Date (month, year) article published or broadcast

NEWS FROM AROUND FIJET

VICTOR STORY

Golden Apple and Royal Crown

HRH Prince Edward, Duke of Kent hosted by PressTour (FIJET-Romania) during Romania visit.

By Victor Radulescu (PressTour, FIJET-Romania)

It was once upon a time, as it is with many stories about a fabled Romanian village in Transylvania, named Sibiel. A village, geographically located in the territory called Surroundings of Sibiu, that, although passed by empires, through wars and many other attempts at domination has a heritage and tradition of ethnological, cultural, historical and unique architecture that has been preserved to this day.

Seeing locals in their traditional clothing one sees the direct lince of descend from Trajan's Column in Rome. Here, too, is a land of shepherds. walking in the country and connecting with the land. It is an area which gave the world universal cultural personalities.

It is no surprise that Sibiel, has gained notoriety of being the most romantic eco-tourism area in the world. A quality





that has attracted the important "Golden Apple" (Oscar equivalent in tourism), offered by the International Federation of Journalists and Travel Writers - FIJET, in 2009.

Move forward and reach in 2011, when the inhabitants of Surroundings of Sibiu, have proved once again, the hospitality in front of 250 journalists from 30 countries during the World Congress FIJET, who made a stop in Sibiel.

Tirelessly to promote Romanian tourism, Tourism Press Club - FIJET Romania invited, this time, the HRH Prince Edward, Duke of Kent to visit these places of story. The Duke of Kent, cousin of Queen Elizabeth II, first passed by the German villages in Transylvania, on the Foundation, Mihai Eminescu Trust, owned by his nephew HRH Prince Charles, to restore and promote them as tourist destinations worldwide.

Earlier, HRH Prince of Wales made a documentary in Transylvania in the same natural beauty spoke about of wonderful people in this region.

HRH The Duke of Kent (during his visit on May 14, 2012) was accompanied by his son George Windsor, Earl of St. Andrews, Baroness Leach of Fairford, President of Mihai Eminescu Trust and architect Jeremy Amos, who supports restoring old houses in Transylvania.

To make a royal welcome that at Sibiel, special guests occupied seats in a cart with horses in front adorned with flowers, that at Buckingham. He attended the official reception by the mayor, and, as local custom dictates, was served with bread, salt and brandy. The guests were happy to visit the Glass Icons Museum, Pr. Zosim Oancea (the largest collection in the world), and of Orthodox Church from sec. XVIII.

The visit continued to an old forge on which are made horseshoes for saddled horses. Here they received the gift of a horseshoe for good luck. The royal group were impressed with a woman





who was weaving on an ancient loom and by a visit to the fire fighting museum. All this was done while walking through the quaint streets and accompanied by local villagers in traditional costumes.

Finally, the blue blooded guests stopped at Pension Coldea Mioritic situation on the Sibiel river, where they ate traditional Romanian dishes which included excellent cheese made by local shepherds, sarmale, polenta and sausage. Of course, they could not miss a

few glasses of tuica and wine as they listened to the sights and sounds of traditional musicians and dancers.

The Duke of Kent was so impressed that he took a camera from his own pocket and took photos. Others captured him dancing along with dancers dressed in traditional costumes. "It is a music that does not let you stay on chair," said the Duke. The only regret was that they had only a limited amount of time to enjoy the hospitality. But, they did promise to return soon.

Duke of Kent wrote: "Thank you very much for your warm welcome and generous hospitality you in your beautiful village Sibiel"

The person who invited the Duke and made arrangements for the visit, Victor Radulescu, President FIJET Romania, told the Duke about the Golden Apple that was presented to the area by FIJET in 2009. He also presented HRH The Duke of Kent with a plaque from PressTour and FIJET-Romania along with his sincere gratitude for the visit. Accepting the plaque, the duke noted that he will meet with the Queen in a few days and that he will share stories about Romania, Romanian villages and the beautiful Romanian hospitality.

This was yet another example of how FIJET and the FIJET National Associations can contribute to mutual understanding among the peoples of the world. FIJET tries to appeal to every responsible organization and to private, public and national Authorities to support the realization of its aims in strengthening the community of mankind, dissemination of information about nations and their history, habits, traditions and culture.



Tunisia, Djerba, 16-18 April 2012

THE FUTURE OF TOURISM IN THE MEDITERRANEAN 6th INTERNATIONAL CONFERENCE ON DESTINATION MANAGEMENT

Djerba was a Mediterranean tourism capital showing hospitality to the conference participants

A special report and photos by Tina Cubrillo (FIJET-Croatia) with translation by Marijana Becic (FIJET-Croatia)



The organizer was UNWTO with the help of Tunisian Ministry of Tourism and National Tourism Organization, under the auspices of Tunisian Government, while Tunisia Air was official carrier.

TUNISIA'S TOURISM COME-BACK IS FULL OF OPTIMISM



Tourism has been the most important economy for Tunisia celebrating its 50th anniversary. The 15% of the total population works in tourism! In 2011, Tunisia lost 2 million tourists and in 2012 they expect to repeat the best year of 2010 when they had 6 million tourists visiting the country. Tunisian Prime Minister opened the conference: *"A positive atmosphere can be felt in Tunisia and this Government will do its*

utmost to achieve economic growth while ongoing democratic process will allow better life for our people. Tourism will have a vital role in that process."

In 2010 Tunisia had 6 million tourists, while during the revolution in 2011 the number fell to 4 million. The country wants to achieve the previous goal and return tourists' confidence by a major campaign in Europe and far destinations. By organizing this conference, Tunisia wants to show it is a secure and pleasant destination where tourists will not only get what he paid for but even more! Over 400 conference participants in Djerba were convinced in that. Prime Minister's participation showed everyone how tourism is important for them – maybe even the most important!

TUNISIA – MEDITERRANEAN MEETS ORIENT – A DESIRABLE COMBINATION

Located at the north of Africa, Tunisia's Mediterranean coast is 1.298 km long. The area is a cradle of ancient civilization of Chartage. A 40% of country's 162.155 km² surface is a desert! Tunisia – with a capital of the same name – has got 10,2 million inhabitants and by geography, climate, gastronomy, history, culture and tradition it is a Mediterranean country. Olives and figs – most significant Mediterranean characteristics – can be found all over, as well as life on the streets, trade and craftsmanship. The main economies are agriculture, mining, processing industries but tourism is the most important employing 15% of the total population. A high un-employment rate of young people, who started the revolution, sees its chance in tourism.

The revolution in Tunisia turned a new page in its history – the Prime Minister Jebali said to the press, calling it a “Tunisian Spring”. The ruling Ennahada Islamic party promises new democracy and economic growth. Both, the Prime Minister and the Minister of Tourism pointed out the importance of investments in tourism. A large number of tour operators from Germany, Italy, France, and Middle East have returned to Tunisia.

IN 2012 TUNISIA CELEBRATES 50 YEARS OF TOURISM

From the capital Tunisia one hour flight takes you to Djerba, an island of 514 km² offering many pleasant surprises: hospitality, tradition and three thousand years of history of various civilizations. Djerba will offer you – not only long sandy beaches – but also a globalization in world’s luxury hotels chains, all-inclusive family holidays, and array of sports from golf to horse-back riding. A tradition and contemporary life is interwoven here and in the whole country. The new hospitality architecture is in local blue-and-white Tunisian colors. The gastronomy is a mixture of Mediterranean and Orient, rich in colors, flavors and aromas.



In 2012 when Tunisia celebrates 50 years of tourism, this conference sent important messages and those messages were sent from the country’ highest level – the Prime Minister Hamadi Jebali who co-chaired the conference with Taleb Rifai, UNWTO’s Secretary General. The message says that tourism is the most important economy for Tunisia!

THE FUTURE OF TOURISM IN THE MEDITERRANEAN

Economic crisis, political unrests and changes, conflicts in North Africa and Middle East, earthquake in Japan – all of these marked the 2011. In spite of that, UNWTO statistics recorded 980 millions of tourists – 41 million (4,4%) more than in 2010. While Europe’s growth was 6,6% (503 million, 28 million more than in 2010), Mediterranean recorded 306 millions of tourists which is one third of the total world’s figure. European part of Mediterranean sees a growth of 6,4% while



Middle East and African parts note big decrease. Tunisia’s downfall was 30,7% and Egypt’s 32,4%. The most significant tourist regions are France (79 mil), Spain (57 mil), Italy (46 mil), Turkey (29 mil), Greece (16 mil).

In 2011 Mediterranean countries had a tourism income of 265 billions of EUR which makes 26% of world’s total tourism income. While European part notes the income growth of 7,4% compared to 2010, Tunisia had income downfall of 35%, Egypt 33,8%, Jordan 20,3%. These figures implicate tourism’s sensitivity to political instability or natural disasters.

UNWTO forecasts half a billion of tourists in Mediterranean by 2030, meaning 10 million of growth each year.

MEDITERRANEAN NEEDS A TOURISM STRATEGY

Mediterranean, as the world's most important tourism region, sees a business increase but the part of international travelers is falling down compared to far destinations. UNWTO's Executive Director Frederic Pierret perceives it as the sign of crisis, especially for the countries of North Africa and Middle East. Mediterranean's most important and recognized brand "sun, sea and beach" is a bit worn out and needs a strong re-branding. A comprehensive tourism strategy of Mediterranean is a must as well as better cooperation of its countries when targeting far destinations – these are major messages of the conference in Djerba. Such closer cooperation has been agreed on by Turkey and Tunisia here in Djerba. Over 400 conference participants from 40 countries (politicians, professionals, scientists, finance and traffic specialists, and journalists) dealt with such issues as re-designing Mediterranean brand which could "click" in the hearts of tourists from far destinations, investments in tourism infrastructure and its financing, promotion using new tools and technologies.

BILLION OF TOURISTS WILL TRAVEL THE GLOBE IN 2012



The statistics confirms the fact that people want to travel! According to UNWTO the most significant detail is the growth of travel and income from tourism. In spite of economic crisis and high unemployment in many countries, the 2011 saw the growth in travel and income apart from North Africa and Middle East countries due to political unrests.

Tunisian Prime Minister's press conference showed a huge interest of the press. He answered all the questions including political situation, democratic process, investments. For local people tourism means life! With a poverty and high unemployment, tourism is a big chance and main driver in economy, together with agriculture and trade. In spite of big potentials, the restrictions are mainly in political situation. Both, Tunisian Prime Minister and Minister of Tourism are very optimistic pointing out that Tunisian Spring brought political stability, tour

operators and tourists back to the country. They stressed how Tunisia lost 2 million of tourists from 2010 to 2011 due to political situation which they intend to get back offering fine vacations for very affordable prices.

Turkey gained most compliments for its results and tourism strategy exposed by Turkey's Minister Gunay.

Tijani Haddad, FIJET's President and Taleb Riafi's media advisor, participated in the conference. He pointed out the importance of creating a new Mediterranean brand which will combine the abundance of differences in history, civilization, archeological sites, nature, customs, and gastronomy. The whole area has been shaped by three world's major religions: Judaism, Christianity and Islam.

6th International Conference on Destination Management

Tunisian National Tourist Office and UNWTO

Photos & captions by Tina Cubrilo (FIJET-Croatia)

Tunis –Djerba, April 17-18, 2012



Welcoming front luxurious Casino where he held a conference and work shop with local representatives



Welcoming speech Prime Minister of Tunisia Hamadi Jebali. The Prime Minister emphasized the great importance of tourism to Tunisia, which opens up investment, employment and democratic processes



Tunisian Prime Minister press conference. Among the 40 journalists and colleagues Antonio Bonelli(Italia)



Figure: (seat, from left to right): Minister of Tourism of Tunisia, Elyes FAKHFAKH, (center) Tunisian Prime Minister Hamadi JEBALI, (first from right), Taleb Rifai UNWTO Secretary Gen

The stand-Video Turkish Minister of Culture and Tourism Ertugrul Gunay

In anticipation of the conference, agreement Prime Minister (right) and Minister of Tourism of Tunisia



During a press conference with Tunisian Prime Minister Hamadi Jebali and UNWTO Secretary General Taleb Rifai (on the left), journalists from across Europe express interest in the safety of tourists and economic reforms.



Giacomo Glaviano (FLAI – Italy) and Antonio. Bonelli (CIST, Italy)

Djerba, the hotel **Park Inn by Radisson** detail from room





In a press conference a great interest of foreign journalists (in the background right, president of FIJET Tijani Haddad)

The Tunisian Minister of Tourism held a press conference. And while the Prime Minister spoke about the political and economic situation, the minister emphasized the quality of investment and tourism facilities, infrastructure



Tijani Haddad and Tina Cubrilo

Identification & Development of Tourism Products Relating to Territorial Systems

By Antonio Bonelli (CIST, Italy)

(The following report was delivered at the 6th International Conference on Destination Management in Djerba, Tunisia from April 17-18, 2012)

The identification and the development of tourist product “relating to territorial systems, it is “urbanisticamente” (land economic integrate plannings) seen in the formula of the " 3 Ss."

S= SITE (Territory-place)

S = SEAT (Receptive Accommodation)

S = SERVICE (Services of reception, of shopping, of craftsmanship and of restaurant field, sporting services, thermal services, etc)

The motivations, in our case about sporting events, will be the catalyst elements of direct tourist movement and armatures in the considered Areas.

The objective consists in the ability to create a product around to a product “, that means to develop the primary one, for instance, the sporting product, all those activities and transversal relapses, that allow, for instance, a better “organized” permanence and tending to a longer duration compared to the classical one of every type of stay.

In the case of a place center of sporting events is necessary to know how to offer its territory, with the different calls according to criterions of economic integration.

PLACE

The tourist image of a place essentially springs from the combination of the following factors: Natural (geographical position, climate, flora, fauna, etc.)

Social (mentality, hospitality, uses and customs, history, culture, gastronomy, cost of the life, ecology, economy, social attractions, safety)

Structural (communications FS, aerial, bus, net transports urban, taxi, theaters, museums, hotel equipments, stadiums, tourist guides)

Assistant (advertising initiatives, cultural demonstrations, sporting events, material promotional, Aid to the tourists, control of the costs).

THE TOURIST LOCAL SYSTEMS



In synthesis the places have to know how to find a proper CONCEPT that on one side overcomes the traditional reading for points (the tourist communes), or for lines (the coastal amalfitana or romagnola), or for natural vocation (sea, art, mountain), from the other side they are introduced by a new formula. That of the Slot or rather of the tourist local system, that wants to represent a new way of intervention in the process finalized to the ideation and the creation of a net of a entrepreneurial coordinated activities that contribute to develop an ample range of tourist products. It is necessary to affirm the concept of hospitable system with a specific territorial Marketing tied up to its primary resource of the layer.

The winning strategy will be that one which offers the precious opportunity to present itself to the national and international operators as micro systems of reception to specific place, already individuabili as typology of offer or centers of enogastronomic, thermal, cultural, sporting tourism.

The City Marketing with the Slot tool represents the tomorrow, one of the few practicable solutions from the smaller centers, since for the whole tourist entrepreneurs that gravitates and work inside these local contexts, main difficulty is that, still before making people know their own lay-outs and own services and the relative endowments, it is necessary to promote The Tourist Destination In How much Such.

In other words the Slot is one of the few innovative formulas to garrison the tourist Markets and to develop a propositive and creative role, forming itself of those sale opportunities of the single tourist products, opportunity that esulano from the actual existing possibilities in case of „reflected light “of which a lot of zones enjoy, but it would be better to say „they suffer “in comparison to the great tourist destinations with strong receptive appeal.

Having participated in the layout of plans and national laws government, as conversant of urbanistic plannings, for the esimiis colleagues and agreed upon chairmen on the occasion of "Illes Balears Forum" to Palm de Majorca, thinks that it is interesting to bring the art. 5 of the new law Italian picture that recites: " systems are defined tourist local homogeneous or integrated tourist contexts, with territorial areas belonging different regions, characterized by the integrated offer of cultural goods, environmental and tourist attractions, with the typical products of agriculture and local craftsmanship or by the presence of single or joint tourist enterprises"



Area - Place' Tourist - The Local Tourist Systems the Slots

The tourist image of a place springs from the combination and from the structuring of the following elements:

- natural (geographical position, climate, flora, fauna, etc.);
- social (mentality, hospitality, history, culture, gastronomy, cost of the life, economy PIL, social security, attractivities, etc);
- structural (road communications, railway, aerial, bus, urban transport, tube, taxis), the level and quality of hotel end extrahotel equipments, level and quality of equipments, sporting infrastructures, museums, tourist guides, etc);
- assistant (advertising Initiatives, cultural demonstrations, sporting events, material and promotional actions in the fairs and media, the media press and TV, Aid to the tourists and tourist guides, control of the costs).



We can define tourist an Area that offers, in the temporal actuality, according to the motivation of attraction - the event - good and services. From how much above it comes down the formulation of the Slots - Tourist Local Systems, finalized to the determination of a net of entrepreneurial coordinated activity - referable to the "Tourist territorial layer "-that functionally contributes to the development of an ample range of tourist products.

DMS DESTINATION MARKETING SYSTEM

Once delineated and defined the local tourist systems in the just mentioned sense, it is necessary to appraise them in the optics of the destination management both public or private.

These subjects compete together in the same international arena and they look for common tools to face the problem. Tools because only today the destination management with the new technologies of the information, has the means to produce concrete results, both from the managerial viewpoint, or the distributive viewpoint.

In fact, commercial success is conditioned from the visibility got reaching a critical mass thanks to new technologies.

THE BENEFICENT POTENTIAL OF THE DMS COME TOOLS

The destinations marketing system (DMS) are web sites that allow the interaction between demand and offer of the tourist services, and therefore the dynamic communication among consumers, suppliers, public tourist organizations over that the intermediation.

The DMSs are a bridge created for uniting all tourism components that for their nature are heterogeneous to facilitate the relationship among all the tourist operators is both public or deprived.

Their assignment is therefore to pick up the greater number of data about all aspects of the tourist offer of the territory (specific infrastructures as those sporting, attractions of events, produced, etc) and structural in way of making them manageable through the new distribution electronics channels.

For the producer of services or events (transport, receptive, restaurant) in particular relating to sporting events, the purpose is the increase of the product in the DMS to strengthen the promotional information and the marketing of it.

For the intermediation, benefits of the DMS are essentially related to the availment as source of information and as tool of booking and issue of writs.

THE TERRITORIAL MARKETING

The competition of territories with vocation, it is based on the ability of the organizations - public and private - to capture flows through a contemplated communication that valorizes the territory and its abilities of reception.

Public and private sectors have to be coordinated to realize effective promotional politics able to guarantee an out-of-pocket return of the finished actions in terms of development of the single sectors and the entrepreneurial abilities.

PRINCIPAL ELEMENTS OF THE DESTINATION MARKETING: PERIODICITY', ORIGIN, SEGMENTS.

The role of the public sector must be brings back attractions to the exploitation of the territory and the safeguard and the improvement of the abilities and reception, keeping in mind that the objectives we have to reach are:

- the valorization of the territory product;
- the activation of a marketing destination strategy through a concrete operational symbiosis
- public-private.

The organization of the territory brings its choice as "destination." If events (in general or particular sporting events), the facility of attainment., the qualitative and quantitative receptiveness, the change, make "appealing" a place, it is fundamental the maintenance of the environment.



To insert an event in a territorial context - and in particular a sporting event –a preliminary verification will be necessary and a consequent integrated planning that keeps in mind:

- environmental historical-cultural and resources;
- infrastructures of connection and accessibility (transports, sanitary services, etc.);
- receptive and congress lay-outs, for entertainment and fun;
- of the productive activities (commerce and craftsmanship);
- of the professional and managerial training.



You will owe tener account of these strategic aspects to assure a realistic base contemplated to the compatible development of one "destination" tourist with further value of sporting specifications. You owes present tener of that the operational goal is the positioning on the Market with a balanced mix:

- - image turitica and of his/her characteristic elements and badges;

- tourist rating, intending the reliability of the place as hospitable ecosystem; It would be opportune to consequently determine a "brand of Area" to which to report

attractions motivational and flexible strategies of marketing.

The verification would be necessary, if it existed, or the constitution of a technical committee of elaboration and definition of strategies riguardanti the organization of the referable commodity to the territory (if not in the district), the diffusion of a culture of share of the same commodity and the planning of initiatives promotional coordinates.

THE CERTIFICATION OF THE TERRITORIES WITH SPORTING DISTINCTIVE SPECIFICATIONS.

For the insertion of a "Trademark of place or district necessary "are:

- rigorous criterions of environmental sustainability.
- the segmentation of the Market in its generality and in the relationship with the sporting segment.

The depth of the process of segmentation in the single sectors of the economy, will depend on the entity of the investments in the same related sector and to unite productively to the priority segment, as



in the particular case of places with actual or future sporting motivations.

A territory can be considered as a real product to promote, to commercialize and to sell to the prospective target, considered, to determinate or adquire. (fidelizzazione).

The targets of demand of a territory product, in particular with sporting values, it can be identified as "usufruttori" international, national, residents, pendulum-like, of business. A segment of particular interest is that one of the outdoor, national and international investors. The level of attractivity of a territorial reality with specific sporting values is directly proportional to the quality of and organizational strategies of the public and private actors.



Marketing decisions are fundamental and in particular operational marketing, that is of the politics of product, of promotion, of sale and of price. It is fundamental the reference to a believable authority that develops this function, a corporate body able to make GROUP, to put online the realities and the present potentialities to valorize or to create a product, in particular of "Sporting Brands", according to formulas of marketing mix at national and international level.

It is necessary to give particular attention to the efficiency of public services, in particular of transport and any sanitary services.

In theme of qualification it can be said that the territory should be considered to service of the entrepreneur without direct determination but with control, in preventive and managerial phase, of the operativity of the same one for the respect and the obligatory improvement of the quality of the same territory.

PROMOTIONAL ACTIONS

Promotional activities will have to accord themselves to a' correlated unique and polyvalent image to a multiplicity of messages through medias in determined moments for various segments of the Market.

They will be directly necessary for promotional politics about enterprises in the planning of single initiatives and, contemporarily, strengthening the communication for the promotion and territorial diffusion.

An involvement of enterprises, involved in co-management of arranged promotional politics, can guarantee a communication, both inside or outdoor.

It deals with underlining the central role of the enterprise in the picture of the public politics, with trusts of services, of support to the generating primary subject and manager of the intervention.

To guarantee the evidence the throwing of an event, in particular a sporting event in an Area related to a tourist system, deals with verifying or predispose a mix of politics of intervention or supporting the territorial party system, in which there are involved actors and they are valorized according to a pious and no economic picture of contemplated operativity and verifiable temporally for possible compensatory interventions.

They remember, because fundamental the yardsticks to be verified:

- actual attractivity of the central Area of the sporting event, fundamental for the activation, not episodic, of tourist flows.
- accessibility to reach the Area (road, aerial and port infrastructures,);
- the environmental quality individualized from the whole physical and symbolic factors that determine the ecosystem of of a place, the safety of pscophisic comfort of tourists and the agreements for the various events;
- quality of the economic lay-outs considered as the demand to guarantee a right net of enterprises and to guarantee the "customer satisfaction."

To delineate the planning of politics and territorial realizations, it is necessary to materialize for the Areas, in local sense, with competitive plus in comparison to others. They will be determinant for formalities of the involvement of the different subjects that compose the complementary and additional tourist and offer support and integration to an event, in particular a sporting demonstration.

Vyacheslav Lozhko (FIJET-Ukraine) Publishes Book on Romania – Vyacheslav Lozhko



added one more credit to a long list of distinguished accomplishments with the publication of an impressive new book about Romania. The book follows the last FIJET World Congress in Romania and covers many of the spectacular sites and locations visited during that memorable Congress.

The book takes the reader through an intimate look at the rich culture and history of the Romania people. Illustrated with dozens of photos and rich text, it is a testament to the resilience of the Romania people, and development of Romanian tourism.



In addition to being a member of FIJET, Mr. Lozhko has been awarded the International prize (Poetry”, is the first laureate of all-Russian literature prize (2008), the Literature prize laureate “Tradition” in 2012 and the winner of the award of All-Ukrainian literature competition “Russian word of Ukraine” in 2007.