

# CIHTCONFERENCE

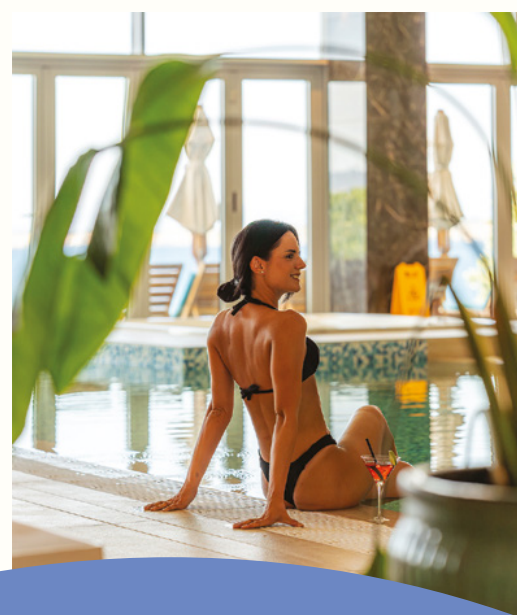
## 12<sup>th</sup> Crikvenica International Health Tourism Conference



22<sup>nd</sup> and 23<sup>rd</sup>  
October 2025  
Crikvenica, Croatia







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## WELCOME

Welcome to the 12<sup>th</sup> CIHT Conference, an international conference dedicated to health tourism! Crikvenica was one of the first destinations in Croatia where health tourism started to develop back in the 19<sup>th</sup> 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 well-being is a very important part of everyday life on the Crikvenica Riviera.

The above focus bore fruit in the form of our first health tourism conference, which was held in September 2013 on the occasion of the 125<sup>th</sup> anniversary of tourism in Crikvenica. Over the past few years, the Crikvenica International Health Tourism Conference (CIHT) has become a well-known event, bringing together some of the world's foremost experts in health, tourism and business. The organisers of the Conference are the Crikvenica Tourist Board and the Kvarner Health Tourism Cluster, while Thalassotherapia Crikvenica and the Terme Selce Polyclinic are the co-organizers.

The CIHT Conference will be held this year for the eleventh time in a row, on the 22<sup>nd</sup> and 23<sup>rd</sup> of October 2025. The venue of the Conference is the Omorika Hotel in Crikvenica.

The 2025 CIHT Conference will feature about 20 eminent international speakers from countries all over the world. We are grateful to all of them for having set aside their time in order to share their valuable experience and knowledge with us. Most of these speakers are also linked with the corporate sector, i.e. companies investing in and managing this field. The priority of the Conference is the achievement of the quality of content, which also includes applicability of the shared knowledge and expertise. This year's CIHT Conference continues to contribute to current theoretical knowledge as well as

practice, emphasizing the strategic importance of the development of health tourism. The CIHT Conference is gaining a greater and greater recognition in the branch. We ought to give special thanks to the long-time sponsors of the Conference, the Ministry of Tourism and Sports and the Ministry of Health of the Republic of Croatia. Traditionally, we are supported by partners such as the Jadran Galenski Laboratory, the Croatian Chamber of Commerce, the Croatian National Tourist Board, the Kvarner Region Tourist Board, and the Town of Crikvenica. We extend sincere thanks to all of them. We also thank all who participated in the organisation of this year's Conference and we are confident that CIHT 2025 will again prove the value of cooperation between health services, tourism and business, along with all the others who directly or indirectly impact this sector, thus tracing a joint path to success.

All participants of the CIHT conference have the opportunity, starting from the beginning of October, to schedule meetings through the **empl.io** platform at pre-arranged tables, which enhances networking opportunities with health tourism partners.

A new feature of the upcoming CIHT Conference is Career Day, which involves both university and high school students. As part of this program, students from the Faculty of Tourism and Hospitality Management, Faculty of Economics Rijeka, Faculty of Medicine Rijeka, Faculty of Health Studies Rijeka, Faculty of Dental Medicine Rijeka, as well as students from Rijeka Medical High School, will conduct research on the topic Generation Z – A Perspective on the Development of Health Tourism. Thank you for your participation. We trust that you will enjoy the many interesting topics, educational presentations and constructive debates at this year's CIHT Conference.

Looking forward to seeing you again in 2026!

### Organisers:



**Crikvenica Tourist Board**  
Marijana Biondić, MSc.  
Director



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





## 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 19<sup>th</sup> 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: Special Hospital for Medical Rehabilitation of Respiratory and Locomotor System Diseases 'Thalassotherapy Crikvenica', Polyclinic 'Terme Selce', 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, Experience Crikvenica Gastro, Health & Outdoor (spring and autumn edition), Strawberry Festival, (Sr)etno Selce ethno festival, Na palade - music festival, CrikvArt - street entertainers festival, Moja mala kala, Šilo-Crikvenica swimming marathon, the Tourism Days, Oily Fish Month or the Fisherman's Week, and other music and sports events.

The Crikvenica-Vinodol region has about 200 km of footpaths and hiking trails and 425 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 24.600 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.



[www.rivieracrikvenica.com](http://www.rivieracrikvenica.com)

# PROGRAMME

**Day 1** – 22nd October 2025

## „What's Up in Health Tourism“

08:30 – 10:00

### REGISTRATION

10:00 – 10:30

### OPENING CEREMONY

10:30 – 11:30

### 1. Impact Of Climate Change On Health Tourism Destination

Moderator:

- Assistant Professor **Vladimir Mozetič**, MD, MHA, President of the Kvarner Health Tourism Cluster

Introductory speakers:

- **Zoran Vakula**, meteorologist
- Prof. Ph.D.Sc. **Luka Traven**, Head of the Department for Biological Monitoring and Exposures of the Teaching Institute for Public Health of the Primorje-Gorski Kotar County

Panelists:

- **Zoran Vakula**, meteorologist
- Prof. Ph.D.Sc. **Luka Traven**, Head of the Department for Biological Monitoring and Exposures of the Teaching Institute for Public Health of the Primorje-Gorski Kotar County
- **Jelena Holenko Pirc**, Owner of Lynx and Fox agency, Delnice
- M.Sc. sc. **Lidija Srnec**, Head of the Department for Climate Modeling, Climate Change Monitoring and Biometeorology, State Hydrometeorological Institute
- Mr. sc. **Vjera Matković Ferreri**, MD, spec. psychiatrist, subspec. biological psychiatry, spec. neurologist, somnologist

11:30 – 12:30

### 2. Personalization In Health Tourism And The Roles Of All Stakeholders In Health Tourism

Moderator and Introductory speaker:

- **Ivan Rendulić**; President of EHMTA, founder of Zagreb Med

Panelists:

- **Veronica Rodriguez Izaguirre**, Director of Barcelona Medical Destination
- **Tomislav Fain**, owner and director of the tourist agency Terra Travel d.o.o. from Zadar, president of UHPA

- **Aron Grubešić**, MD, official representative of Acibadem Healthcare Group for Croatia
- **Ana Lelas**, univ.spec.oec., Specialist Coordinator for Health and Wellness Tourism, Product Development Department, Croatian National Tourist Board

12:30 – 12:45

### 3. Health tourism and top sport „FROM INJURY TO REALIZING OLYMPIAN AND PROFESSIONAL DREAMS“

Introductory speaker:

- Primarius **Vlasta Brožičević**, doctor, specialist in physical medicine and rehabilitation, rheumatology

VIDEO MESSAGE by

- **Daria Obratov**, MSc, PhD Candidate in Molecular Biology & Sport Science, first Croatian luge Olympian

12:45 – 13:10

### COFFEE BREAK

13:10 – 14:10

### 4. Health Resorts – Challenges And Development Opportunities

Moderator:

- **Ivana Kolar** - President of the Health Tourism Association - Croatian Chamber of Commerce, CEO and owner Julius Rose Business Consulting

Introductory speaker:

- Prof. **Viktor Peršić**, MD, PhD, Director of Thalassotherapia Opatija

Panelists:

- **Zoran Kovačević**, MD, executive director - Institute for Physical Medicine, Rehabilitation and Rheumatology "Dr. Simo Milošević" A.D. "Igalo", Montenegro
- **Dragan Bogdanić**, MD, director - Health and tourism center "Banja Vrućica", Bosnia and Herzegovina
- **Saša Požar**, director - Association of Slovenian natural spas, g.i.z., Slovenia
- **Nataša Manestar**, univ. spec. oec., Director of Thalassotherapia Crikvenica
- Prof. **Viktor Peršić**, MD, PhD, Director of Thalassotherapia Opatija



14:10 – 15:15

## LUNCH

15:15 – 16:15

## 5. Lifestyle Medicine – Specialized Niches In Health Tourism

Moderator and Introductory speaker:

- **Mojca Gradišek**, Spa Consultant, CEO and MAI SPA brand owner

Panelists:

- Prof. Dr. Sc. **Antonija Balenović**, MD, Croatian National Institute of Public Health, Department of Health Promotion
- **Marina Delić**, MD, chief physician of Health & Wellbeing Retreat de'MAR – Vrmac; Hyatt Regency Kotor Bay
- **Živa Fabjan**, MD, specialist in plastic, reconstructive and aesthetic surgery, Fabjan Clinic, Slovenia
- **Ana Mogulić**, Head of cosmetology department at Poliklinika Sinteza

16:15 – 17:15

## 6. Digital Health And Health Tourism Transformation & Inovation

Moderator and Introductory speaker:

- **Damir Medved**, director of the EDIH ADRIA project

Panelists:

- **Amena Malik** MD, MPH, Empaneled Consultant for MENA Region
- **Anita Bujanić**, MA Pharm, Founder and CEO of Health Hub
- **Anja Barešić**, PhD, Head of the Laboratory for Computational Biology and Translational Medicine, Ruđer Bošković Institute
- **Daniel Milin**, CEO at Adricom Ltd.

17:15 – 17:30

## CONFERENCE CONCLUSIONS

19:00 PROMOTION OF LOCAL PRODUCTS

20:00 DINNER AND PARTY

## Day 2 – 23rd October 2025

10:00 – 12:00

### STUDENT WORKSHOP AND CAREER DAY GEN Z ON THE MOVE: INSIGHTS INTO HEALTH TOURISM PREFERENCES

10:00 – 12:00

### B2B MEETINGS FOR PARTICIPANTS

12:30

## LUNCH

14:00

### DESTINATION TOUR – HEALTH INSTITUTIONS TOUR

14:00 -18:00

### Special Hospital for Orthopedics Dr. Nemec, Matulji – tour of the hospital and short presentation

### Special Hospital Medico, Rijeka – tour of the hospital and short presentation



## PRESENTERS



Antonija Balenović  
*Croatian Institute of Public Health*



Anja Barešić  
*Ruder Bošković Institute*



Dragan Bogdanić  
*ZTC Banja Vrućica*



Vlasta Brožičević  
*Terme Selce*



Anita Bujanić  
*Health Hub*



Marina Delić  
*Health and Wellbeing Retreat Vrmac*



Živa Fabjan  
*Fabjan Clinic*



Tomislav Fain  
*UHPA - Association of Croatian Travel Agencies*



Aron Grubešić  
*Acibadem*



Jelena Holenko Pirc  
*Lynx and Fox*



Dr Zoran Kovačević  
*Simo Milošević A.D. Igalo Institute*



Ana Lelas  
*Croatian National Tourist Board*





Dr. Amena Malik  
*Vmarsh Healthcare*



Nataša Manestar  
*Thalassotherapy Crikvenica*



Vjera Matković Ferreri  
*Primari Polyclinic*



Daniel Milin  
*Adricom*



Ana Mogulić  
*Sinteza Polyclinic*



Daria Obratov



Viktor Peršić  
*Thalassotherapy Opatija*



Saša Požar  
*Slovenian Spas Association*



Veronica Rodriguez Izaguirre  
*Barcelona Medical Destination*



Lidija Srnec  
*Croatian Meteorological and Hydrological Service*



Luka Traven  
*University of Zagreb School of Medicine*



Zoran Vakula  
*Meteorologist*



# MODERATORS



**Mojca Gradišek**  
*Mai Spa Experience*



**Ivana Kolar**  
*Julius Rose*



**Damir Medved**  
*UNIRI - EDIH Adria*



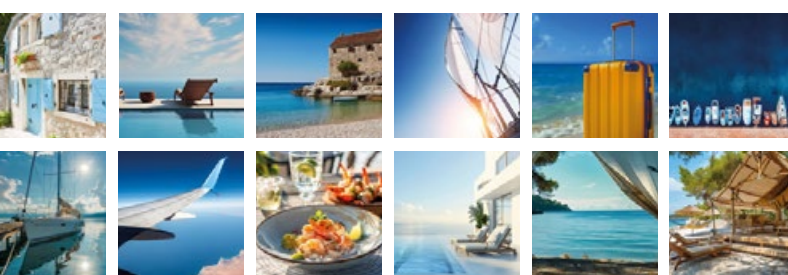
**Vladimir Mozetič**  
*Kvarner Health Tourism Cluster*



**Ivan Rendulic**  
*RexRea | ZagrebMed*







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# vizolS

HYDRO LIPID BALANCE

## Za sve tipove suhog oka<sup>1</sup>

• Primjena bez skidanja kontaktnih leća<sup>2</sup>

Literatura:  
1. JGL Clinical investigation report 2023, Data on file | 2. Uputa o proizvodu, Vizol S Hydro Lipid Balance, lipanj 2024.

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## CRIKVENICA RIVIERA Feel the rhythm all year long

EVENTS 2026

- January 10th – February 18th -----CARNIVAL IN CRIKVENICA
- April 4th-----EASTER IN CRIKVENICA AND SELCE
- May 16th – 17th -----STRAWBERRY FESTIVAL
- May 23rd -----SCAMPI FESTIVAL
- June 5th – 6th-----SRETNO SELCE ethno festival
- June 19th -----NA PALADE – SONGS & STORIES music festival
- July 3rd – 4th-----MOJA MALA KALA ethno festival
- July 17th – 18th -----CRIKVART street entertainers festival
- August 4th-----TOURISM DAY
- August 15th-----ŠILO – CRIKVENICA SWIMMING MARATHON
- August 29th – September 5th -----FISHERMAN'S WEEK
- September 18th – October 18th -----OILY FISH MONTH
- November 27th – December 31st -----ADVENT IN CRIKVENICA



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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 and organising numerous cultural, entertainment, traditional, culinary, sporting, recreational, and other events. 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. 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 sectors, 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 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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Organisers:



Co-organisers:



Patrons:



Sponsors & partners:



Media patron:



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