



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 – June, 2012



Participants in the Third Annual Young Journalists Academy in Maribor, Slovenia

*“I have found adventure in flying, in world travel, in business, and even close at hand...  
Adventure is a state of mind - and spirit.” – Jacqueline Cochran (1910 - 1980)*

### 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 looks at the many activities during the month of June, including the Young Journalists Academy in Maribor, Slovenia, the Golden Apple presentation and several decisions that came out of the meeting of the Executive Committee in Turkey.

**FIJET News** – The latest information about the FIJET 2012 World Congress in Egypt; an update on the elections; a report on the Third Young Journalists Academy in Maribor, Slovenia by Cveta Potočnik; an invitation to join the European Journalists 50<sup>th</sup> Congress.

**News From Around FIJET** – A report on the Golden Apple ceremony in Slovenia by Cveta Potočnik; a report on an exhibit of Romania art in Belgium by Radelescu (PressTour, FIJET-Romania).

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**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**

### **Busy Month for FIJET**

This past month has seen a lot of **activity and a number of important decisions** regarding the future of FIJET. It began with the third annual **Young Journalists Academy** in Slovenia. This was followed by the presentation of the **FIJET Golden Apple** in Slovenia and a **meeting of the FIJET Executive Committee** where several key decisions were made.

**The Young Journalists Academy** in Maribor was, once again, a **great success** and an important part of the FIJET future.

**Sixteen young travel journalists** from Romania, Bulgaria, Italy, Croatia, Hungary, Turkey and Slovenia took part in the Academy to discuss the theme of “Culture, the Greenest Segment of Tourism” and learn more about the profession of being a travel journalists from the assembled veterans.



Also attending were FIJET President **Tijani Haddad**, Academy Director **Drago Bulc**, FIJET Secretary General, **Jacques Campe**, FIJET Treasurer **Bernadette Roux**, **Tina Čubrilo**, president of FIJET Croatia, **Tomaž Kancler**, M. Sc. Mayor deputy of Municipality Maribor and **Milan Razdevšek**, director of Tourist Board of Maribor. **Jose Dielens** (FIJET-France) and **Ryker Lomas** (*TravelJournos*, FIJET-North America) were among featured lecturers.

Our hats go off for **Drago Bulc** and **Cveta Potočnik** for their hard work in once again making the Academy a wonderful success. *(Please see the story on the Academy by Cveta Potočnik in this edition of the newsletter)*

Assuming the proper funding and support, the **2013 Young Journalists Academy** will be held in **Ljubljana, Slovenia**. Additionally, Executive Committee member, **Salah Attia** has offered to **organize a second Academy** in Egypt in December, 2012.



Immediately following the Academy, attention shifted to the town of **Kobarid, Slovenia** where the coveted **FIJET Pomme d'Or (Golden Apple)** was presented to the Slovenian "Walk of Peace in the Soča Region Foundation" for its project "The Walk of Peace." *(Please see the story by Cveta in this edition of the newsletter.)*

The next Golden Apple will be presented to **Hamamönü Municipality** (Greater

Ankara/Turkey) on September 3. The ceremony and its press/radio/TV coverage is being organized by Executive Committee member, **Ertan Sandikcioglu**.

Next was the **meeting of the Executive Committee** in Istanbul. Except for me, all members of the Executive Committee attended the meeting which included many important items on the packed agenda.

In taking up the question of two associations in one country, the Committee decided that none of the associations would be forced to leave FIJET. Since the real question concerned the elections, it was decided that for Spain, FIJETESPANA (FIJET-Spain) would have the right to vote and to have a candidate. For Belgium the voting right goes to BFTP but only UBJET would be allowed to have a candidate in the election. In the case of Italy, FLAI has the voting right and CIST has the right to have a candidate in the election.

It should be noted that this decision is only **valid until the next elections**. The new Executive Committee has the right to adjust or change this decision.

Since the situation in Egypt is still unclear, the members of the Committee attending the meeting decided that a bit more time is needed before a final decision can be made on whether or not the 2012 FIJET World Congress will be held in that country. If the Congress is held in Egypt, the new dates will be **September 28-October 5, 2012**. Salah assured everyone that he is watching the situation in Egypt very closely and that he will advise the Committee about the political situation so that a proper and educated decision can be made on the Congress.

**FIJET Executive Committee**  
**Director of FIJET Congresses & Meetings**



## FIJET NEWS

**2012 Congress in Egypt** – Salah Attia and members of the FIJET Executive Committee continue to monitor the situation in Egypt before finalizing plans for the 2012 FIJET World Congress. Unless things change in the coming weeks, the Congress is planned from September 28-October 5, 2012 (note that these are new dates than have been discussed in previous newsletters). Deadline for registration will be August 15. We expect to have a final decision on the Congress by July 15. The Executive Committee regrets that the decision is being delayed, but it is important that all precautions be taken to insure a successful and safe Congress.

**2012 FIJET Elections** – A list of the candidates for election to the FIJET Executive Committee will be released by the elections Sub-Committee in July. That list, along with candidate statements will be available in the July edition of the FIJET newsletter.

### **Third Young Journalists Academy a Great Success**

*By Cveta Potočnik*



The third Academy for Young Travel Journalist took place in the Slovenian town of Maribor at the beginning of June and was attended by 16 young colleagues from Romania, Bulgaria, Italy, Croatia, Hungary, Turkey and Slovenia.

Among those attending were FIJET President, Tijani Haddad. For the first time, Academy certificates of participation were handed out both by Drago Bulc, director of the Academy, and Tijani Haddad.

On that occasion among distinguished guests were **Tomaž Kancler**, M. Sc.

Mayor deputy of Municipality Maribor and Milan Razdevšek, director of Tourist Board of Maribor. On the side of FIJET-Slovenia the organizers were Drago Bulc, director of the Academy, Sašo Dravinec, vice-president, Cveta Potočnik, secretary general and Katja Ertl, member. On the side of FIJET Jacques Campe, secretary general, FIJET Treasurer, Bernadette Bonnetain Roux Tina Čubrilo, president of FIJET Croatia, Jose A. Dielens as speaker and Ryker Lomas as photographer and speaker were present at the Academy.

Special thanks in helping to organize the Academy go to Helena Cvikl, M.Sc., Academy program director and director of Vocational College for Catering and Tourism Maribor. We are much obliged to her for Academy participants to be able to experience Maribor city centre in very unconventional way in frame of the competition for the title Ambassador of the Hospitality. So the participants were part of the “culinary sightseeing” at which school students imaginatively guided them through Maribor's stories and streets and were able to taste modern street food at five different spots.



have been designated so far.

Because Maribor is designated this year as the “European Capital of Culture,” one of the aims of the Academy was to present - in the framework of the theme “Culture, the Greenest Segment of Tourism” - why the Council of Ministers of the European Union launched this activity in the year 1985 and what were the cultural, social and economic benefits for more than 40 European cities that

It was our colleague, Jose A. Dielens, Secretary General of AFJET and also treasurer of the Association of European Cities and regions for culture, who gave the lecture on this topic. To get even a clearer idea, experiences of Maribor and former European Capitals Pécs (Hungary) and Graz (Austria) were presented by Suzana Žilič Fišer, PhD, director General and Dijana Madžarac, coordinator in marketing department at Maribor 2012 Public Institute, as well as by Beáta Seres, international press and media relations coordinator for the Zsolnay Heritage Management and Susanne Holler, Graz Tourist Office.

What the profile of Slovenian cultural tourist offers on an international scale was enhanced this year due to Maribor as European Capital of Culture was presented by Maša Puklavec, head of global public relations at Slovenian Tourist Board. Since the official opening of European Capital of Europe in Maribor, under the slogan “Turning point”, more than 2000 cultural events and projects with numerous nationally and internationally acclaimed artists already have taken place and they have been visited by more than a million people.

The theme of this year's Academy – the link between tourism and culture – was elaborated in the widest sense, even the incorporation of culinary heritage in modern gastronomy, which is becoming one of the most important Slovenian attractions. It was elaborated by Helena Cviki, M.Sc. FIJET Academy program director and Mojca Polak, lecturer at Vocational College for Catering and Tourism Maribor. The knowledge and information acquired during the Academy should be within easy reach even for later reference, which is why all the presentations can be reached on the internet site [www.fijet-academy.com](http://www.fijet-academy.com).





The international touch of the program was secured also through the visit of the picturesque town of Varaždin and Castle Trakošćan in Croatia (Tina Čubrilo, President of FIJET Croatia helped to organize that excursion) and of the nearby Austrian city Graz.

Additionally, participants had the possibility to visit some cultural events and art exhibitions as well as cultural attractions in Maribor and its surroundings. There were countless motives of landscape, vineyards, people and culinary delicacies that inspired everyone to take photos. The knowledge and experiences how to make professional travel photos instead of just taking photos was on the field conducted by Ryker Lomas.

“Should there be enough interest and means, next year the Academy will be organized in Ljubljana, the capital of Slovenia in cooperation with Faculty of Economics at the University of Ljubljana,” said Drago Bulc, FIJET Academy director. “I am very grateful to all the

institutions and people in Maribor and other places in northeastern Slovenia, Croatia and Austria who supported us in the organization of the third FIJET Academy, but also a little bit disappointed that not all FIJET National Associations found young colleagues that could have taken part at this event, which is also very important for professional networking and FIJET.”

**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 lefts side of the page. You should get a list of your registered members.





## NEWS FROM AROUND FIJET

### Golden Apple Presented to “The Walk of Peace” in the Soča Valley of Slovenia

*By Cveta Potočnik*

In the beginning of June in the town of Kobarid Tijani Haddad, FIJET President and Drago Bulc, FIJET Slovenia presented FIJET Golden Apple to the Slovenian “Walk of Peace in the Soča Region Foundation” for its project “The Walk of Peace.” The project is dedicated to the hundreds of thousands of soldiers of different nationalities who lost their lives on the Isonzo Front during the First World War.

The Golden Apple was handed over to Tadej Koren and Urška Lazar, representatives of the Foundation. At the festive ceremony many distinguished guests were present, which included member of the Slovenian Parliament Danijel Krivec, the Mayor of Kobarid Darja Hauptman and mayors of all municipalities in the Soča Valley, director of Slovenian Tourist Board Maja Pak, directors of regional and local tourist boards and what pleases most numerous local people.



The program reflected rich cultural heritage of the region and public awareness of the need to preserve it.

The FIJET delegation – consisting of Tijani Haddad, Bernadette Roux, Ryker Lomas, Drago Bulc, Sašo Dravinec and Cveta Potočnik – had the opportunity for a three days long visit to the Soča valley and the most important memorials of the Isonzo front.

During the introduction to the ceremony, Drago Bulc presented his proposal to support the nomination of Soča Valley for inclusion on the UNESCO World Heritage List. Tijani Haddad, being deeply touched himself mostly by the visit of the wooden Memorial Church of the Holy Spirit in Javorca in which the names of more than 2,800 fallen soldiers of the Austro-Hungarian armada were burnt into wooden boards, supported the proposal in the name of FIJET and stressed that the region should even be more ambitious and run for the title “the world capital of green tourist destinations”.

The non-profit and non-governmental institution “Walk of Peace in the Soča Region Foundation” was established in December, 2000. Since then, the team of young people has kept restoring and maintaining historical and cultural heritage from the time of the 1<sup>st</sup> World War in the Soča Region and presenting this heritage for study, tourist and educational purposes.



It has been collaborating well with numerous local, regional, national and international institutions all these years. In 2007 it connected the heritage of the Isonzo Front and natural points of interest into about 100 km long path named The Walk of Peace in the Upper Soča Region. Thanks to the Foundation's coordination and exemplary cooperation with the municipalities and partners on either side of the border, this Walk was extended in the autumn of 2011 along the entire former front line, all to the seaside.

During the 1<sup>st</sup> World War, the now wonderful countryside along the Soča was the site of fights, suffering and dying of soldiers of numerous nations who were marked by the war for good. The consequences can still be seen today in the form of material and non-material heritage.

This rich heritage is the memory of all who suffered, and a warning against wars which should never happen again. It is also an opportunity for maintaining

the basic and global value – peace, and for the search for common paths, objectives and development in the sense of European and universal values.

The Walk of Peace has also an important symbolic–spiritual meaning, since it connects the once separated areas, people and institutions and recalls memories of all victims. It spreads the message of the value of peace and mutual respect brings new opportunities and fosters collaboration and development.

With the Walk of Peace the “Walk of Peace in the Soča Region Foundation” has become an example of an innovative and integral study-educational and tourist product for which it was awarded several national and international awards in the past few years and, among other things, it also significantly contributed to the fact that the Valley of the Soča was awarded the title of the European Destination of Excellence in the year 2008.

More information can be found

at: <http://www.potimiruvposocju.si/index.php?lang=en>

Here is a link to a video about the ceremony: <http://tvslo.si/predvajaj/porocila-ob-petih/ava2.138517878/>





Here is a link to photos and press coverage of the Golden Apple on the FIJET-Slovenia website: <http://www.fijet.si/si/novice/Fotoreportaža/>

YouTube video on the Walk of Peace:

<http://www.youtube.com/watch?v=CGqS7doARbk&context=C34a4309ADOEgsToPDskIA3mUbjmLx55R0MprU9pRk>

### **Background on the Soča Region Foundation and its selection for the Golden Apple**

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This rich heritage is the memory of all who suffered, and a warning against wars which should never happen again. It is also an opportunity for maintaining the basic and global value – peace, and for the search for common paths, objectives and development in the sense of European and universal values.

Since its establishment in December 2000, the non-profitable and non-governmental institution “Walk of Peace in the Soča Region Foundation” has kept restoring and maintaining historical and cultural heritage from the time of the 1<sup>st</sup> World War in the Soča Region and presenting this heritage for study, tourist and educational purposes. In its work it has been collaborating well with numerous local, regional, national and international institutions all these years.

In 2007 it connected the heritage of the Isonzo Front and natural points of interest into about 100 km long path named The Walk of Peace in the Upper Soča Region. Thanks to the Foundation’s coordination and exemplary cooperation with the municipalities and partners on either side of the border, this Walk was extended in the autumn of 2011 along the entire former frontline, all to the seaside.

The Walk of Peace from the Alps to the Adriatic has become an important tourist infrastructure and offer which is of vital importance in the area where sustainable tourism is the biggest developmental opportunity. The Walk of Peace has also an important symbolic–spiritual meaning, since it connects the once separated areas, people and institutions and recalls memories of all victims. It spreads the message of the value of peace and mutual respect brings new opportunities and fosters collaboration and development.

With the Walk of Peace the “Walk of Peace in the Soča Region Foundation” has become an example of an innovative and integral study-educational and tourist product for which it was awarded several national and international awards in the past few years and, among other



things, it also significantly contributed to the fact that the Valley of the Soča was awarded the title of the European Destination of Excellence in the year 2008.



Added to all of the awards mentioned, FIJET (World Federation of Travel Journalist and has added the prestigious “Golden Apple” Award.

**An open letter to members of FIJET on behalf of the Walk of Peace**

Kobarid, 21 June, 2012

Dear members of the Federation of Travel Journalists and Writers,

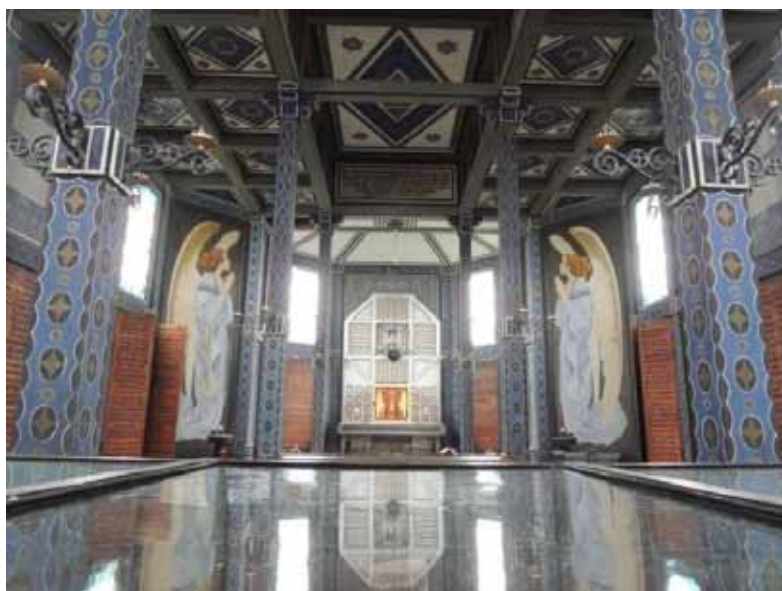
We would like to express our sincerest thanks for your visit in the beautiful valley of the Soča and for the trust you have shown in us and our endeavors by awarding the Golden Apple Award to our Foundation.

For us, this award is not only an acknowledgement of our past work but also a great opportunity to make the Walk of Peace better recognizable and an encouragement for the development of this project.

We are well aware that you have presented us with a prominent award, and now it is up to us to make the most of it. But please, be sure that the award has gone into the right hands.

We earnestly hope that you will return and visit us again in our beautiful place where you are always welcome. You have become tourist ambassadors of the Soča Valley; please, spread nice information about it wherever you go.

In the name of all the associates of the Walk of Peace in the Soča Region Foundation we thank you again and wish you prosperity in work, good health and personal happiness.



## Nine for Magic Romania

By Victor Radulescu (FIJET-Romania)



Romania and Romania art and culture were highlighted at a contemporary art exhibition had the opening on Wednesday, June 20 at Arthis, in Brussels.

Among the featured artists were: Vasile Anghelache, Petrica Badila, Marian Condruz, Anton Ratiu, Adina Romanescu, Doru Rotaru, Vasile Sarca, Valeriu Susnea and Constantin Tofan.

Under the name "Magic Romania," the Magazine "Top Business" by Constantin Dumitru (Vice President of FIJET-

Romania) has actively promoted in the last decade the remarkable achievements of the art, science and Romanian culture.

Top Business, in partnership with the art gallery "Constantin Piliuta" in Bucharest, Arthis offered its support and the space for nine Romanian contemporary talents to join them in Belgium's capital. This project is also supported by the Tourism Press Club (FIJET-Romania), which assisted in the production of the exhibition catalogue and the transportation of the art works with the organizers to Brussels. We must add here our friends from always, Blue Air Company, recipient of the 2009 FIJET Golden Apple of FIJET, which made these things, happened.

Arthis – Cultural Belgian and Romanian House recognized by the Ministry of Culture of the French and Flemish community from Brussels. This association, which is also connected to other cultures, expressed the value of the Romanian culture in an international context. Arthis tries to channel socio-cultural and artistic values towards a better integration and exploitation into European diversity.

Besides educating other Europeans of the rich culture of Romania, the exhibit in Belgium's capital showed Romania as a positive force in the development and history of Europe.

The event "Magic Romania" showed contemporary Romanian art through the nine artists. As guests feated on the art works with their eyes, fine Romania wine produced in Isarescu House and at Vinarte stimulated their taste buds.

Officials from Arthis also proposed a joine Belgian and Romania event for an international audience. The even may even take place in "Magic Romania."





**Câmpul verde**



**Delta**

**Cuplu hibernal**

**Copacul galben**



**Art works from the Romanian Exhibit on June 20 in Arthis, Brussels**