

MoReSCE Program Update

 **MoReSCE**

27-29 June 2013 / Kopaonik, Serbia

**MOUNTAIN
RESORTS**

SUMMIT CENTRAL EUROPE



*Understanding
the Tools for Future*



MoRe Understanding MoRe Tools MoRe Future



www.moresce.org

PANEL 1

Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development

- Mountain Resort Planning
- Development of tourism products at mountain resorts
- Global mountain resort initiatives
- Mountain Resort Development
- Environment Protection Engineering
- Investing in mountain resorts
- Accommodations and infrastructure
- Parking facilities, transit, and shuttle stops
- Development Initiatives- The LEED certification standards
- Green Development Initiatives
- Mountain consulting and resource management

PANEL 2

Best Practices in Mountain Resort Development and Management

- Topic1: Mountain Resort Master Plan is a key to successful development? ***Presentation of Master plan Bukovel, Ukraine***
- Topic 2: Do you have the problem of seasonality? ***Presentation of Zermatt, Switzerland***
- Topic 3: Alps, Tradition, Success! ***Presentation of Megeve, France***

PANEL 3

Uphill Transportation Systems Operators and Piste Management

- Snow how - snow depth measurement
- Ropeway systems and sustainable high-tech solutions
- Control access systems
- Security equipment
- The snowmaking facilities
- Uphill Lift Capacity
- Maintenance facilities for Snow Cats and other heavy equipment
- Maintenance facilities for pistes and ski lifts
- Protect the resource on which your business depends - Piste Management
- Ski lift operations
- Snow groomers and Utility Vehicles
- Ticketing
- Licensing ski lift employees

MoReSCE 2013 will introduce you with 4 parallel sessions:



PANEL 4
Mountain Safety

- The determination of an area's Skier Carrying Capacity
- Piste safety
- Mountain rescue operations
- Firefighting and Emergency Rescue

PANEL 5
Mountain Resort Management and Resort Marketing

- Private public partnership
- Resort branding
- Tourism organizations contribution
- Destination marketing & PR
- IT and web, twitter, Android and smart technologies
- Destination development systems
- Synchronizing local and national levels

PANEL 6
Mountain resorts and ski centers' presentation

- Opportunity for Ski centers and Mountain resorts to have a seven minute presentation of their destination and product

DAY 1, Thursday, June 27th

Arrival of delegates and speakers	Hotel registration
20.00 - 22.00	MoReSCE opening ceremony

DAY 2, Friday, June 28th

9.00 - 10.00	Delegates' registration	
	Plenary Session for all delegates	
10.00 - 11.30	Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development	
11.30 - 12.00	Coffee break	
12.00 - 13.30	Parallel Sessions	
	Best Practices in Mountain Resort Development and Management	Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development
13.30 - 14.30	Lunch break	
14.30 - 16.00	Parallel Sessions	
	Uphill Transportation Systems Operators and Piste Management	Mountain Resort Master Planning as a Framework for Successful Mountain Resort Development
16.00 - 16.30	Coffee break	
16.30 - 18.00	Parallel Sessions	
	Uphill Transportation Systems Operators and Piste Management	Mountain Safety
20.00 - 23.30	Gala dinner	

DAY 3, Saturday, June 29th

9.00 - 10.30	Parallel Sessions	
	Mountain Safety	Mountain Resort Management and Resort Marketing
10.30 - 11.00	Coffee break	
11.00 - 12.30	Parallel Sessions	
	Mountain Resort Management and Resort Marketing	Mountain resorts and ski centers' presentation
12.30 - 13.00	Certificate hand out for all MoReSCE delegates	
13.00 - 14.00	Lunch break	
MOUNTAIN BRAKE Powered by MoReSCE		

*IMPORTANT NOTE: All delegates will be provided with three day pass for all summer activities at Ski Resort Kopaonik

-Mountain- BRAKE

Powered by



After the race, we are handing out the “MoReSCE 2013 Delegate of the year Award”.



WORK HARD & PLAY HARDER

After two days of conference, 6 sessions, more than 30 topics, more than 30 speakers and over 13 working hours, MoReSCE is bringing you **Mountain Brake** along with many leisure activities.

- At 15.00 we meet in center of Kopaonik, near the main chairlift.
- We start our sightseeing ride, on the **chairlift “Pancicev Vrh.”** This chairlift will take us to one of the highest peaks on this mountain and we will most certainly enjoy the view from an altitude of 2,017m.
- At 16.00 we start **MoReSCE Bike Race**, for all participants.

For mountain biking fans, MoReSCE is taking you to Bike Park, Kopaonik, first of this kind in Serbia. The 5 kilometer long trails were built in accordance with the standards of European Union and Canada and are major challenges for all fans of mountain biking. There are three trails of various difficulties. The trail width varies between 60cm and 120cm. In certain sections, there are dirt waves, bends, wooden bridges, jumps and obstacles. The race will be beginners level only.

Type of Accommodation	Type of room	Price, Total for Registration Fee and Accommodation
Apartments Konaci Deluxe 4*	1/2	239 euro + VAT
Apartments Konaci Deluxe 4*	1/1	259 euro + VAT
Grand Hotel and Spa 5*	1/2	279 euro + VAT
Grand Hotel and Spa 5*	1/1	315 euro + VAT

Registration fee is inclusive for:

- Accommodation, two nights, full board
- Conference registration
- Conference materials
- Coffee breaks
- Lunch breaks
- Gala dinner
- Three day pass for all summer activities at Mountain resort Kopaonik

Platinum Sponsor:



Sponsors:

Leitner ropeways

Ecosign Mountain Resort Planners Ltd.

Horwath HTL Belgrade



Organizers:

The Centre for Tourism Research and Studies

www.ctr-s-balkans.org

Ski Resorts Serbia

www.skijalistarbjije.rs

Hotelier Association of Kopaonik

www.mkresort.com

More info on:

info@moresce.org

office@moresce.org