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WP Type	2.6.1.
WP Type	2.6.2.

University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

STUDENT RECRUITMENT AND ENROLMENT CAMPAIGN 2015/16
UNDERGRADUATE PROGRAMME

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February 2016.

Vrnjačka Banja

Project task:

2.6.1. Student recruitment and enrollment plan

Description of project task:

This activity comprises measures for promoting the redesigned and developed study programs. Promotion of study programs will be conducted through series of presentations at secondary schools in region/county/district where the UNIKG is situated, media presence and via official Internet sites. Beside this, an Information booklet will be designed, containing all the necessary information about curricula, admission exam, important dates and other relevant issues.

Description of outcomes:

UNIKG has promoted redesigned and newly developed study programs under the TEMPUS project. Presentations were conducted in secondary schools throughout Serbia, especially in the region where the UNIKG is located. All the information was presented on the internet site, in the booklet, as well as in the media.

This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

2.6.2. Enrolled students

Description of project task:

Enrollment of students follows the accreditation process. UNIKG shall undertake all necessary steps for this action: call for enrollment, preparation and organization of admission exam, enrollment of students. Student admission will be conducted according to the admission procedure valid for existing study programs.

Description of outcomes:

Following the accreditation process UNIKG has undertaken all necessary steps for enrollment of students: prepared call for enrollment, prepared and organized admission exam, and at the end enrolled students. Student admission was conducted according to the admission procedure valid for existing study programs.

This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-
TEMPUS-1-2013-1-RS-TEMPUS-JPCR

Promotional campaign for admission to undergraduate academic studies, includes a number of activities with the aim to inform in time the future academics about the conditions of study at the Faculty of Hotel Management and Tourism in Vrnjačka Banja.

Based on the decision of the Dean's Collegium a team was formed for the promotion of the Faculty in the following composition:

УНИВЕРЗИТЕТ У КРАГУЈЕВЦУ
Факултет за хотелијерство и туризам
Број: 365
Дана: 04.04.2015.
ВРЊАЧКА БАЊА

На основу члана 62. и члана 101. Статута Факултета за хотелијерство и туризам у Врњачкој Бањи (бр. 784 од 7.06.2011.г. бр. 444 од 6.09.2012.г. бр. 85 од 29.01.2013.г. и бр. 1328 од 23.12.2013.г.), декан Факултета, доноси

РЕШЕЊЕ

У циљу реализације промотивних активности Факултета за хотелијерство и туризам у Врњачкој Бањи на упису нове генерације студената у академској 2015/2016. години, формира се Тим за промоцију Факултета, у следећем:

1. Доц. др Снежана Милићевић, руководилац Тима,
2. Јелена Петровић,
3. Јасмина Лукић,
4. Милена Подовац,
5. Немања Панчић,
6. Миљан Лековић,
7. Весна Миловановић,
8. Александра Станковић,
9. Дејан Секулић,
10. Невена Васовић.

ДЕКАН ФАКУЛТЕТА
Проф. др Драгана Ђиватовић

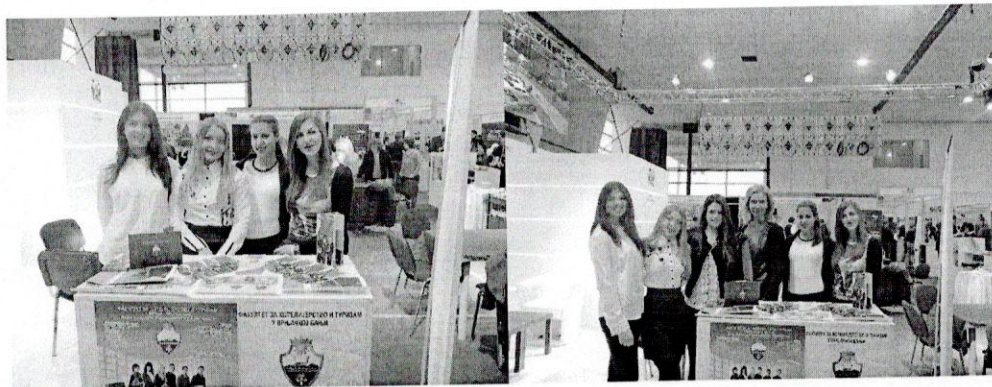
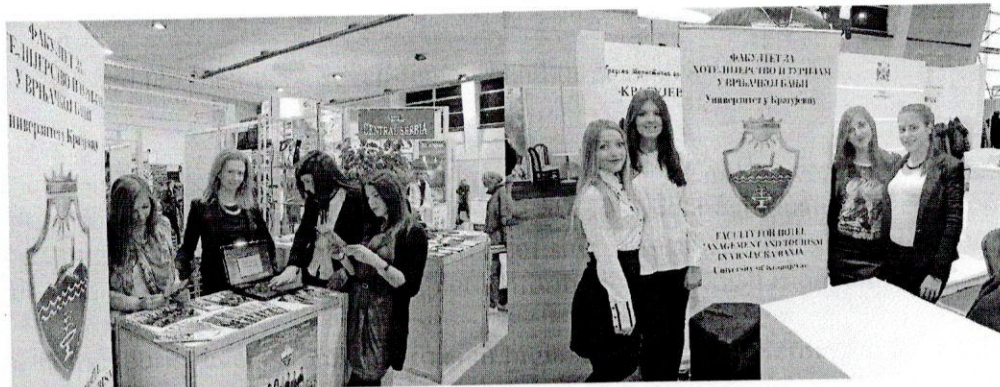
Доставити:
- именованим
- за архиву

The team consisted ten members, seven females and three males.

The event "Days of Open Doors" traditionally begins in mid-November and lasts until the enrollment period. Every Wednesday in the period of 12-15 hours graduates have the opportunity to visit the College, to meet with representatives of student service, student organizations, talk to the teachers and assistants and obtain complete information on registration and studying.

Education Fairs, tourist events, presentations in high schools across Serbia are an integral part of the promotional campaign.

In late November, we participated in the Tourism Fair in Kragujevac with this City's Tourist Organization, with which we cooperate successfully.



Education Fair in Kruševac was organized at the end of December, which was a great opportunity for the Faculty to present its graduate degree programs to prospective students.

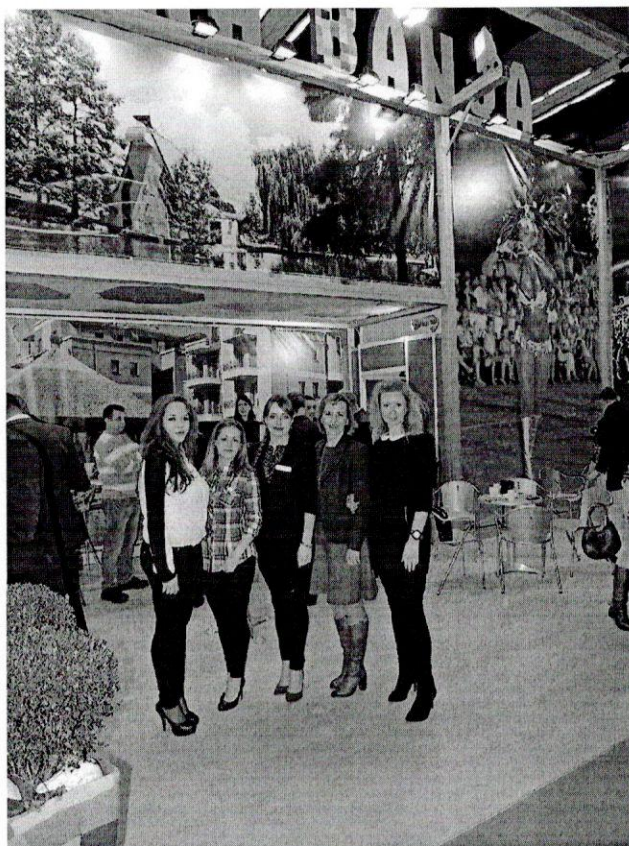
During December, January and February we held presentations in high schools in the following cities:

* Vrnjačka Banja

- * Trstenik
- * Kraljevo
- * Kragujevac
- * Novi Pazar
- * Tutin
- * Šabac



Together with its students, who are the best promoters of the Faculty, representatives of the Faculty of Hotel Management and Tourism in Vrnjačka Banja participated in the International Tourism Fair in Belgrade, which is held every year in February.



In mid-February, we promoted the Faculty at the Education fair "Index" in Čačak which was visited by a large number of graduates from that city and wider area.



Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-
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As part of promotional activities during March and April we visited secondary schools in the following cities: Kruševac, Kuršumlija, Prokuplje, Jagodina, Arandjelovac, Svilajnac, Rača, Topola, Bor, Majdanpek, Niš, Leskovac, Vranje, Paraćin, Smederevo and Gornji Milanovac.



In early March, we participated at the Education Fair in Čuprija.



At the end of March at the Education Fair in Kraljevo and in April at the Education Fair in Lazarevac.

At the beginning of May Education and Jobs Fair was organized in Kragujevac where we also participated.



Students of the second and third year promoted the Faculty at the tourism event "Caravan My Serbia" in Kraljevo.

Promotional campaign, when we talk about enrollment to undergraduate academic studies, was ended by participating in the event organized by the Rectorate of the University of Kragujevac "Day of Open Doors of the University."

We toured the hotels, travel agencies, tourist organizations, health centers and public institutions where they organized group presentations with the aim to better promote masters academic studies.

The advertising campaign was accompanied by a new promo material-FLYERS, POSTERS AND INFORMER.

Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR

Факултет за хотелијерство и туризам у Врњачкој Бањи основан је 2021. године као јединствена високошколска установа овог типа чије је оснивач Република Србија. Факултет је у саставу Универзитета у Крагујевцу.

У просторима са преко 2000m², будућим студентима је на располагању доволно квалитетног простора који је опремљен потребним техничким, аудио видео и интернет комуникацијом за комплетну реализацију наставног процеса.

Конкретизиран као академска установа високог образовања, Факултет за хотелијерство и туризам у Врњачкој Бањи је акредитован и поседује три акредитована студијска програма:

1. Основна академска студија - Хотелијерство и туризам, на коме се стиче академско звање Мастер менаџер
2. Мастер академска студија - Менаџмент у хотелијерству, на коме се стиче академско звање Мастер менаџер
3. Мастер академска студија - Менаџмент у туризму, на коме се стиче академско звање Мастер менаџер

Студијски програми концептирани су по узору на водеће европске факултете за област туристичког и хотелијерског менаџмента, оријентисани су на истраживања и досадашња искуства у нашој земљи. Предавања, вежбе и стручна пракса су осмишљени тако да омогућавају формирање високообразованих кадрова који могу да буду конкурентни и конкурентни у савременом пословном окружењу. Програми су усклађени са Законом о високом образовању и припадајући Европској декларацији увођењем европског система преносивања бодова ECTS (European Credit Transfer System), савременог начина организовања наставе и системског евалуације рада факултета.

Путем стручне праксе, студенти се такође студирају припремају за све професионалне изазове који их очекују по завршетку студија, што им омогућава послужити као битна референца при проналажању посла. Под слоганом „ПРАКСОМ ДО ЗАПОСЛЕЊА“, Факултет за хотелијерство и туризам у Врњачкој Бањи на основу потписаних уговора о сарадњи са познатим хотелским ланцима у земљи и иностранству, туристичким агенцијама и организацијама, омогућава студентима велики избор релевантних сегмената у оквиру хотелско-туристичке индустрије, у којима могу обављати практичну наставу и остварити запослење.

www.hit-vb.kg.ac.rs

Факултет за хотелијерство и туризам у Врњачкој Бањи
Воловцином 26, 36210 Врњачка Бања, Србија
Тел: (+381 36) 313 00 24
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Универзитет у Крагујевцу
Факултет за хотелијерство и туризам у Врњачкој Бањи

As part of INFORMER, in addition to information on enrollment and study conditions at the Faculty of Hotel Management and Tourism in Vrnjacka Banja, there was a CD with 70% of the questions that were on the entrance exam. INFORMER can be viewed at the following link:

<https://drive.google.com/file/d/0B2pVWzIgwF35eEZHdHIDTkQtS1U/view>

During Advertising campaigns on current events at the Faculty of posts reported by numerous media outlets:

- RTV „VRT“-Vrnjacka Banja
- RTV“K9“-Kragujevac
- RTV“Galaksija“-Čačak
- RTV“Kragujevac“-Kragujevac
- RTV Kraljevo
- RTV“ Melos“-Kraljevo
- RTV“Kruševac“
- RTV Raška
- RTS
- TV Studio B

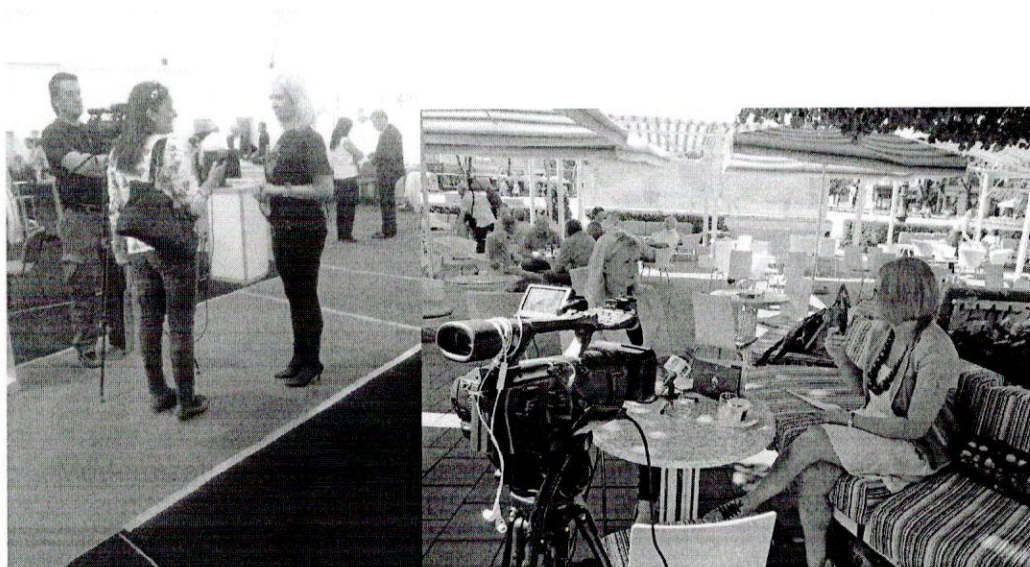
-RTV „Trstenik“

-RTV“Ćuprija“

-Radio Involvement - "Studio B" and "TDI radio"

Reportage in the program "Knjiga Utisaka (Book of Impressions)" on the RTS.

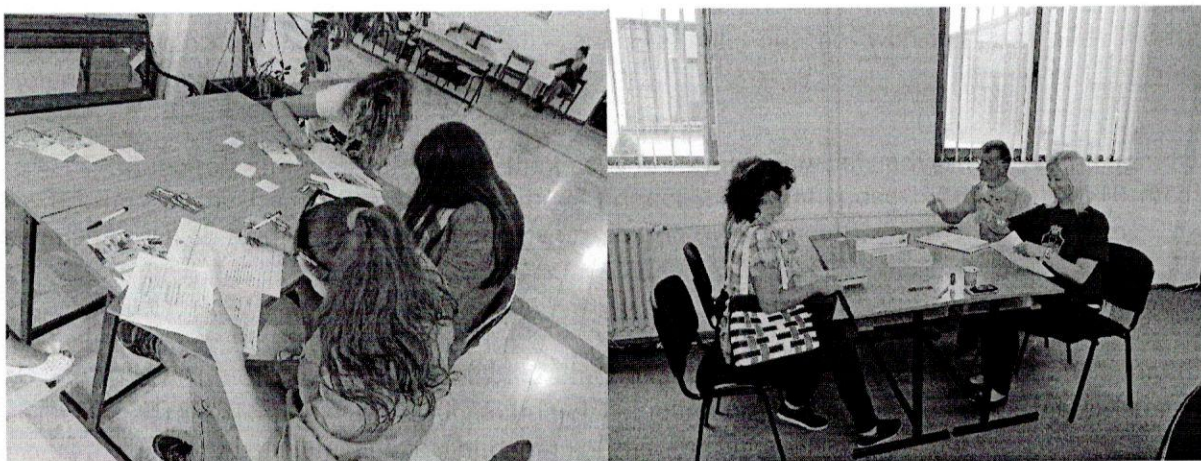




All events at the Faculty, relevant information, we publish on the popular social network Facebook. Information about the Faculty are available on the websites Infostud and the Belgrade's Open School.

A huge role in the promotion of the Faculty, during this year's advertising campaign, had a workshop in the framework of the Tempus project. It was attended by more than 10 media companies which further affected the media promotion of the Faculty.

As a result of successfully guided promotional campaign is the fact that for entry into the academic 2015/2016 registered 180 candidates, which is proof that there is great interest for the Faculty of Hotel Management and Tourism in Vrnjacka Banja.



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Out of the 180 candidates 111 were enrolled, of which 31 or 27.93% were male candidates and 80 or 72.07% were female candidates.

Факултет	МУШКИ		ЖЕНСКИ		УКУПНО
	Број уписаних	%	Број уписаних	%	
Факултет за хотелијерство и туризам у Београдској Банји	31	27.93%	80	72.07%	111

Grad	Naziv škole	Broj kandidata
Aleksinac	Poljoprivredna škola "Šumatovac"	1
Arandjelovac	Ekonomsko-ugostiteljska	2
Bajina Bašta	Gimnazija Josif Pančić	1
Batočina	Srednja škola Nikola Tesla	1
Beograd	Geološka i hidrometeorološka škola	1
Bor	Ekonomsko-trgovinska škola	2
Brus	Srednja škola	1
Varvarina	Srednja škola	1
Velika Plana	Ekonomsko-ugostiteljska škola Vuk Karadžić	1
Vladičin Han	Gimnazija "Jovan Skerlić"	1
Vranje	Ekonomsko-trgovinska škola	8
Vrnjačka Banja	Gimnazija	2

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Vrnjačka Banja	Ugostiteljsko turistička škola	8
Gornji Milanovac	Ekonomsko-trgovačka "Knjaz Miloš"	2
Zaječar	Ekonomsko-trgovinska škola	2
Ivanjica	Tehnička škola Ivanjica	2
Indjija	Srednja škola "Djordje Natošević"	2
Jagodina	Gmnazija Svetozar Marković	1
Jagodina	Ekonomsko trgovinska	2
Knjaževac	Tehnička škola	4
Kragujevac	Druga kragujevačka škola	6
Kragujevac	Ekonomska škola	1
Kragujevac	Medicinska škola	1
Kragujevac	Politehnička škola	1
Kragujevac	Prva kragujevačka gimnazija	1
Kragujevac	Prva tehnička škola	1
Kragujevac	Trgovinsko-ugostiteljska škola Toza Dragović	13
Kraljevo	Gimnazija	6
Kraljevo	Ekonomsko-trgovinska škola	9
Kraljevo	Elektro-saobraćajna škola N. Tesla	1
Kraljevo	Mašinsko tehnička škola	2
Kraljevo	Medicinska škola	1
Kraljevo	Muzička škola	1
Kraljevo	Poljoprivredno-hemijska школа	10
Kraljevo	Umetnička škola	1
Kraljevo	Šumarska škola	1
Kruševac	Gimnazija	5
Kruševac	Ekonomsko-trgovinska škola	3
Kruševac	Mašinsko-elektrotehnička škola	1
Kruševac	Muzička škola	1
Kruševac	Hemijsko tehnološka	4

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Kuršumlija	Ekonomska škola	3
Kučevo	Ekonomsko-trgovinska	1
Leskovac	Trgovinska škola	1
Niš	Ugostiteljska turistička škola	4
Pančevo	Gimnazija	1
Paraćin	Ekonomsko trgovinska	3
Požega	Tehnička škola	5
Prijepolje	Prijepoljska gimnazija	1
Prokuplje	Gimnazija	1
Prokuplje	Poljoprivredna škola	2
Rača	Srednja škola	1
Raška	Gimnazija	1
Raška	Mašinska škola	8
Sjenica	Gimnazija	1
Smederevo	Ekonomsko-trgovinska	2
Stara Pazova	Ekonomsko-trgovinska škola	2
Surdulica	Gimnazija	1
Topola	Srednja škola	1
Trstenik	Gimnazija Vuk Karadžić	2
Trstenik	Gimnazija Vuk Karadžić	2
Trstenik	Tehnička škola	8
Tutin	Gimnazija	2
Ćuprija	Medicinska škola	2
Ćuprija	Tehnička škola	1
Čačak	Gimnacija	1
Čačak	Ekonomska škola	4
Čačak	Mašinsko-saobraćajna	1
Čačak	Prehrambeno-ugostiteljska škola	9
Štrpce	Ekonomsko-trgovinska škola	2

