



MODERNIZATION AND
HARMONIZATION OF TOURISM
STUDY PROGRAMMES IN SERBIA

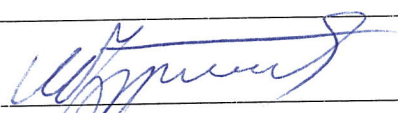
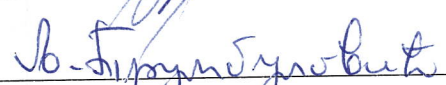
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Work package2	Activity 2.6.1

Report on student recruitment and enrolment campaign

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Project task:

2.6.1 Report on student recruitment and enrolment campaign

Task description:

Devising, improving and extending the range of activities aimed at the promotion of innovated and new tourism-related study programs. In addition to other methods, the promotion will also be done through a set of presentations in the high schools of Zlatibor region and neighboring regions. Besides the above mentioned, the appropriate media presence and support will be ensured, as well as presentations through the official website of the Business and Technical College of Applied Sciences in Užice and the website and portal of the MHTSPS TEMPUS project. The student handbook with all the relevant information for the future tourism students will also be designed.

Description of outcomes:

The report on student recruitment and enrolment campaign in the 2016/17 academic year, prepared by the Business and Technical College of Applied Sciences in Užice.



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Having performed a situational analysis of the activities relating to the recruitment of new students and the enrolment plan, we came to the conclusion that the existing practice had to be improved. The range of activities used in the campaign aimed at recruiting new students had to be extended. It was necessary to ensure a higher degree of coordination among different activities, as well as their orientation towards the determined aim, in order to derive benefit from the synergetic effects of their coordinated implementation. The results of the enrolment of the new generation of students in the 2016/17 academic year represented the proof of the encouraging results of the innovated approach to promotional activities.

The College Director appointed a team to carry out the activities aimed at promoting the College and increasing the enrolment in 2016/17.

Student recruitment and enrolment promotional campaign on undergraduate and specialist applied sciences, include many activities with the aim to inform our future student on time about the stying conditions at Bussines and Technical College of Applied Sciences in Užice. The following activities are planned:

- Promotional material production in written and electronic form
- School presentation to high school graduates,
- School presentation through the Student parliament activities,
- Advertising school by electronic and printed media.

Presentation in high schools in Zlatibor region, education fairs and tourist events are constituent of promotional campaign.

Promotional campaign followed new promotion materials – a flyers, posters and informator.

1. PROMOTIONAL CAMPAIGN IN HIGH SCHOOLS

The leaders of the team responsible for carrying out the activities aimed at the promotion of the College in order to increase the enrolment in the 2016/17 academic year are the colleagues Ljiljana Trumbulović, PhD and Marija Jezdović, MSc and Predrag Popović.

The College Promotion Team has submitted the Report on the accomplished activities for the 2016/17 academic year, describing the results some of which are given below:

Promotional campaign in our city conducted in following schools (Table 1.).



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Table 1. Presentation in high schools in Užice, 2016

DAY	SCHOOL	NOTE
27 April 2016	Technical school „Radoje Marić“	35, Mechanical Technician, Electrotechnician
10 May 2016	Medicine school	30, Pharmacy Technician, Medical Technician, General stream
19 May 2016	Economy school	120, 6 classes with 20 students
	Technical school „Radoje Marić“	Construction Technician, Traffic technician

During april and may school presentation is carried out besides Užice in following cities (table 2.): Arilje, Ivanjica Višegrad, Tutin, Rudo, Rogatica, Kosjerić, Priboj, Guča, Lučani, Čačak, Jagodina, Ljig, Srebrenica, Bratunac, Ljubovija, Bajina Bašta, Nova Varoš, Vrnjačka Banja, Rekovac, Trstenik, Prijepolje, Kragujevac, valjevo, Čajetina, Požega.

Table 2. Presentation in high schools 2016

DAY	CITY	SCHOOL	NOTE
13 April 2016	Požega	High School Technical School Agricultural School	4 classes with 20 students – High School – general stream 56 – Technical School 35 – Tourism Technicians 4 classes with 25 students
22 April 2016	Nova Varoš	High School	45 – Natural Sciences and Mathematic 20 – Tourism Technician 25 – Electronic 25 – Energetic
7 April 2016		High School	21 – Matematics



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26 April 2016	Prijepolje	Mechanical and Technical School High School Mechanical and Technical School Economy School	28 – Electrotechnical stream 20 – High School – general stream 15 – High School, mathematic stream 25 – Technical School, Mechanical Technician. Construction 37 – Cooling devices and automechanics 7 – Financial Administrator 25 – Economy Technician
20 April 2016	Ljubovija Bratunac Srebrenica	High School „Vuk Karadžić“ High School Centre Bratunac High School Centre Srebrenica	100 70 60
15 April 2016	Priboj Rudo	High School Mechanical and electrotechnical School J.U.SŠC.Rudo	68 30 –electro stream 48 – mechanical stream 40
20 April 2016	Bajina Bašta	High School Techical School	2 classes with 23 students – High School 42 – Tourism / Trading Technician
21 April 2016	Valjevo	Techical School	- Mechanical Technician 15 - Construction Technician 28 - Electromechanical – multimedia 20 - Traffic Technician 17
09 May.2016	Čajetina	High Hospitality School	- 25 – Tourism Technician, Hospitality Technician
	Arilje	High School „Sveti Ahilje“	50



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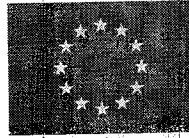
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11 May 2016	Ivanjica	High School Ivanjica Technical School Ivanjica	80 – High School Students 60 – 4 classes of Tourism, Wood, Textil and Economy Technician
18 April 2016	Kosjerić	Technical School	- Mecanical Technician 20 - Economy Technician 35
14 April 2016	Guča Lučani Čačak	Technical School Dragačevo, Guča High School Lučani Nutrition and technical School High Technical School Čačak Mechanical and Traffic School Čačak Economy School Čačak	20 – Mechanical stream 15 – Hihg School 15 – Technological and Technical 24 – Nutrition Techician 35 – Environmental Protection Construction Technician, Arhitectural Technician 25 – Economy Technician
22 April 2016	Kragujevac	I Technical School	25 – Mechanical Technician
14 April 2016	Jagodina	I Technical School Economy and Trading School EGŠ „Nikola Tesla“	20, 1 class 150, 5 classes 80, 3 classes
21 April 2016	Višegrad Rogatica	High School Economy School High Technical School	20 20 23 – Technician for wood processing 13 – Electrotechnical. 25 -- Economy Technician
15 April 2016	Ljig	High School „1300 kaplara“	60, 3 classes, Tourism Technician and High School Students
15 April 2016	Vrnjačka Banja	High School Tourism – Hospitality School	91 128
21 April 2016	Rekovac	Economy School	32
22 April 2016	Trstenik	Technical School	110



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The presentations pointed out the Bachelor study programs such as: Environment protection, Civil engineering – general stream, Tourism, Accountancy and audit, Mechanical engineering, Information technologies and Management. Besides this, the students are educated at postgraduate level (specialization studies) within the following study programs: Production engineering, Civil engineering – general stream, Safety and health at work, Environment protection engineering, Information technologies, Management, Tourist destination management and Ecotourism. All



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teachers who presented their presentations completed The Record files about presentations due to archiving.

The High School students showed great interesting for our School. Their questions were about: tuition, budget, possibilities to live in dorm, possibilities to transfer to related faculty, information of preparatory classes. The suggestions of presenters were that is necessary to print a collection of questions and tasks related to test for entrance exam.

2. FAIR EDUCATION

We are participated the Fair education and employment in May, in Uziče. It was great opportunity to present our study programs for future students. The School presenters were PhD Milutin Đuričić, professor of Applied Sciences, PhD Ljiljana Trumbulović, professor of Applied Sciences and MSc Marija Jezdović.



3. RADIO AND TV COMMERCIALS

The promoting campaign about current events in our School were presented on the next TV media: TV Lav, TV 5 Radio Prvi, Radio Luna, Radio Broadcast media group. All-important informatins and all events are available on the school site www.vpts.edu.rs.

The radio and TV commercials comprised the two parts (the mail and the female voice), in 41 seconds duration.

Technical specifications for Radio and TV commercials broadcasting are presented in Table 3. and procedure are conducted by Marija Jezdović, Predrag Popović and Milisav Šuljagić.



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Table 3. Technical specifications for Radio and TV commercials broadcasting

Lot no.	Lot Description	Coverage area	No. of Days/Broadcasts	Evaluated costs (RSD)	Offered costs (with PDV, in RSD)
1.	Radio Broadcasting Commercials	City of Užice	75 days/ 4x4 per day	22.000,00	21.600,00
2.	Radio Broadcasting Commercials	Zlatibor Region	105 days/ 5x5 per day	67.000,00	72.000,00
3.	Radio Broadcasting Commercials	Požega Municipality	75 dys/ 3x3 per day	32.000,00	28.000,00
4.	Radio Broadcasting Commercials	Bajina Bašta Municipality	105days/ 5x5 per day	22.000,00	21.000,00
5.	Radio Broadcasting Commercials	Arilje Municipality	75 days/ 5x5 per day	36.000,00	36.000,00
6.	Radio Broadcasting Commercials	Tutin Municipality	30 days/ 5 per day	22.000,00	/
7.	TV Commercials Broadcasting	City of Užice	30 days/ 5 per day	38.000,00	36.000,00
8.	TV Commercials Broadcasting	City of Kragujevac	30 days/ 5 per day	40.000,00	/
9.	TV Commercials Broadcasting	Zlatibor Region	30 days/ 5 per day	45.000,00	36.000,00
10.	TV Commercials Broadcasting	Bajina Bašta Municipality	30 days/ 5 per day	48.000,00	24.000,00
11.	A 60 seconds Radio Commercial editing			13.000,00	3.600,00
12.	A 60 seconds TV Commercial editing			18.000,00	14.400,00

4. PRINTED MATERIAL

The printed material for the promotion of the College in the 2016/17 academic year comprised leaflets, folders and bags.

In addition to the above mentioned, the range of promotional activities also included more intensive promotion through the official website of the College, as well as through the website and portal of the TEMPUS project, direct marketing activities intended for the Tourism specialist studies



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candidates, job fair etc. Here are the links with the additional information on the mentioned activities:

1. The website of the Business and Technical College of Applied Sciences Užice - <http://www.vpts.edu.rs/>
2. MHTSPS TEMPUS project website - <http://mhtsps.vpts.edu.rs/about.html>
3. MHTSPS TEMPUS project portal - <http://vpts.edu.rs/mhtsps-portal/>

The promotional campaign was very successful and 313 candidates enrolled in academic 2016/2017 which is the proof of big interest for Business and Technical Study of Applied Sciences in Užice.

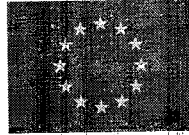
Table 4. The list of High Schools finished by the students enrolled in unerdgraduate studies

City	School	No.
Arilje	High School "Sveti Ahilije"	4
BajinaBašta	High School	7
BajinaBašta	Technical School	15
Beograd	Construction and Technical School	2
Beograd	Trading and Hospitality School "Toza Dragović"	1
Beograd	Railroad and Technical School	1
Beograd	Elektrotechnical School	2
Beograd	Traffic and Technical School	1
Bratunac	High School Centre	1
Čačak	Mechanical and Traffic School	2
	Nutrition and Hospitality School	2
	Technical School	1
Čajetina	Hospitality and Tourism School	27
Guča	High School "Dragačevo"	2
Ivanjica	High School	2
Ivanjica	Technical School	1
Knić	High School	1
Kosjerić	Technical School	7
Kragujevac	II High School Kragujevac	1
Nova Varoš	Technical School	1
Pljevlja	High School "Petar Petrović Njegoš"	1
Požega	High School	1



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Požega	Agricultural School "Ljubo Mičić"	4
Požega	Technical School	12
Priboj	Economy School	1
Priboj	High School	1
Priboj	Echanical and Electrotechnical School	4
Prijepolje	Economa and Trading School	2
Rogatica	High School Centre	5
SremskaKamenica	High School of Interior	1
Užice	Economy School	37
Užice	High School	16
Užice	Medical School	7
Užice	Technical School	74
Užice	Technical School "Radoje Ljubičić"	28
Užice	Art School	2
Valjevo	Economy School	1
Velika Plana	Technical School	1
Višegrad	High School	1
Višegrad	High School "Ivo Andrić"	4
Zemun	Medical School	2
Zvornik	Techical School Centre	1
Foča	High School Centre	1
Novi Pazar	High School	1
Tutin	High School	7
Tutin	Technical School	1

164 students of total enrolled students finished The High School in Užice.

Table 5. Number of enrolled students in 2016/17

Study program	Number of enrolled students
Mechanical engineering	32
Construction engineering – general stream	36
Инжењерство заштите животне средине	26
Информационе технологије	71
Management	47
Tourism	69
Рачуноводство и ревизија	32
Total	313