



Modernization and harmonization of Tourism study programs in Serbia

544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR

Work package 4	DEV 4.1 Design of continuous tourism courses DEV 4.4 Organization of the courses
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Report on design of continuous tourism courses and organization of courses

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Leskovac, November, 2016

Higher Business School of Professional Studies from Leskovac, as one of the partners on Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, organized and designed (as part of activity 4.1. Design of continuous tourism courses and activity 4.4. Organization of the courses) the following courses:

- 4 tourism workshops;
- English language courses for HBSL employees and stakeholders;
- Informatics course;
- Fidelio Suite 8 program course.

These are continuous courses which will be organized at HBSL even after Tempus project „Modernization and Harmonization of Tourism study programs in Serbia“ends. Course and training topics will be determined in accordance with modern tendencies in particular areas, as well as in accordance with the needs and demands of stakeholders.

Tourism courses:

1. Workshop “Tourism and autochthonous and gastronomic offer”

On April 17th, 2015, a workshop “Tourism and autochthonous and gastronomic offer,” as one of the MHTSPS Tempus project activities, was organized at Higher Business School of Professional Studies. The aim of this workshop was to present examples of good practice in the area of tourism and gastronomy, to point out new tendencies in these areas and as well as to point out the role and importance of autochthonous gastronomic offer in tourism development.

Organizing committee of the workshop (made up of members of HBSL teaching and non-teaching staff) was in charge of performing the following tasks: devising the program of the workshop, preparation of materials and certificates, inviting the lecturers and workshop participants, participant registration, photographing, participant survey, analysis of data acquired via surveys and reporting.

On this occasion, our guest was professor Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications. Addressing the participants of the workshop, professor Đeri stressed the importance of tourism development in Serbia modelled to countries with similar resource base and which, in turn, have a significant tourist turnover. Professor Đeri had nothing but words of praise for the examples of good practice which were presented on this occasion.

Present at the workshop were not only major project partners but also representatives of tourism and hospitality entities operating in Jablanica, Pčinja and Nišava Districts. They had the opportunity to exchange opinions and experience in the area of tourism and gastronomy. 96 attendees graded the workshop with an average grade of 4,5 to 4,89, 90% of attendees pointed out that the workshop will help them enhance their knowledge in the area of tourism and gastronomy and 94% of attendees is interested in attending workshops dealing with the same or similar topic. What was once again confirmed was that gastronomy has an important role in the development of tourism and that tourism and gastronomy are very much linked.

Towards the end of the workshop a discussion was started and the participants of the workshop had the opportunity to ask questions. After a successfully realized workshop, lecturers as well as all of

the participants were awarded Certificates as a form of confirmation that they attended and successfully passed the training on the topic of “Tourism and autochthonous gastronomic offer.”

The following talks were presented at the workshop:

- “MK Mountain Resort Kopaonik – logistics support of F&B division.” lecturer, Marko Jovanović
- “To suit your taste – Slatkovac” – ethno village Latkovac, lecturer, Sanja Knežević
- “Vine cellar Malča – a journey through time”, Jelena Došić
- “Autochthonous gastronomy – old, forgotten dishes presented in a modern way”, lecturer, Momčilo Conić
- “New trends in gastronomy”, lecturer, Milica Aleksić
- “Tourist manifestations – example of Roštiljijada - Barbecue Festival in Leskovac, lecturer, Miroljub Radivojević
- “Application of modern technology in promotional activities in tourism industry”, lecturers, Dijana Ilić and Aleksandra Stanković

“Tourism and autochthonous and gastronomic offer” workshop participants		
Participants	17. April 2015.	
	Number of participants	%
Teaching staff	35	36,46
Non-teaching staff	2	2,08
Stakeholders	59	61,46
<i>Total</i>	<i>96</i>	<i>100</i>

“Tourism and autochthonous and gastronomic offer” workshop participants		
Gender	17.04.2015.	
	Number of participants	%
Male	31	32,29
Female	65	67,71
<i>Total</i>	<i>96</i>	<i>100</i>

Analysis of the performed survey on the achieved quality of the workshop:

TOURISM AND AUTOCHTHONOUS GASTRONOMIC OFFER

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required suggestions and opinions to be listed and the same are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.
(1 being „utterly uninteresting“ and 5 being „extremely interesting“)

Average score	4,60
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.
(1 being „utterly unclear“ and 5 being „extremely clear“)

Average score	4,51
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?
(circle one answer)

Yes	No	I do not know
57(90%)	1(1,5%)	5(8,5%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.
(1 being „utterly inadequate venue“ and 5 being „extremely well equipped venue“)

Average score	4,89
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5. On a 1 to 5 scale rate the choice of lecturers
(1 being „utterly poor choice“ and 5 being „extremely good choice“)

Average score	4,50
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6. Are you interested in attending workshops with same or similar topics?
(circle one answer)

Yes	No	I do not know
59(94%)	1(1%)	3(5%)

7. Please write down your comments, suggestions, opinions and similiar.

- | |
|--|
| <ul style="list-style-type: none"> - Congrats on the workshop, the presentations of all lecturers were very interesting, creative. This kind of workshops should be organized more often as they serve as an instrument for promotion of tourism in Serbia. - The path HBSL has taken is the right one and I wish you to host many more workshops. Wish you the best of luck in all of your future endeavours. Suggestions: trainings, seminars, education, practice programs... |
|--|

- Perfect!!!!
- A perfectly organized workshop.
- All praise for the workshop organizing committee, lecturers, the School.
- Way to go! All praise for the School and lecturers.
- Everything went well and according to plan. Examples of good practice mean a lot. I hope for future cooperation and workshops at which I will be able to learn new things and apply the newly acquired knowledge.
- Everything was great (the venue, lectures and food of course)
- A great workshop, a significant experience.
- All praise for the examples of good practice presented since without them theory means nothing.
- All praise for organization, keep up the good work!
- Invite us again! We will respond.
- All topics were rather interesting, as all of the lecturers



Photos from the workshop

Photos, video materials and TV features on the workshop held can be found on the following address http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt16

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AGENDA

TOURISM AND AUTOCHTHONOUS GASTRONOMIC OFFER

Date: 17.04.2015.

Venue: Higher Business School of Professional Studies, Leskovac

<i>Friday, 17.04.2015.</i>		
<i>Time schedule</i>	<i>Topic</i>	<i>Lecturer</i>
09.30-10.00	Registration of participants	
10.00-10.15	Welcoming remarks prof. Milena Marjanović, PhD, HBSL director prof. Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications, Republic of Serbia prof. Ivan Mihailović, PhD., HBSL deputy director mr Dragan Stojanović, HBSL Leskovac, workshop organizer Presentation of participants	
10.15-10.35	“MK Mountain Resort Kopaonik – logistics support of F&B division.”	Marko Jovanović MK Mountain Resort Kopaonik, F&B manager
10.35-10.55	“To suit your taste – Slatkovac”	Sanja Knežević Etno selo Latkovac manager
10.55-11.15.	“Vine cellar Malča – a journey through time”	Jelena Đošić director Status winery – wine cellar Malča
11.15-11.45	Break	
11.45-12.05	“Autochthonous gastronomy – old, forgotten dishes presented in a modern way”	Momčilo Conić Gastronomy skills teacher
12.05-12.25	“New trends in gastronomy”	Milica Aleksić Master in gastronomy management Sonja Milanović Gastronomy manager
12.25-12.45	“Tourist manifestations – example of Roštiljijada - Barbecue Festival in Leskovac	Miroljub Radivojević TOL
12.45-13.05	“Application of modern technology in promotional activities in tourism industry”	Dijana Ilić, Aleksandra Stanković TOL

13.05-13.45	Break
13.45-14.15	Discussion Awarding the certificates End of the workshop

Interdisciplinary training “Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning,”

Higher Business School of Professional Studies was a host to an interdisciplinary training “*Methods of valorisation of tourism and autochthonous gastronomic offer potential with special overview of distance learning*” on September 3rd – 4th, 2015. This is one of the activities in the Tempus project "Modernization and harmonization of tourism study programs in Serbia".

In her welcoming note and presentation, professor Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications, expressed her support and pleasure for the organization of the above mentioned training. Professor Đeri pointed out the importance of valorization of tourism potential (as it is one of the basic elements for development of tourism and transformation of comparative advantage of a destination into its competitive advantage). The training was organized with the support of local government as its representatives were not only present but also taking active participation in the training. In the opening part of the training, professor Milutin Đuričić, PhD, presented the results of project realization in the previous period and proclaimed the workshop *Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning*, open.

Topics covered during **the first day** of the workshop had the aim of:

- Presenting tourism potential and autochthonous gastronomic offer where special attention was placed on tourism potential and gastronomic offer of Leskovac and Jablanica District;
- Stressing the importance of valorization of tourism potential and development of tourism product and
- Discussing methods of tourism potential valorization.

On this occasion, as part of his planned visit to HBSL, professor *Michael Koniordos, PhD, professor at the Hellenic Open University from Piraeus*, held a lecture entitled “Competitiveness and overview of important indicators for tourism development.” In his lecture, prof. Koniordos, emphasized the complexity of the concept of tourism, main indicators and sub-indicators of tourism development. Prof. Koniordos performed a regional analysis on how countries base their economy on tourism, prioritize tourism and travelling and invest in preservation of their national tourism potential.

Representatives of National Museum in Leskovac, Tourism Organization of Leskovac and Center for development of Jablanica and Pčinja district held lectures on tourism potential of city of Leskovac and its environs thus discussing the possibilities for valorization of that potential.

Representatives of Regional Chamber of Commerce, Agricultural advisory service Leskovac and HBSL’s gastronomy teacher talked about the autochthonous gastronomic offer of Jablanica district. Lecturers called attention to the role of gastronomy in development of tourism.

Professors from the Faculty of Tourism and Hospitality from Ohrid, held lectures on cultural heritage, development of cultural, rural and event tourism while referring to the possibilities for development of such forms of tourism in Leskovac and its environs.

HBSL's lecturers also took part in the training, presenting the results of research on tourism potential of Jablanica district.

The **second day of the training** brought about the lecture of professor of Business Technical College of Vocational Studies from Užice. Professor Radosavljević, member of the National Council for Higher Education, talked about the role and importance of use of modern technology in higher education. Special emphasis was on distance learning, technical basis needed for distance learning and types of interactions with online teaching.

At the end of the workshop a discussion on the topic of "Valorization of tourism potential and autochthonous gastronomic offer" was opened. During this discussion participants asked questions. A brief summary of the workshop was made towards the very end where new ideas for future cooperation of workshop participants were presented.

<i>Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning workshop participants</i>				
Participants	03. September 2015.		04. September 2015.	
	Number of participants	%	Number of participants	%
Teaching staff	33	68,75	27	71,05
Non-teaching staff	9	18,75	8	21,05
Business entities representatives	6	12,5	3	7,9
<i>Total</i>	<i>48</i>	<i>100</i>	<i>38</i>	<i>100</i>

<i>Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning workshop participants</i>				
Gender	03. September 2015.		04. September 2015.	
	Number of participants	%	Number of participants	%
Male	23	47,92	18	47,37
Female	25	52,08	20	52,63
<i>Total</i>	<i>48</i>	<i>100</i>	<i>38</i>	<i>100</i>

Analysis of the performed survey on the achieved quality of the workshop:

Interdisciplinary workshop "Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning"

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required giving suggestions and opinions and they are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.

(1 being „utterly uninteresting“ and 5 being „extremely interesting“)

Average score	4,70
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.

(1 being „very unclear“ and 5 being „extremely clear“)

Average score	4,65
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?

(circle one answer)

Yes	No	I do not know
80(93,02%)	0(0%)	6(6,98%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.

(1 being „utterly inadequate venue“ and 5 being „extremely well equipped venue“)

Average score	4,89
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5. On a 1 to 5 scale rate the choice of lecturers

(1 being „very bad choice“ and 5 being „extremely good choice“)

Average score	4,55
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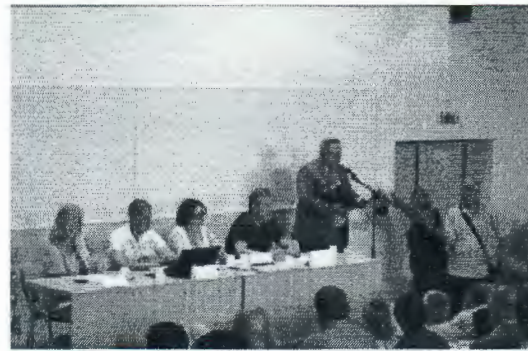
6. Are you interested in attending workshops dealing with same or similar topics?

(circle one answer)

Yes	No	I do not know
81(94,2%)	1(1,2%)	4(4,6%)

7. Please input your comments, suggestions, etc.

- Excellent organization,
- Excellent workshop, I wish you a whole lot of successful workshops
- Congrats,
- Perfectly organized workshop,
- Way to go! Congratulations to HBSL and lecturers,
- Wonderful lecturers
- Interesting topics, great experience...



Photos from the workshop

Photos, video materials and TV features on the workshop held can be found on http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt12



Agenda

Venue: Higher Business School of Professional Studies, Leskovac

September 3, 2015.

11:00h to 15:00h

**INTERDISCIPLINARY TRAINING: „ Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning“
Thursday, September 3rd, 2015**

Conference opening

Welcoming speech

11:00 to 11:30h

Prof. Milena Marjanović PhD, HBSL director
Goran Cvetanović, Mayor of city of Leskovac
Prof. Lukrecija Đeri PhD., state secretary at the Ministry of Trade, Tourism and Telecommunications
Prof. Milutin Đuričić, PhD, Tempus project MHTSPS Coordinator

Plenary lecture

Competitiveness and overview of important indicators for development of tourism

11:30 to 11:55h

Dr Michael Koniordos
Economics professor at the Hellenic Open University
Tourism Management department
TEI from Piraeus

Valorization chances of tourism potential of city of Leskovac and its environs

11:55h to 12:20h

Lecturers:
National Museum in Leskovac
Cultural center Leskovac
TOL
Center for development of Jablanica and Peinja district

Autochthonous gastronomic offer

12:20 to 12:55h

Lecturers:
Regional Chamber of Commerce, Leskovac
Agricultural advisory service, Leskovac
Mr. Momčilo Conić, gastronomy skills teacher, HBSL

12:55 to 13:10h

Break

Tourism and cultural heritage – prof. Sašo Korunski PhD – Rector of Bitola University

13:10 to 13:55h

Rural tourism – prof. Naume Marinovski, PhD – FTU Ohrid

Event tourism – prof. Ivanka Nestorovska, PhD – FTU Ohrid

Gastronomic offer and tourism – prof. Vaso Cuculeski, PhD – FTU Ohrid

13:55 to 14:10h

Research on tourism potential of Jablanica district

Lecturers:
mr Jovica Cvetković
Predrag Stamenković

14:10 to 14:45h

Discussion

15:00h

Lunch



Agenda

Venue: Higher Business School of Professional Studies

September 4, 2015.

10:00h to 13:00h

Friday, September 4th, 2015

10:00 to 11:30h	Use of modern technology in higher education – Distance learning Lecturer: Prof. Damijan Radosavljević, PhD– BTC Užice professor and member of the National Council for Higher Education of RS
11:30 to 11:45h	Break
11:45 to 13:00h	Round table Valorization of tourism potential and autochthonous gastronomic offer – ideas and suggestion for future cooperation
13:00h	Lunch

2. Workshop “Rural tourism – a chance you shouldn’t miss”

On May 19th 2016, Higher Business School of Professional Studies organized a workshop “Rural tourism – a chance you shouldn’t miss” as one of the activities on Tempus project "Modernization and harmonization of tourism study programs in Serbia".

Contents of the workshop are the following lectures:

- „**Tourism in the function of development of rural areas in Serbia**“ – lecturer Drago Cvijović, Dean of Faculty of Hotel Management and Tourism in Vrnjačka Banja
- „**The role of ethno heritage and gastronomy in rural tourism of Vojvodina**“ – lecturer Dragica Samardžić, secretary of Association of tourism and hospitality, Chamber of Commerce Vojvodina
- „**Rural tourism and gastronomy – marvels of Western Serbia**“ – lecturer Miroslav Rađen, director of Tourist Organization of Western Serbia
- „**Preparing rural households for categorization, tourist visit and stay**“ – lecturer Radomir Stojanović, PhD, HBTS Užice
- „**Funds and ways to finance the development of rural tourism**“ – lecturer Aleksandar Ostojić, Regional Chamber of Commerce Leskovac
- „**Seeking opportunities and making way for small agricultural households**“ – lecturer Željko Sredić, household “Gostoljublje” Kosjerić
- An example of good practice „**Rural household – Ethno house Sečanica**“, lecturer Maja Cvetanović

- „Building a network of bike trails and footpaths on Radan mountain“ – lecturer Jelena Pavlović, Center for Development of Jablanica and Pčinja district
- „Gastronomic offer in rural tourism “– lecturer Momčilo Conić, HBSL.

Besides the main project partners, workshop attendees were representatives of tourism business entities, representatives of several tourist organizations (Southern, Eastern, Central and Western Serbia) as well as representatives of the Chamber of Commerce of Vojvodina. They had the opportunity to exchange ideas, thoughts and experience in tourism especially those relating to rural tourism thus coming to a conclusion that tourism can be a trigger to development of rural areas. Towards the end of the workshop a discussion on the topic of the workshop was opened so that participants could ask questions about the presented examples of good practice. All participants of the workshop were awarded certificates confirming that they have attended and successfully passed the training “Rural tourism – a chance you shouldn’t miss.”

<i>Rural tourism – a chance you shouldn’t miss</i> workshop participants		
Participants	19.05.2016.	
	Number of participants	%
Teaching staff	21	28,00
Non-teaching staff	4	5,33
Business entities representatives	50	66,67
<i>Total</i>	<i>75</i>	<i>100</i>

Rural tourism – a chance you shouldn’t miss workshop participants		
Gender	19.05.2016.	
	Number of participants	%
Male	30	40,00
Female	45	60,00
<i>Total</i>	<i>75</i>	<i>100</i>







Photos from the workshop Rural tourism – a chance you shouldn't miss

Photos, video materials and TV features on the workshop held can be found on http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt03

Analysis of the performed survey on the achieved quality of the workshop:
INTERDISCIPLINARY TRAINING “RURAL TOURISM – A CHANCE YOU SHOULDN'T MISS

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required giving suggestions and opinions and they are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.
 (1 being „utterly uninteresting“ and 5 being „extremely interesting“)

Average score	4,85
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.

(1 being „very unclear“ and 5 being „extremely clear“)

<i>Average score</i>	4,60
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?

(circle one answer)

<i>Yes</i>	<i>No</i>	<i>I do not know</i>
69(92%)	2(2,67%)	4(5,33%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.

(1 being „very inadequate venue“ and 5 being „extremely well equipped venue“)

<i>Average score</i>	4,95
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5. On a 1 to 5 scale rate the choice of lecturers

(1 being „very bad choice“ and 5 being „extremely good choice“)

<i>Average score</i>	4,70
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6. Are you interested in attending workshops dealing with same or similar topics?

(circle one answer)

<i>Yes</i>	<i>No</i>	<i>I do not know</i>
73(97,33%)	2(2,67%)	0(0%)

7. Please input your suggestions, comments, etc.

- Very useful lectures, congratulations to all lecturers and organizing committee;
- Very happy with the lectures. A visit to successful rural tourism households should be organized;
- These kinds of trainings need to be organized more often;
- Good work – organization and topics selection. Very interesting;
- Organization was excellent, agenda was followed, and I applaud the interest for tourism development. I hope there will be more of this kind of projects and trainings which raise awareness of importance of tourism development.

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AGENDA
RURAL TOURISM – A CHANCE YOU SHOULDN'T MISS

Date: 19.05.2016.

Venue: Higher Business School of Professional Studies

Thursday, 19.05.2016.

<i>Time schedule</i>	<i>Topic</i>	<i>Lecturer</i>
10.30-11.00	<i>Registration of participants</i>	
11.00-11.15	<i>Welcoming note Presentation of participants Opening</i>	
11.15-11.30	<i>„Tourism in the function of development of rural areas in Serbia”</i>	<i>Drago Cvijanović, PhD Dean of Faculty of Hotel Management and Tourism in Vrnjačka Banja</i>
11.30-11.45	<i>„The role of ethno heritage and gastronomy in rural tourism of Vojvodina“</i>	<i>Dragica Samardžić Secretary of Association of tourism and hospitality, Chamber of Commerce Vojvodina</i>
11.45-12.00	<i>„Rural tourism and gastronomy – marvels of Western Serbia“</i>	<i>Miroslav Rađen Director of Tourist Organization of Western Serbia</i>
12.00-12.25	<i>„Preparing rural households for categorization, tourist visit and stay“</i>	<i>Radomir Stojanović, PhD HBTC Užice</i>
12.25-12.40	<i>Break</i>	
12.40-12.55	<i>„Funds and ways to finance the development of rural tourism“</i>	<i>Aleksandar Ostojić Independent expert Project center Regional Chamber of Commerce Leskovac</i>
12.55-13.10	<i>„Seeking opportunities and making way for small agricultural households“</i>	<i>Željko Sredić household “Gostoljublje” Kosjerić</i>
13.10-13.25	<i>An example of good practice „Rural household – Ethno house Sečanica “</i>	<i>Maja Cvetanović Rural household – Ethno house Sečanica, Niš</i>
13.25-13.40	<i>Break</i>	
13.40-13.55	<i>„Building a network of bike trails and footpaths on Radan mountain“</i>	<i>Jelena Pavlović Center for Development of Jablanica and Pčinja district</i>
13.55-14.15	<i>„Gastronomic offer in rural tourism “</i>	<i>Momčilo Conić, gastronomy</i>

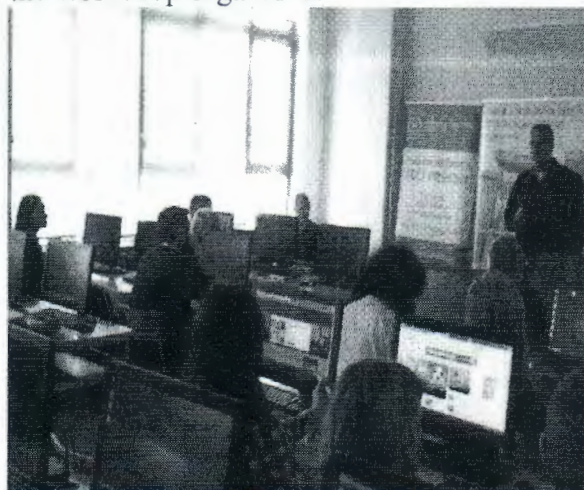
		skills teacher, HBSL Danijela Pantić Vlahović
14.15-14.45	Discussion Certificate award Workshop closing ceremony	

3. Workshop „Social media marketing in tourism“

Tourism Organization of Leskovac, organized a training/workshop “Social media marketing in tourism” on October 28th, 2016. as a regular activity on Tempus project "Modernization and harmonization of tourism study programs in Serbia". The workshop was organized in cooperation with HBS from Leskovac. The new wave of internet use in all areas is linked to the increasing use of social networks and tourism is a sector where the use of social network can be of great help. The aim of the workshop was to point out the importance of promotion in tourism using the above mentioned networks.

Besides representatives of organizers of the workshop (TOL and HBSL), the workshop was attended by representatives of tourism enterprises from Jablanica and Nišava District, representatives of economic entities in the field of tourism and hospitality and representatives of cultural institutions. There was a total of 37 participants out of which 59,5% (22 women) rated the workshop with an average grade 4,83 to 4,97; 72,97% of attendees pointed out that the realized workshop will enhance their tourism related knowledge, whereas 94,59% of attendees is interested in attending new workshops dealing with the same or similar topic.

The moderator of the workshop was Dijana Ilić, coordinator on the Tempus MHTSPS project from the Tourism Organization of Leskovac. In her short welcoming note, she greeted all of the participants and presented the program of the workshop. Prof. Dragan Stojanović, coordinator on the Tempus MHTSPS project from HBSL then took the floor and welcomed all of the participants. In his opening remarks, he acquainted the participants with the span, participants, organization and activities of the TEMPUS project whose part was the workshop organized.



Dijana Ilić, TOL coordinator on the Project and Dragan Stojanović, HBSL coordinator on the Project – introductory notes

At the end of the workshop a discussion was opened and workshop attendees were able to ask questions. After a successfully realized training, all participants were awarded Certificates which stand as a confirmation of their participation, active involvement and successful completion of the training/workshop “Social media marketing in tourism“.



Lecturer Milan Stojković, director of agency Tourism Management and Consulting



Certificate award at the end of a successfully completed training

Topics covered in the workshop:

- How social networks have changed tourism
- How to use Facebook, Twitter and Instagram for promotion in tourism
- Advanced tools for Twitter and Instagram
- Facebook ads
- Workshop: Create your Facebook ad

Workshop instructor was Milan Stojković, director of agency Tourism Management and Consulting, specialized in providing internet marketing services to small and medium sized enterprises in tourism.

“Social media marketing in tourism” workshop participants		
Participants	28. October 2016.	
	Number of participants	%
Teaching staff	10	27,03
Non-teaching staff	3	8,11
Representatives of business entities	24	64,86
Number of female participants	22	59,5%
Number of male participants	15	40,5%
Total	37	100

Analysis of the survey on the quality of the organized training: SOCIAL MEDIA MARKETING IN TOURISM

Evaluation sheet was filled out by all training attendees. All the score results are excellent. Questions with numeric answers score an average of 4,83 to 4,97. Answers on dichotomous questions are 72,97% (3rd questions) and 94,59% (6th question) are yes. Answers to question number 7 are opinions and suggestions, included in this Analysis.

1. On a scale from 1 to 5 rate the relevancy of the topic
(where 1 – completely irrelevant, 5 – very relevant)

Average score	4,86
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2. On a scale from 1 to 5 rate whether the selected topics are clearly presented.
(where 1 – completely unclear, 5 – very clear)

Average score	4,83
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3. Will the realized training help enhance your tourism related knowledge?

(circle one of the provided answers)

<i>Yes</i>	<i>No</i>	<i>I don't know</i>
27(72,97%)	1(2,70%)	9(24,32%)

4. On a scale from 1 to 5 rate the choice of venue and the quality of equipment used.

(where 1 – completely inadequate choice of venue, 5 – very adequate venue)

<i>Average score</i>	4,97
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5. On a scale from 1 to 5 rate the choice of workshop instructor

(where 1 – completely inadequate choice, 5 – excellent choice)

<i>Average score</i>	4,86
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6. Are you interested in attending workshops with the same or similar topic?

(circle one of the provided answers)

<i>Yes</i>	<i>No</i>	<i>I don't know</i>
35(94,59%)	1(2,70%)	1(2,70%)

7. Please, write down your comment, suggestion, etc.

- Praises for the workshop. These kinds of workshops should be organized more often.
- A comprehensive trainings with special emphasis on use of social networks for marketing in tourism. Congratulations.
- A greater number of people should be involved in the training.
- The theme was very interesting, congrats to the organizers.
- Excellent organization, keep it up!
- Organization of the workshop was supreme. Congrats to the School and TOL.
- Amazing instructor.
- We want more interactive workshops such as this one.
- I congratulate the organizers on a successful workshop.
- TOL - bravo.
- Excellent choice of instructor.
- The workshop gave a tonne of tourism related examples, which is a good thing. It would be useful if this kind of workshop could be organized for those on a more advanced level of social media marketing. Organization was good, the instructor was very affable.
- Happy with a workshop which has inspired us all to keep on researching in the area of social media marketing.
- A round of applause for TOL.
- The topic is very relevant, the instructor has prepared thoroughly, and the topic is well in accordance with the current situation related to the usage of new technology in the 21st century.

Photos from the workshop/training can be found on the following link:

<http://www.turistickaorganizacijaleskovac.rs>

WORKSHOP AGENDA

SOCIAL MEDIA MARKETING IN TOURISM

Higher Business School of Professional Studies in Leskovac, 8 Vlade Jovanovića Street

Friday, 28.10.2016.

<i>Time</i>	<i>Topic</i>	<i>Instructor</i>
09:30-10:00	<i>Registration of participants</i>	
10:00-10:15	<i>Introduction</i>	<i>Dijana Ilić Dragan Stojanović</i>
10:15-11:00	<i>How social networks changed tourism</i>	<i>Milan Stojković Tourism Management and Consulting</i>
11:00-12:00	<i>How to use Facebook, Twitter and Instagram for promotion in tourism</i>	<i>Milan Stojković Tourism Management and Consulting</i>
12:00-12:15	<i>Break</i>	
12:15-13:00	<i>Advanced tools for Twitter and Instagram</i>	<i>Milan Stojković Tourism Management and Consulting</i>
13:00-13:30	<i>Break</i>	
13:30-14:30	<i>Payed advertising on Facebook</i>	<i>Milan Stojković Tourism Management and Consulting</i>
14:30-15:45	<i>Workshop: create your own Facebook ad</i>	<i>Milan Stojković Tourism Management and Consulting</i>
15:45-16:00	<i>Questions, answers and certificates award</i>	

English language courses:

As part of the Tempus project Modernization and harmonization of tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, HBS in Leskovac, as one of the partner institutions has organized and conducted foreign language trainings (English language skills training). Training attendees were HBSL staff (teaching and non-teaching staff) as well as representatives of non-academic project partners (stakeholders with which a successful cooperation was established in the course of Project realization). The training took place at HBSL and part of the training was realized via a well-known online learning platform EDMODO.

The training was organized for HBSL employees (beginners' course – A2 level and upper intermediate level) as well as for representatives of non-academic partners on the Project (English language in tourism and hospitality).

Aim of the training for HBSL employees (beginners' course – A2 level and upper intermediate level) is to develop linguistic and communicative competence in English language (basic to intermediate level) through topics covered on the courses as well as for course attendees to master basics of grammar at a particular level. After successfully completing the course, the attendees will be able to demonstrate their knowledge of English language through actual use in business communication as well as to demonstrate understanding of particular terminology which will be of great help in performing specific tasks in their future work.

Course for teaching and non-teaching staff of HBS: Business English (beginners' course- A2)

Topics covered on the course:

- Business introductions;
- Exchanging information (booking and ordering by phone);
- Telephoning (leaving telephone messages);
- Exchanging information (asking for help, offering help, advice); Using technology;
- Exchanging information (solving problems); business correspondence;
- Business lunch;
- Types of companies (departments); welcoming a visitor;
- Arranging to meet;
- Business meeting;
- Types of employment;
- Working in teams (giving opinion);
- Business trip.

Grammar: Word order, Parts of speech, Pronouns, Numbers, Countable and uncountable nouns, Plural noun forms, Adjectives, Comparatives, Tenses, There is/There are, Some/any, Regular and irregular verbs, Questions, Infinitive

Literature:

- Grant, D., Hughes, J. & Turner, R. *Business Result, Elementary Student's Book*, Oxford University Press, 2009
- Jones, S., *Business Basics I*, English Everywhere, 2010
- Coe, N., Harrison, M., & Paterson, K., *Oxford Practice Grammar with Answers*, Oxford University Press, 2008.
- Alexander, L.G., *Longman English Grammar Practice (for intermediate students)*, Longman Group, 1998
- Murphy, R., *Essential Grammar in Use*, Third Edition, Cambridge University Press, 2007

Course for teaching and non-teaching staff of HBSL: Business English (upper-intermediate)

Topics covered on the course:

- Business etiquette;
- Telephoning (set up a meeting, leaving messages, having a business conversation over the phone);
- Business correspondence;
- Meetings (arranging a meeting, holding a meeting);
- Business lunch
- Presentations (scientific papers, projects, school activities);
- Business trip organization;

- Company visit and company presentation;
- Negotiations;
- Solving problems and dealing with complaints.

Grammar units: Tenses, Direct and Indirect Speech, Passive, If clauses.

Literature:

- Morrison, M. *Business Language Practice*, LTP Business, 1997
- Alexander, L.G., *Longman English Grammar Practice (for intermediate students)*, Longman Group, 1998
- Comfort, J., & Utley, D. (1997). *Oxford Business English Skills: Effective Telephoning*. Oxford: Oxford University Press.
- Comfort, J. (1998). *Oxford Business English Skills—Effective Presentations*. Oxford University Press.
- Chapman R. (2007). *Oxford Business English Skills English for Emails*. Oxford University Press.
- Thomson K. (2007.) *Oxford Business English Skills English for Meetings*. Oxford University Press.

English language trainings for HBSL employees were attended by 27 HBSL employees (18 women and 9 men). Out of this number 21 course attendees are members of the teaching staff and 6 attendees are members of the non-teaching staff.

Aim of the training for non-academic project partners (English language in tourism and hospitality) is developing basic linguistic and communicative competence in English language, mastering the basics of grammar and enhancement of vocabulary where special attention is placed on expressions and phrases used in tourism and hospitality. The course attendees will be able to communicate in English in everyday situations as well as in specific situations (in the area of tourism and hospitality); they will be able to understand the hospitality related dialogues as well as to appropriately use technical phrases and business correspondence.

Course for non-academic project partners: English for Tourism

Topics covered on the course:

- Business etiquette (introductions, telephoning, exchange of business cards);
- Introduction to tourism (what is tourism, sectors in tourism, jobs in tourism);
- Types of transport and types of accommodation (hotels, hostels, private accommodation units, resorts); hotel services and facilities;
- Reservations (ordering by phone);
- Tourist organization (information desks, providing information, offering advice, recommending, giving directions);
- Business correspondence (writing business letters, memos, e-mails);
- Complaints (solving problems, dealing with guests); travelers' documentation.

Grammar units: Word order, Pronouns, Numbers, Countable and uncountable nouns, plural noun forms, Adjectives, comparison of adjectives, Tenses, If clauses, Questions (yes/no and wh-questions).

Literature:

- Walker, R., Harding, K. *Oxford English for Careers: Tourism 1*, Student's Book, Oxford University Press, 2009.

- Walker, R., Harding, K. *Oxford English for Careers: Tourism 2*, Student's Book, Oxford University Press, 2007
- Harding, K. *Going International: English for Tourism, Workbook*, Oxford University Press, 2002
- Stott, T., Pohl, A. *Highly recommended (2) SB Intermediate*, Oxford University Press, 2010
- Duckworth, M. *Highly recommended workbook: English for the Hotel and Catering Industry*, Oxford University Press, 1993
- Dubicka, I. O'Keeffe, M. *English for International Tourism, Low-Intermediate (Course Book)*, Pearson Education Limited, 2003
- Morris, C. *Flash on English for Tourism*, ELI, 2012
- Harding, K., Henderson, P. *High Season: English for the Hotel and Tourism Industry*, Oxford University Press, 2000
- McIntyre, K., *English for Tourism, Student's Workbook*, Centre for Language Studies, 2013
- Lesničar, B., *English for Catering and Tourism*, Konzorcij višjih strokovnih šol za izvedbo projekta IMPLETUM, 2010
- Medlik, S., *Dictionary of Travel, Tourism and Hospitality*, Third Edition, Elsevier Science, 2003

Course for non-academic project partners: English for Hospitality

Topics covered on the course:

- Telephoning;
- Making reservations (booking, placing the guest on the waiting list);
- Welcoming and escorting the guests;
- Check-in and check-out procedure;
- Providing information to hotel/restaurant guests (giving directions, information on the restaurant, hotel, room);
- Meeting guests' needs;
- Serving in restaurants;
- Billing;
- Complaints.

Grammar: Word order, Pronouns, Numbers, Countable and uncountable nouns, plural noun forms, Adjectives, comparison of adjectives, Tenses, If clauses, Questions (yes/no and wh questions).

Literature:

- Walker, Robin, and Keith Harding. *Oxford English for Careers: Tourism 1: Student's Book*. Oxford University Press, 2011.
- Harding, Keith. *Going International: English for Tourism. Workbook*. Oxford: University Press, 2002.
- Catrin E. Morris, *ESP Flash on English for Cooking catering and Reception*, ELI, 2012.
- Catrin E. Morris, *ESP Flash on English for Tourism*, ELI, 2012.
- Virginia Evans, Jenny Dooley and Veronica Garza, *Career Paths Tourism 1,2,3 Express* Publishing 2011.
- Trish Stott and Alison Pohl, *Highly Recommended (2) SB intermediate*, Oxford University Press, 2010.
- Neil Wood, *Tourism and Catering workshop*, Oxford University Press, 2003.

- Sylee Gore, Oxford Business English, English for Marketing and Advertising, Oxford University Press.
- David Gordon Smith, Oxford Business English, English for Telephoning, Oxford University Press 2007.
- Lathor Gutjahr, Sean Mahoney, Oxford Business English, English for Sales and Purchasing, Oxford University Press, 2009.
- Michael Duckworth, Essential Business Grammar and Practice (elementary to pre intermediate), Oxford University Press, 2003
- Michael Duckworth, Business Grammar and Practice, Oxford University, 2003
- Smedlik, Dictionary of Travel and Tourism and Hospitality, Third Edition, Great Britain, 2003

English language trainings for non-academic staff were attended by 19 people (10 women and 9 men).





English language training photos

Information on the English language courses can be found at:

http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt08

Informatics training:

As part of TEMPUS project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, Higher Business School from Leskovac, organized a project planned informatics training for its teaching and non-teaching staff. The training was realized in a fully equipped, modern IT lab (HBS premises).

The aim of the training was for training attendees to be able to independently use two most popular MS Office package programs - **Microsoft Word** - for business correspondence and **Microsoft Excel** – for organization and processing of data (tabular and graphical representation of data, cross-tabular calculations, data analysis). This training lays a foundation for further independent advancement in the usage of applicative software.

Training content:

- Manipulation with applications' windows. Creating, renaming, deleting, copying and moving folders and files.
- Learning about Microsoft Word window characteristics and features. Creating simple documents; use of commands Save and Save As, New, Open, Close.
- Formatting of font, paragraph, page and document.
- Inserting and formatting tables.
- Creating logotypes.
- Preparing the document for printing and printing.
- Learning about Microsoft Excel window characteristics and features. Data entry and performing basic operations on them. Learning about types of data in Excel.
- Creating and formatting tables.
- Functions SUM, AVERAGE, MAX, MIN, COUNT. The use of Auto Fill function, variable and fixed reference.
- Functions IF, SUMIF, COUNTIF and creating conditional formulas using logical operators NOT, OR, AND.
- Graphical presentation of data in the form of diagrams and graphics.
- Sorting and filtering of data in the table.
- Basic functions for data processing DSUM, DAVERAGE, DMAX, DMIN, DCOUNT.

- Learning about information system of HBS.
- Basic functions and organization of HBS's information system
- Generating reports and specific search.

There was a total of 27 training attendees (18 women and 9 men), out of which 19 are members of teaching staff and 8 are members of non-teaching staff.



Informatics training photos

Information on informatics training available on
http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt05

Software package Fidelio Suite 8 training

From December 2015., to November 2016., 3 trainings for the usage of Software package Fidelio Suite 8 were organized at HBSL:

- First training from 14. 12. to 22.12.2015.
- Second training from 11.03. to 17.03.2016.
- Third training from 01.11. to 14.11.2016.

The training was organized and held in a computer lab fully equipped through Tempus project „Modernization and Harmonization of Tourism study programs in Serbia“. Training attendees had the opportunity to learn how to use Fidelio Suite 8 software package which was designed to maximize, as much as possible, the efficiency of hotel management.

First training was successfully completed by 10 attendees, second by 8 attendees and third by 7 attendees – making a total of 25 training attendees.

Training program:

- **Customer Relationship Management** – module on database as a sum of all hotel guests' data (both legal entities and private individuals).
- **Reservations** – module on creating both individual and group reservations
- **Front Desk – (reception management)** – module on receiving guests with reservations and overview of expected arrivals, expected departures and stays in the hotel
- **Room Management** – module enabling overview of room status, change of room status and room maintenance.
- **Cashiering (cash register management)** – module on insight in each guest debt and invoicing
- **Quick Keys options**
- **Reports within Miscellaneous options** – module on different reports and statistical reviews.







Software package Fidelio Suite 8 training photos

Information on organized Software package Fidelio Suite 8 trainings are available at
http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt09
http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt04
http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt01