



REPORT

TRAINING COURSE

INTERNET MARKETING IN TOURISM THROUGH THEORY AND PRACTICE

Užice, February 4th and 5th, 2015.

Report compiled by:

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February 6th, 2015.

REPORT ON IMPLEMENTED TRAINING COURSE

Event type	Training course		
Event title	INTERNET MARKETING IN TOURISM THROUGH THEORY AND PRACTICE		
Place	Užice, Business Technical College of Vocational Studies (34 Trg Svetog Save)		
Date	February 4 th and 5 th , 2015	Duration	04/02/2015 from 10:30 to 17:00 05/02/2015 from 10:30 to 14:00
The organizers	Tourism Organization of the Western Serbia Region and Business Technical College of Vocational Studies, Užice		
Participants	The employees in the tourism sector in Western Serbia, public and private sector		
List of participants	<ol style="list-style-type: none"> 1. Nikola Novaković, „Zlatiborska noć“ Hotel, Užice 2. Branka Lučić, „Zlatiborska noć“ Hotel, Užice 3. Irena Radojičić, „Hostel Republik“, Užice 4. Vladana Rakić, „Amigo travel“, Užice 5. Nataša Munitlak, „Konačište sunce“, Zlatibor 6. Duško Kovačević, „President“ Hotel, Zlatibor 7. Nenad Jeremić, „Kraljevi konaci“, Zlatibor 8. Milanko Božović, Villa „Božović“, Zlatibor 9. Predrag Obradović, „Mona“ Hotel, Zlatibor 10. Relja Radović, Special Hospital „Čigota“, Zlatibor 11. Maja Vermezović, Special Hospital „Čigota“, Zlatibor 12. Nedeljko Stamenić, „Jezero“ Hotel, Bajina Bašta 13. Mirjana Stamenić, „Turist“ Hotel, Bajina Bašta 14. Nevena Milojević, Tourist Organization of Užice 15. Jelica Tošić, Tourist Organization of Zlatibor 16. Vladimir Živanović, Tourist Organization of Zlatibor 17. Dušan Nijemčević, Tourist Organization of Zlatibor 18. Vladimir Majstorović, Tourist Organization of Zlatibor 19. Ana Kovačević, Tourist Organization of Arilje 20. Jelena Pantović, Tourist Organization of Arilje 21. Radomir Lišanin, Tourist Organization of Ivanjica 22. Ivan Otašević, Tourist Organization of Gornji Milanovac 23. Slobodan Petrović, MSc, Business Technical College, Užice 24. Miroslav Ivanović, PhD, TOWS, Užice 25. Petar Vukotić, Regional Development Agency „Zlatibor“, Užice 26. Jovica Stefanović, „Petkors Consulting“, Užice 27. Olivera Đurović, „Radionica krug“, Zlatibor 28. Miroslav Rađen, TOWS, Užice 29. Miloš Jovanović, VPTŠ, Užice 30. Milutin Đuričić, VPTŠ, Užice 31. Nenad Milutinović, Business Technical College, Užice 32. Milisav Šuljagić, Business Technical College, Užice 		
Lecturers	Slobodan Petrović, MSc, Business Technical College, Užice Milan Stojković, Tourism Management and Consulting, Bor Miroslav Ivanović, PhD, Research and Development Department of TORWS, Užice		
Examples of a good practice:	„Mona“ Hotel from Zlatibor Mt. Villa „Božović“ from Zlatibor Mt.		

<p>Content 04/02/2015</p>	<p>After the introductory speech of the acting director of Business Technical College of Vocational Studies, Milos Jovanovic , PhD, and the director of the TOWS, Miroslav Radjen, all participants presented themselves, their institution and the extent of involvement in internet marketing and promotion through social networks.</p> <p>During the first day of training, MSc Slobodan Petrović presented the results of the analysis of existing tourism websites in Serbia. Within the presentation of examples of a good practice, Predrag Obradovic (Hotel Zlatibor Mona) introduced participants with the characteristics of the hotel and CRS (Central Reservation System), live chat application on the website and Facebook campaign.</p> <p>Milanko Bozovic, Villa Bozovic owner, presented the advantages of internet communication with a major distribution and intermediary sites and emphasized the importance of the quality of services and assessment of service users.</p> <p>Milan Stojkovic (Tourism Management and Consulting agency) conducted theoretical and practical training on the topics: specifics of creating online content for the web, creating and setting up a basic site on wordpress platform, SEO - how to write text that will be first on Google and adwords course on how to run ads on Google.</p>
<p>Content 05/02/2015</p>	<p>During the second day, Miroslav Ivanovic presented the characteristics of the internet marketing of tourism organizations in Serbia and the usage of social networks in promotion, with an emphasis on sites and profiles content updating dynamics. Focus of the second presentation was on the territory of Western Serbia, including both public and private tourism sector.</p> <p>Milan Stojkovic pointed out the importance of good statistics monitoring of internet sites (Google Analytics) to the participants, with practical examples of how to use social networks in tourism promotion (Facebook, Twitter, Instagram, Pinterest, Google Plus) - opening and administering profiles; the advantages of using paid promotions on Facebook (Facebook Ads and Facebook Remarketing) in tourism.</p>
<p>Media and press release</p>	<p>Training course was media covered by TV stations: RTS 1 (attached), TV Lav (link), TV 5 and radio stations: Radio Belgrade First program, Radio Luna (link) and Prvi Radio.</p>
<p>Assessment of the training</p>	<p>Once implemented the training, the participants filled out evaluation sheets in order to give feedback on the quality of the training, conditions of implementation and engaged lecturers. Results of the evaluation are as follows:</p> <ul style="list-style-type: none"> - Evaluation of interestingness of the training topics – 4,83 - Evaluation of topics processing – 4,78 - 100% of the participants said that the implemented training will improve their internet marketing and promotion through social networks - Evaluation of the place and technical equipment – 4,72 - Evaluation of of appropriate choice of lecturers – 4,89 - 100% of the participants said that examples of a good practice were properly selected and presented to the participants - 100% of the participants are interested in the training of the same or similar topics or advanced courses in the field of Internet Marketing - 100% participants stated that they fit the schedule of training and lectures by days - Suggestions and comments of the participants were related to: the necessity of frequent organization of similar trainings, the usefulness of the training, the need for more practical trainings, extending the duration of training, extension training to the providers in tourism in small communities, the need for the organization of thematic trainings dedicated solely to social networks, Google, etc.
<p>Annexes</p>	<p>Photos from training Presentations Media attachments</p>
<p>Report date</p>	<p>February 6th, 2015</p>



AGENDA OF THE TRAINING COURSE

INTERNET MARKETING IN TOURISM THROUGH THEORY AND PRACTICE

Date: **4-5 February 2015**

Venue: **BTC Informatics Centre, Užice** (34 St. Sava's Square, Užice, Serbia)

Wednesday, 4 February 2015

Time	THEME	Lecturer
10.30-11.00	Registration of participants	
11.00-11.15	Welcome statements: - Miloš Jovanović, Acting Director of Business and Technical College, Užice - Miroslav Rađen, Director of Tourism Organization of Western Serbia Presentation of participants	
11.15-11.45	Analysis of visits to current tourism websites	mr Slobodan Petrović BTC, Užice
11.45-12.00	Mona Hotel – example of a good practice	Predrag Obradović, Mona Hotel, Zlatibor
12.00-12.15	Villa Božović – example of a good practice	Milanko Božović, Villa Božović, Zlatibor
12.15-12.45	Specificities of creation of online web content	Milan Stojković, Tourism Management and Consulting
12.45-13.00	Pause	
13.45-13.30	Design and establishing of a basic web site on wordpress platform	Milan Stojković, Tourism Management and Consulting
13.30-15.00	SEO – how to write a text to be the first on Google?	
15.00-15.30	Pause	
15.30-16.30	Adwords course: how to set a commercial on Google?	Milan Stojković, Tourism Management and Consulting
16.30-17.00	Google Analytics – importance of good statistics monitoring	

Thursday, 5 February 2015

Time	THEME	Lecturer
10.30-10.45	Analysis of presence of Western Serbia tourism sector on social networks	Miroslav Ivanović, PhD, Research and Development Dept., TOWS
10.45-11.30	How to use a social networks in tourism promotion: Facebook, Twitter, Instagram, Pinterest, Google Plus	Milan Stojković, Tourism Management and Consulting
11.30-12.00	Pause	
12.00-13.30	Payed promotion at Facebook - Facebook Ads and Facebook Remarketing	Milan Stojković, Tourism Management and Consulting
13.30-14.00	Summarizing of impressions, conclusions, suggestions and determining the course of future actions	

Note: Free parking space is provided for all the participants with Invitation for training course.



INTERNET MARKETING IN TOURISM THROUGH THEORY AND PRACTICE

Registration list

*Venue: Informatics Centre of the Business Technical College of Vocational Studies, Užice,
Room 208*

Užice, 4th and 5th of February, 2015

Obuka: INTERNET MARKETING U TURIZMU KROZ TEORIJU I PRAKSU

Datum: 04. februar 2015. godine

Mesto: Informatički centar Visoke poslovno-tehničke škole Užice

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Obuka: INTERNET MARKETING U TURIZMU KROZ TEORIJU I PRAKSU

Datum: 05. februar 2015. godine

Mesto: Informatički centar Visoke poslovno-tehničke škole, Užice

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