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University of Kragujevac  
Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT FROM THE COURSE ORGANIZED FOR EMPLOYEES IN THE  
TOURISM INDUSTRY:

INNOVATIVE HEALTH TOURISM PRODUCTS  
– BASIS OF COMPETITIVENESS OF A HEALTH TOURISM DESTINATION

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19.03.2015.

Vrnjačka Banja

Within the TEMPUS project „Modernization and Harmonization of Tourism study programmes in Serbia“ 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, there was organized a **course for employees in the tourism industry**, on the topic: **Innovative health tourism products – Basis of competitiveness of a health tourism destination**.

The course was divided into **three program areas**:

- 1) Current situation in the health tourism in Serbia, as well as the importance of spa & wellness facilities for the development of hotel industry in Serbia, with an emphasis on spa tourism,
- 2) Examples of good practice in health tourism in Serbia - innovative health tourism offer in hotels: Merkur Vrnjačka Banja, Izvor Bukovička banja and Solaris Resort Vrnjačka Banja, and their role in boosting the competitiveness of health tourism destinations,
- 3) Examples of integrated health tourism products of famous spas of Europe: Karlovy Vary in the Czech Republic, Hajdúszoboszló in Hungary and Montecatini Terme in Italy.

**The main objective of the course** was to indicate to the participants, through examples of good practice, in which direction the Serbian spas should develop their tourism in the future, in order to raise competitiveness in domestic and international tourism market.



**COURSE AGENDA**

<i>Thursday, 19.03.2015</i>		
<i>Time</i>	<i>TOPIC</i>	<i>Lecturer</i>
<b>09.30-10.00</b>	<b>Registration of participants</b>	
<b>10.00-10.15</b>	<i>Foreword - Snežana Milićević, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja</i> <i>- Lukrecija Đeri, Ph.D., State Secretary for Tourism in the Ministry of Trade, Tourism and Telecommunications of the Republic of Serbia</i> <i>Introduction of the participants</i>	
<b>10.15-10.35</b>	<b>The situation in the health tourism of Serbia</b>	<b>Vladan Vešković, Secretary of the Association of Serbian Spas</b>
<b>10.35-10.55</b>	<b>The importance of spa &amp; wellness facilities for the development of hotel industry in Serbia</b>	<b>Georgi Genov, Ph.D., Director of Business association of hotel and catering industry of Serbia - HORES</b>
<b>10.55-11.15</b>	<b>Medical rehabilitation and wellness in a medical institution - the complementarity or contradiction</b>	<b>Andrijana Dragić, Head of accommodation and reception at SB "Mercur" Vrnjačka Banja</b>
<b>11.15-12.00</b>	<b>Break</b>	
<b>12.00-12.20</b>	<b>The importance of spa &amp; wellness for positioning of the hotel "Izvor" and Bukovička banja in the domestic and international market</b>	<b>Dragan Todorović, Director at Hotel "Izvor" Ltd. Arandelovac, Bukovička banja</b>
<b>12.20-12.40</b>	<b>The importance and contribution of the hotel Solaris Resort to tourism offer of Vrnjačka Banja</b>	<b>Nina Stamenić, Director at Solaris Resort Vrnjačka Banja</b>
<b>12.40-13.00</b>	<b>Innovative health tourism products-Example of famous spas of Europe</b>	<b>Snežana Milićević, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja</b>
<b>13.00-13.30</b>	<b>Break</b>	
<b>13.30-14.00</b>	<b>The discussion, concluding remarks</b> <b>Distribution of certificates</b> <b>Course closing</b>	<b>Snežana Milićević, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja</b>



## 1. FOREWORD

At the beginning of the course, **Snežana Milićević Ph.D.** Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja welcomed all the trainees who came from various parts of Serbia, then Lukrecija Đeri Ph.D., State Secretary for Tourism in the Ministry of Trade, Tourism and Communications of the Republic of Serbia, as well as representatives of local government of Vrnjačka Banja, the Dean, Vice-deans and colleagues from the Faculty of Hotel Management and Tourism in Vrnjačka Banja. She also welcomed the media representatives, who arrived in large numbers to attend this event. Then, she briefly presented the program of the course, and introduced the speakers and topics of their sessions, by program wholes. Lecturers who took part in the course were: Vladan Vešković, Secretary of the Serbian Spas Association, Georgi Genov Ph.D., Director of the Business Association of Hotel and Catering Industry of Serbia - HORES and professor at the High School of Tourism in Belgrade, Andrijana Dragić, a representative of the Special Hospital "Mercur" Vrnjačka Banja, Dragan Todorović, Director of hotel "Izvor" and Katarina Milivojević, Head of spa & wellness sector in hotel "Izvor" in Bukovička banja, Nina Stamenić, Director of Solaris Resort in Vrnjačka Banja, as well as Snežana Milićević Ph.D. Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University Kragujevac.



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After the opening remarks, the audience was addressed by **Lukreciju Đeri Ph.D., State Secretary for Tourism in the Ministry of Trade, Tourism and Communications of the Republic of Serbia**, who was a guest on the course. In her opening speech the emphasis was placed on the historical development of spas as tourist sites, on their share of tourism turnover in Serbia, assessments and development directions, as well as the State's efforts in realizing the Strategy of tourism development and the need for continuous monitoring of trends, with an emphasis on spa tourism.



All participants were also welcomed by **Rodoljub Džamić, President of the Municipal Assembly of Vrnjačka Banja**, who expressed his satisfaction that such a course takes place exactly at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, in the presence of a large number of people.



## 2. LECTURING

The first lecturer was **Vladan Vešković, Secretary of the Serbian Spas Association**, with the presentation on "The state of health tourism in Serbia". Mr. Vešković presented unused spa tourism resources and guidelines for better positioning of Serbian spas on the tourism market with great support from relevant ministries.



The next lecturer, **Georgi Genov, Ph.D., Director of the Business Association of Hotel and Catering Industry of Serbia - HORES**, presented "The Importance of spa & wellness facilities for the development of hotel industry in Serbia", with special emphasis on the hotel industry in Serbian spas.



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The following lecturer was **Andrijana Dragić, Head of accommodation and reception of Special Hospital "Mercur" Vrnjačka Banja**, who presented all the innovations within this institution through her exposure on the topic "Medical rehabilitation and wellness in a medical institution - the complementarity or contradiction". Merkur holds a leading position in the health tourism in Serbia, because since 2005, when it opened the first wellness center in spas in Serbia, every year it introduces innovative health tourism facilities.



After the break, the course was continued with a presentation on "The importance of spa & wellness positioning of the hotel "Izvor" and Bukovička banja in the domestic and international market", by **Dragan Todorović, Director of the hotel "Izvor" and Katarina Milivojević, Head of the spa & wellness sector**.



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**Nina StameniĆ, Director of Solaris Resort Vrnjaĉka Banja** with the topic "The importance and contribution of the hotel Solaris Resort to tourism offer of Vrnjaĉka Banja", presented a wide range of innovative products of this hotel - from the prestigious wellness center to the restaurant with Halal standards only in Serbia.



The last lecturer, **SneĴana MiliĆeviĆ Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjaĉka Banja**, spoke on the topic of "Innovative health tourism products - examples of famous spas of Europe." As examples, she presented the integrated health-tourism product of spas Karlovy Vary in the Czech Republic, HajdŰszoboszlŰ in Hungary and Montecatini Terme in Italy.





### 3. DISTRIBUTION OF CERTIFICATES

Participants of the course (**a total of 69 participants**) are employed in the following institutions:

1. Special Hospital Merkur Vrnjačka Banja (8)
2. Special Hospital Ribarska Banja (2)
3. Special Hospital Sokobanja (2)
4. Solaris Resort Vrnjačka Banja (2)
5. Hotel Hill Jagodina (2)
6. Hotel Izvor Arandjelovac, Bukovička banja (2)
7. Tourism organization Vrnjačka Banja (3)
8. Tourism organization Čačak (3)
9. Tourism organization Kragujevac (3)
10. Tourism organization of the Western Serbia region (2)
11. Tourism organization Kruševac (1)
12. Serbian Spas Association (1)
13. Trias Ltd. Vrnjačka Banja (3)
14. BGB Vrnjačka Banja (1)
15. HORES – Business Association of Hotel and Catering Industry of Serbia, Belgrade (1)
16. Faculty of Hotel Management and Tourism in Vrnjačka Banja (14)
17. Faculty of Science Novi Sad (1)
18. High Business School of Vocational Studies Leskovac (1)
19. High School of Technology Vocational Studies Arandjelovac (2)
20. Hospitality and Tourism School Vrnjačka Banja (2)
21. Cultural center Vrnjačka Banja (1)
22. Municipality Vrnjačka Banja (7)
23. Center for Children and Youth Vrnjačka Banja (1)
24. Association of Hoteliers Vrnjačka Banja (1)
25. MPM Poliplas Vrnjačka Banja (2)
26. PP sistem – Vila Splendor Vrnjačka Banja (1)

All participants, after registration and before the start of course, have received **set of material** (the folder with the agenda, pen, bookmarkers and papers for notes), and after completion of the course they were given a **Certificate for successfully completing the course** on the topic "Innovative health tourism products - Basis of competitiveness of a health tourism destination".



#### 4. MEDIA REPRESENTATIVES

Course has attracted a large number of **media**:

1. RTV Vrnjačka Banja
2. RTV “K9” Kragujevac
3. RTV Kruševac
4. RTV Raška
5. RTV Kraljevo
6. RTV Trstenik
7. TV Galaxy Čačak
8. Newspaper Vrnjačke novine
9. Magazine Tourism world
10. Review UNO
11. <http://www.vesti.rs/>
12. <http://www.eraska.rs/>
13. <http://www.gtokg.org.rs/>



## 5. QUESTIONNAIRE – EVALUATION RESULTS

After the course, participants were given a **questionnaire** in order to provide estimates and opinions concerning the course delivered. The questionnaire included eight questions. The questionnaire and the average value of the claims are shown below.

*Table 1. Questionnaire relating the course success*

QUESTIONNAIRE					
INNOVATIVE HEALTH TOURISM PRODUCTS -					
BASIS OF COMPETITIVENESS OF A HEALTH TOURISM DESTINATION					
<b>1. Please evaluate the actuality of the course topics.</b>					
<i>(Please evaluate from 1 to 5, where 5 stands for very interesting and 1 for completely uninteresting)(Average grade: 4,64)</i>					
1	2	3	4	5	
<b>2. Are the chosen topics clearly presented?</b>					
<i>(Please evaluate from 1 to 5, where 5 stands for very adequately, and 1 for completely inadequately) (Average grade: 4,56)</i>					
1	2	3	4	5	
<b>3. Is this course helping you to improve your knowledge in the field?</b>					
<i>(Please circle one answer) (Response structure: Yes – 88%, No – 4%, I do not know – 8%)</i>					
1) Yes	2) No	3) I do not know			
<b>4. Please evaluate the place where the course is held as well as technical equipment.</b>					
<i>(Please evaluate from 1 to 5, where 5 indicates very well equipped, and 1 completely inadequate place)</i>					

*(Average grade: 4,58)*

1 2 3 4 5

**5. Please evaluate the selection of lecturers.**

*(Please evaluate from 1 to 5, where 5 indicates very good choice, and 1 complete dissatisfaction with the choice) (Average grade: 4,48)*

1 2 3 4 5

**6. Are the examples of good practice adequately presented?** (Please circle one answer)

*(Response structure: Yes – 94%, No – 4%, I do not know – 2%)*

1) Yes      2) No      3) I do not know

**7. Are you interested to participate in the further similar courses in the field of hospitality and tourism?** (Please circle one answer) *(Response structure: Yes – 92%, No – 2%, I do not know – 6%)*

1) Yes      2) No      3) I do not know

**8. Please enter your comments, suggestions, proposals, etc.**

- Everything was perfect;
- Very well organized, interesting topic, such courses should be organized more often, this is the future;
- International lecturers should be invited;
- Clear and concise, interesting presentations;
- It should be repeated with similar topics;
- Solidly for so young faculty;
- Excellent choice of lecturers, interesting topic;
- This should be organized more often in order to identify problems and create a favourable environment for investments;
- Excellent examples from the practice. The problem of Vrnjačka Banja should be driven to the public level;
- Excellent lecturers, time was well utilized, interesting topic, excellent organization;
- The course has fulfilled my expectations, excellent organization;
- Excellent organization;
- Excellent organization and topic, because it helps moving the tourism borders of Vrnjačka Banja ;
- It would be good if there was more courses like this one.

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In the Table 2 there is a tabulation of the results of the Questionnaire.

*Table 2. Results of the Questionnaire regarding the course success*

No.	Question	Average grade		
1	Please evaluate the actuality of the course topics.	4,64		
2	Are the chosen topics clearly presented?	4,56		
3	Is this course helping you to improve your knowledge in the field?	yes	no	I do not know
		88%	4%	8%
4	Please evaluate the place where the course is held as well as technical equipment.	4,58		
5	Please evaluate the selection of lecturers.	4,48		
6	Are the examples of good practice adequately presented?	yes	no	I do not know
		94%	4%	2%
7	Are you interested to participate in the further similar courses in the field of hospitality and tourism?	yes	no	I do not know
		92%	2%	6%
8	Please enter your comments, suggestions, proposals, etc.			
	Everything was perfect Very well organized, interesting topic, such courses should be organized more often, this is the future International lecturers should be invited Clear and concise, interesting presentations It should be repeated with similar topics Solidly for so young faculty Excellent choice of lecturers, interesting topic  This should be organized more often in order to identify problems and create a favourable environment for investments Excellent examples from the practice. The problem of Vrnjačka Banja should be driven to the public level Excellent lecturers, time was well utilized, interesting topic, excellent organization The course has fulfilled my expectations, excellent organization Excellent organization Excellent organization and topic, because it helps moving the tourism borders of Vrnjačka Banja and encourages further development. Sincere support to your work. It would be good if there was more courses like this one			

Based on the results of the survey we can determine that the average rate of course is 4.57. The highest average grade has topic actuality 4.64. Also, 88% of participants expressed the view that the realized course will help them to improve knowledge in this area, and 92% of participants is interested to participate in new course programs with similar topics in the field of hospitality and tourism.

Vrnjačka Banja, 31.03.2015.

Appendix 1. Registration List



FACULTY OF HOTEL  
MANAGEMENT AND TOURISM  
IN VRNJAČKA BANJA  
UNIVERSITY OF KRAGUJEVAC



MODERNIZATION AND  
HARMONIZATION OF TOURISM  
STUDY PROGRAMMES IN SERBIA



INOVATIVNI ZDRAVSTVENO-TURISTIČKI PROIZVODI  
– OSNOV KONKURENTNOSTI DESTINACIJE ZDRAVSTVENOG TURIZMA

No.	First and last name	Institution	Phone number	E-mail
1.	Gordana Nikolić	TO Kragujevac	064/20-6055	gordana.kragujevac@... .ba
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4.	Anica Janković	TRIAS D.O.O.	064/4161114	anajank@... .rs
5.	Mirjana Čučević	Ustavna grupa Srbije	060/21314	mirjana.cuc@... .com
6.	Jasmina Đurđević	Fakultet za hotelijerstvo i turizam	063/608-943	jasmina.durdevic@... .rs
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11.	Srdan Kostinac	MERKUR	063/603375	SRDAN@... .RS
12.	Jovanović Miroslav	Opština Gata	064/066-12-60	
13.	Green Korovesović	TO VB	064-22-97-806	green@venpcekbanya.com
14.	Radežić EUBOMIR	OPŠTINA V. BANJA		RADEZIC@... .CO
15.	Mirjana Vuković	KULTURNI CENTAR V.B.	030 611/153	mirjanavukovic@... .com
16.	Beata Todorović	TO PZ	064/283237	vesu@... .com
17.	Miroslav Todorović	Novi Beograd	063/1011447	Miroslav.Todorovic@... .com
18.				

Vrnjačka Banja, 19.03.2015.



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MODERNIZATION AND  
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INOVATIVNI ZDRAVSTVENO-TURISTIČKI PROIZVODI  
– OSNOV KONKURENTNOSTI DESTINACIJE ZDRAVSTVENOG TURIZMA

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Vrnjačka Banja, 19.03.2015.

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INOVATIVNI ZDRAVSTVENO-TURISTIČKI PROIZVODI  
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Vrnjačka Banja, 19.03.2015.



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Vrnjačka Banja, 19.03.2015.