



MODERNIZATION AND  
HARMONIZATION OF TOURISM  
STUDY PROGRAMMES IN SERBIA  
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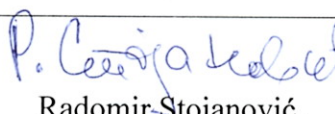
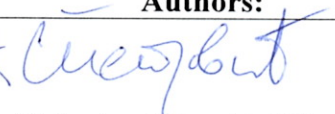
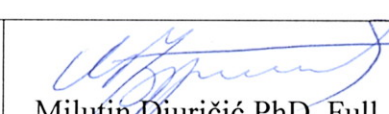


Co-funded by the  
Tempus Programme  
of the European Union

<b>WORK PACKAGE</b>	<b>4</b>
<b>WP Type</b>	<b>4.4</b>
<b>WP Type</b>	<b>7.4.</b>

**REPORT ON THE TRAINING AND WORKSHOP ORGANIZED  
FOR TOURISM WORKERS IN KRAGUJEVAC ON 24<sup>TH</sup>  
MARCH 2016**

***“MODERN TECHNIQUES OF PROMOTING AND SELLING  
SERVICES IN RURAL TOURISM AND SMALLER  
ACCOMMODATION FACILITIES”***

<b>Authors:</b>		
 Radomir Stojanović, PhD	 Slobodan Petrović, MSc	 Milutin Djuričić PhD, Full Professor

25<sup>th</sup> March 2016  
Užice

Within the framework of the Tempus project “Modernization and Harmonization of Tourism Study Programs in Serbia“, 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, a training and workshop for tourism workers have been organized on the following topic: “Modern techniques of promoting and selling services in rural tourism and smaller accommodation facilities“. The event was organized in cooperation with the City Tourist Organization Kragujevac. More than 44 people attended the training and the workshop, 18 men and 26 women.

Based on the examples of good practice, the training was aimed at demonstrating how to use the modern techniques of promoting and selling services in rural tourism and smaller accommodation facilities in order to increase the competitiveness in the domestic and international tourism markets.



*Participants education*

## 1. INTRODUCTORY SPEECH

The training was led by Ms Snežana Milisavljević, Director of the TO of the City of Kragujevac. At the beginning of the training, on behalf of the City of Kragujevac, the participants were greeted by Mr Dalibor Jekić, Member of the City Council in Charge of Economy and Private Entrepreneurship in the City of Kragujevac. After that, Mr Milutin Đuričić, PhD Professor, Coordinator of the TEMPUS project 544543, greeted the participants emphasizing the fact that this TEMPUS project is being implemented by 10 partners, from 4 different countries (Serbia, England, Romania and Greece). He also pointed out that the implementation of the Project has been done in compliance with the determined work plan, without exceeding the approved budget, and that the training and workshop taking place that day actually represented the accomplishment of two project activities. The agenda was prepared based on the determined lack of the knowledge on modern techniques of promoting and selling services in rural tourism and smaller accommodation facilities, which is the precondition for the rural tourism development.

## 2. LECTURES AND PRACTICAL TRAINING – WORKSHOPS

The first lecture was given by Radomir Stojanović, PhD Lecturer at the Business and Technical College of Applied Sciences in Užice, on the following topic: “Different ways of promoting specific tourism products (propaganda, public relations, personal selling). Using an interactive approach, the participants were introduced to the modern – good practice of promoting tourism destinations and products, with an emphasis on the rural tourism and entrepreneurs in tourism industry.





*Snežana Milisavljevic, Director of tourist organization of the City of Kragujevac*



*Dalibor Jekić, City Council member for economy and business center Kragujevac*



*Milutin Djuricic, TEMPUS Project Coordinator*



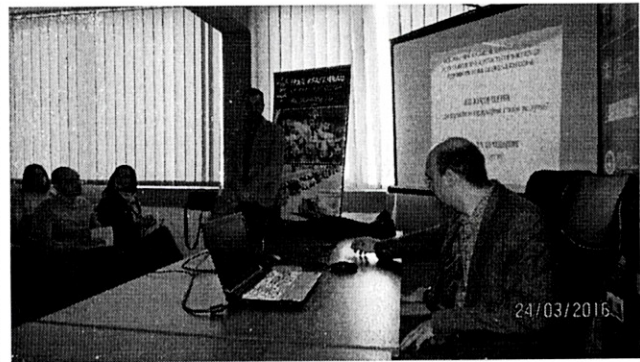
*Chairpersons*

After a break, the workshop on the following topic was held: “The importance of a website in the process of promoting and selling tourism products (content design and website optimization process)”. The workshop was organized by Slobodan Petrović, MSc and Radomir Stojanović, PhD, Lecturers at the Business and Technical College of Applied Sciences in Užice. The great contribution to the success of the workshop was made by the participants who already use the Internet technologies in their business, and who pointed out the problems they had encountered so far, as well as the ways to solve them. Case studies were also used to demonstrate what needs to be improved in order to optimize the presentation on the Internet (websites and web portals).

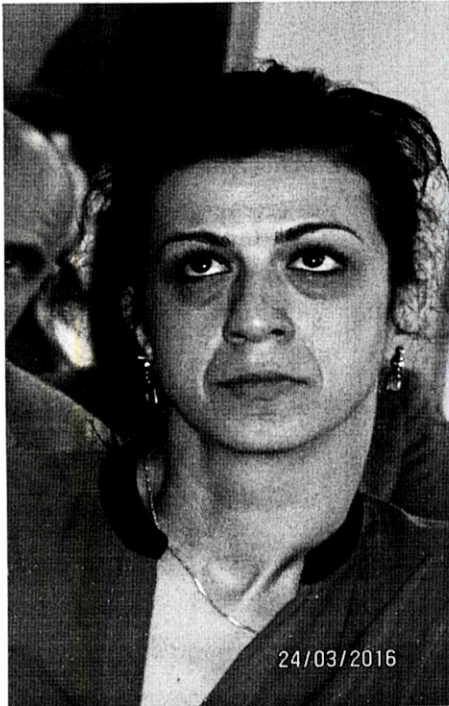




*Lecturer Mr Slobodan Petrovic, BTC Uzice*



*Lecturer dr Radomir Stojanović, BTC Uzice*



*Emina Vidosavljevic, GTO in Kragujevac, very responsible for the organization of education*



*Participant training Cile, the brand owner and a prominent entrepreneur in rural business*

The same authors organized the workshop relating to how to use social networks and booking systems for the promotion and sales of tourism products and services. They pointed out the fact that there is no successful promotion in tourism, especially in rural tourism, without the appropriate use of social networks. Through case studies, they demonstrated to the participants how to make the most of social networks for their promotion.

At the end, Mr Radomir Stojanović taught the participants how to negotiate contracts with intermediaries – tourism agencies and tourism organizations - in a legal manner. He pointed out the penalties for breaking the law.

### 3. MEDIA REPRESENTATIVES

The training and the workshop drew the attention of the following media companies:

1. RTV "K9" Kragujevac
2. RTV Kragujevac

The training and workshop handouts are available on the following websites:

<http://www.rtk.co.rs/drustvo/item/29275-savremene-tehnike-promocije-turizma>

<http://www.ikragujevac.com/vesti/35679-savremene-tehnike-promocije-turizma-u-kragujevcu.html>

<http://www.tvk9.ws.rs/index.php/drustvo/item/1492-savremene-tehnike-promocije-i-prodaje-usluga-u-seoskom-turizmu>

#### **4. QUESTIONNAIRE – EVALUATION RESULTS**

At the end of the training, the participants were given a questionnaire (Enclosure 2) aimed at assessing the accomplished training and expressing their opinion about it. The questionnaire comprised four questions and recommendations. The average results of the their statements are given below.

According to the results of the questionnaire, the average grade of the training was 4.79 (on the 1-5 scale). The highest average grade was given to the usefulness of the topic – content of the training - 4.79 (on the 1-5 scale). Also, 94.74% of the participants stated that they were extremely satisfied with the organization of the training, whereas 5.26% of the participant were satisfied. There were no dissatisfied nor partly satisfied participants. The handouts were given the grade 4.58 (on the 1-5 scale).

Here are some specific comments made by the participants:

- Plenty of useful information,
- Interesting and useful lectures,
- Very useful for our future work,
- Very useful,
- Simple presentation, comprehensible to all the participants,
- Such trainings should be organized more frequently, on various topics,
- Using Instagram for promotion and new booking sites (AIRBNB.com) should have been more focused on.