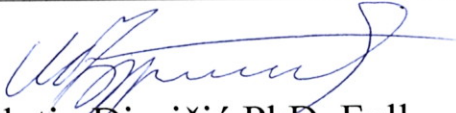
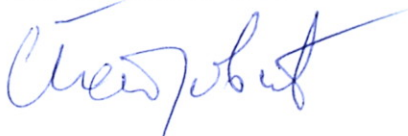
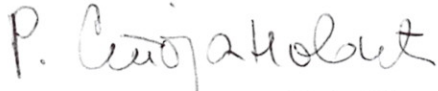




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Modernization and harmonization of tourism study programmes in Serbia 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR	
WP4: Development of lifelong learning (LLL) courses for tourism employees	Activity: 4.4
WP7: Dissemination of project activities and outcomes	Activity: 7.4

REPORT ON THE TRAINING OF TOURISM EMPLOYEES CONDUCTED AS A PART OF THE TOURISM FAIR HELD IN KRAGUJEVAC ON 27TH NOVEMBER 2015

 Milutin Djuričić PhD, Full Professor	 Slobodan Petrović, MSc
 Radomir Stojanović, MSc	

Užice, November 2015

Project task:

Activity 4.4. Organization of the courses

and

Activity 7.4. Workshops for representatives of stakeholders and end users

The description of the project task:

Writing the report on the training and workshops conducted as a part of the International Tourism and Rural Tourism Fair held in Kragujevac, on 27th November, 2015.

The training programme was designed in cooperation with the coorganizer – the City Tourist Organization Kragujevac, based on the knowledge that tourism workers in Serbia lack.

The description of the outcomes:

This report is the result of the joint work of the project team whose members are the representatives of the Business and Technical College of Applied Sciences in Užice.

INTRODUCTION

The report on the following activities: **Activity 4.4. Organization of the courses and Activity 7.4. Workshops for representatives of stakeholders and end users** has been prepared by the work team consisting of: Milutin Đuričić, PhD, Radomir Stojanović, MSc, and Slobodan Petrović, MSc. It represents the answer to the set project task.

The report comprises the Introduction, Description of Training and Workshop, Conclusion and Enclosures.

DESCRIPTION OF TRAINING AND WORKSHOP

As a part of the 7th International Tourism and Rural Tourism Fair (Photo 1), and 3rd Fair of Winter Food and Handmade Products, a meeting was held in the Media Centre in Kragujevac, on 27th November, 2015, during which the representatives of the Business and Technical College of Applied Sciences Užice organized the training and workshops for tourism workers. The training and workshops were attended by 44 people, 22 of whom were women (Photo 2 and Photo 3).

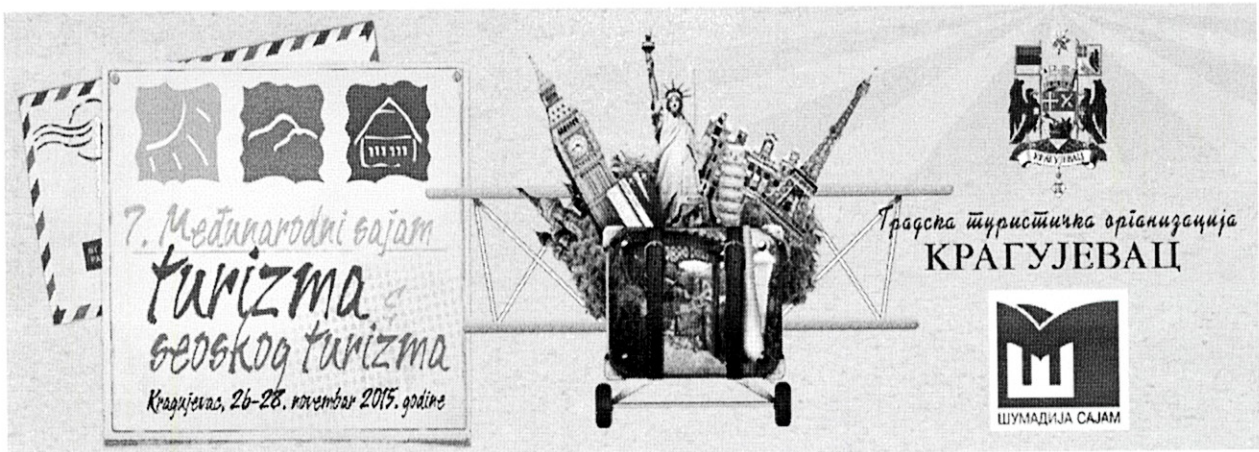


Photo 1. The logo of 7th International Tourism and Rural Tourism Fair



Photo 2-5. Training participants

The participants were greeted by Ms Emina Vidosavljević, who declared the training open on behalf of the City Tourist Organization Kragujevac, and Mr Milutin Đuričić, PhD Professor, Coordinator of the TEMPUS project MHTSPS, who emphasized how important the implementation of this project is for the development of higher education and tourism in Serbia (Photo 6).



Photo 6. The opening of the training



Photo 7. Mr Radomir Stojanović presenting his part of the topic

The first topic was the promotion and selling of rural tourism services through the Internet. The professors of the Business and Technical College of Applied Sciences from Užice, Radomir Stojanović, MSc, and Slobodan Petrović, MSc, gave a lecture with some practical examples (Photo 8). They talked about the promotion through websites and social networks, about QR codes and available reservation systems. In the crowded hall of the Media Centre, the best ways of making the most of the Internet, as a cheap means of advertising and selling services, were explained, as well as the potential mistakes that should be avoided when advertising services.

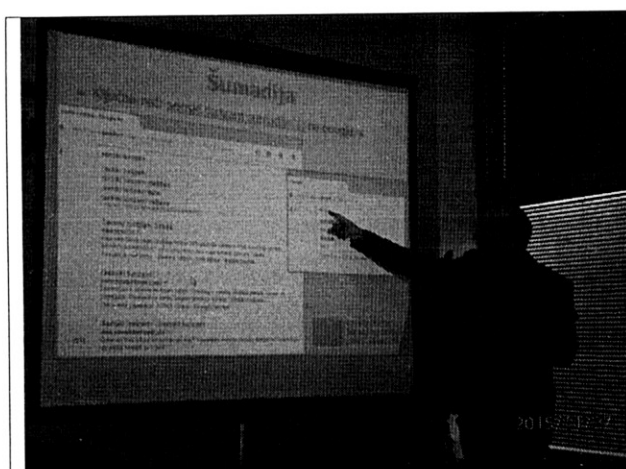


Photo 8. Slobodan Petrović, MSc, presenting his part of the topic

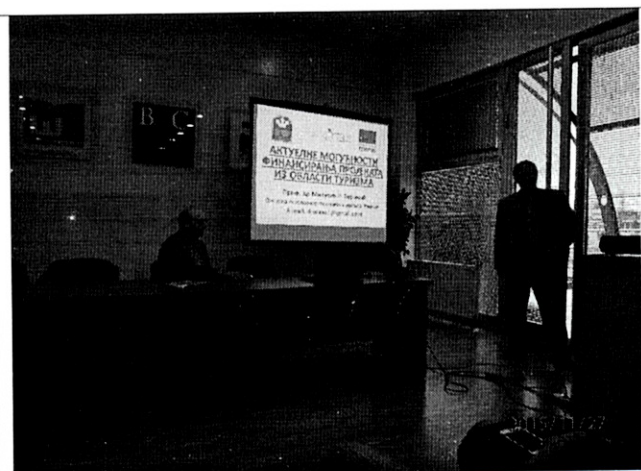


Photo 9. Milutin Đuričić, PhD Professor, presenting his paper

The second workshop was organized on the following topic: “Designing projects to apply for the grants from the EU pre-accession funds”. The workshop was conducted by Milutin Đuričić, PhD Professor (Photo 9), Coordinator of the TEMPUS project within which this training was organised. The professor introduced the interested participants to some of the current calls for the submission of tourism and agriculture-related projects; he talked about the submission principles, about how to adjust personal needs to the terms of grant providers, as well as about other practical issues relating to the process of the preparation of a project idea. For more details, please visit the following link: <http://www.gtokg.org.rs/dogadjaji-u-medija-centru-sumadija-sajma/>

CONCLUSION

This training was evaluated as very successful. Its quality was confirmed by the statement made by the Official Organizer, whose words we are citing herein: “After three successfully organized days of promotion, presentations and numerous workshops, both the visitors and the lecturers are satisfied”.

(source: <http://www.gtokg.org.rs/>)

ENCLOSURES

- Shows broadcast in media
- The list of the training participants
- <http://www.gtokg.org.rs/dogadjaji-u-medijsko-centru-sumadijske-sajma/>
- <http://www.gtokg.org.rs/>)