

Regionalna privredna
Komora Užice



Co-funded by the
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ФАКУЛТЕТ ЗА ХОТЕЛИЈЕРСТВО И ТУРИЗАМ
FACULTY OF HOTEL MANAGEMENT AND TOURISM



**Modernization and harmonization of Tourism study programmes in
Serbia**

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

<i>Work package 4</i>	<i>Activity 4.4 Organization of the Courses</i>
<i>Work package 7</i>	<i>Activity 7.4 Conducted workshops</i>

Report on training and workshop
"Improving the quality of services in health tourism of Ivanjica"
(March 17, 2016 -Special Hospital for Rehabilitation "Ivanjica")
Authors:

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Užice, march 2016.

Project task:

Activity 4.4 Organization of the Courses

Activity 7.4 Conducted workshops

The description of the project task:

Within the Work Package 4 and Work Package 7 of the project, educate employees of the Special Hospital for Rehabilitation "Ivanjica" and tourism related stakeholders of the municipality on the theme of improving the quality of services in health tourism of Ivanjica.

The description of the outcome:

The workshop was attended by 33 participants. Employees from different organizational units of the Special Hospital for Rehabilitation "Ivanjica" (management, reception, health sector, kitchen), representatives of rural households and other tourism subjects through four-hour training got a large number of important information for improving services in health tourism.

This report is the result of joint work of project tim formed by the representatives of all business schools.

In the organisation of Regional Chamber of Commerce Užice, Užice Business School, Faculty of Hotel Management of Vrnjačka Banja and Leskovac Business School and in partnership with the Tourist Organization of Ivanjica, workshop and the training on the topic "Improving the quality of services in health tourism of Ivanjica" was held on Thursday , 17th of March 2016. in Special Hospital for Rehabilitation "Ivanjica".



Image 1. Mirjana Krdžić coordinator of the Tempus from RCC Užice welcomes the participants of the workshop

Moderator of the workshop was Mirjana Krdžić, coordinator of the Tempus mhtsps program from Regional Chamber of Commerce Užice. The workshop was opened by prof.dr Milutin Djuričić, manager of the Tempus project. In his opening remarks, participants were acquainted with the activities of Tempus project within which this workshop in Ivanjica was organized. Project TEMPUS MHTSPS number 544543, is engaged in the modernization and harmonization of tourism study programs in Serbia and education of employees in the tourism industry in line with the needs expressed. Beside the Regional Chamber of Commerce Užice project partners are Užice Business School as a leading partner, Leskovac Business School, Faculty of Hotel and Tourism Management Vrnjačka Banja (University of Kragujevac), TO Western Serbia, TO Leskovac and Chamber of Commerce and industry of Vojvodina. In addition to domestic partners, in the Tempus mhtsps the foreign partners are also involved, from the countries that are EU members, Greece, Romania, Great Britain. One of the important activities carried out by RCC Užice in the framework of this project is to establish and strengthen business cooperation between economic entities of the Region from the field of tourism and higher education institutions in Serbia that have degree programs in this field.

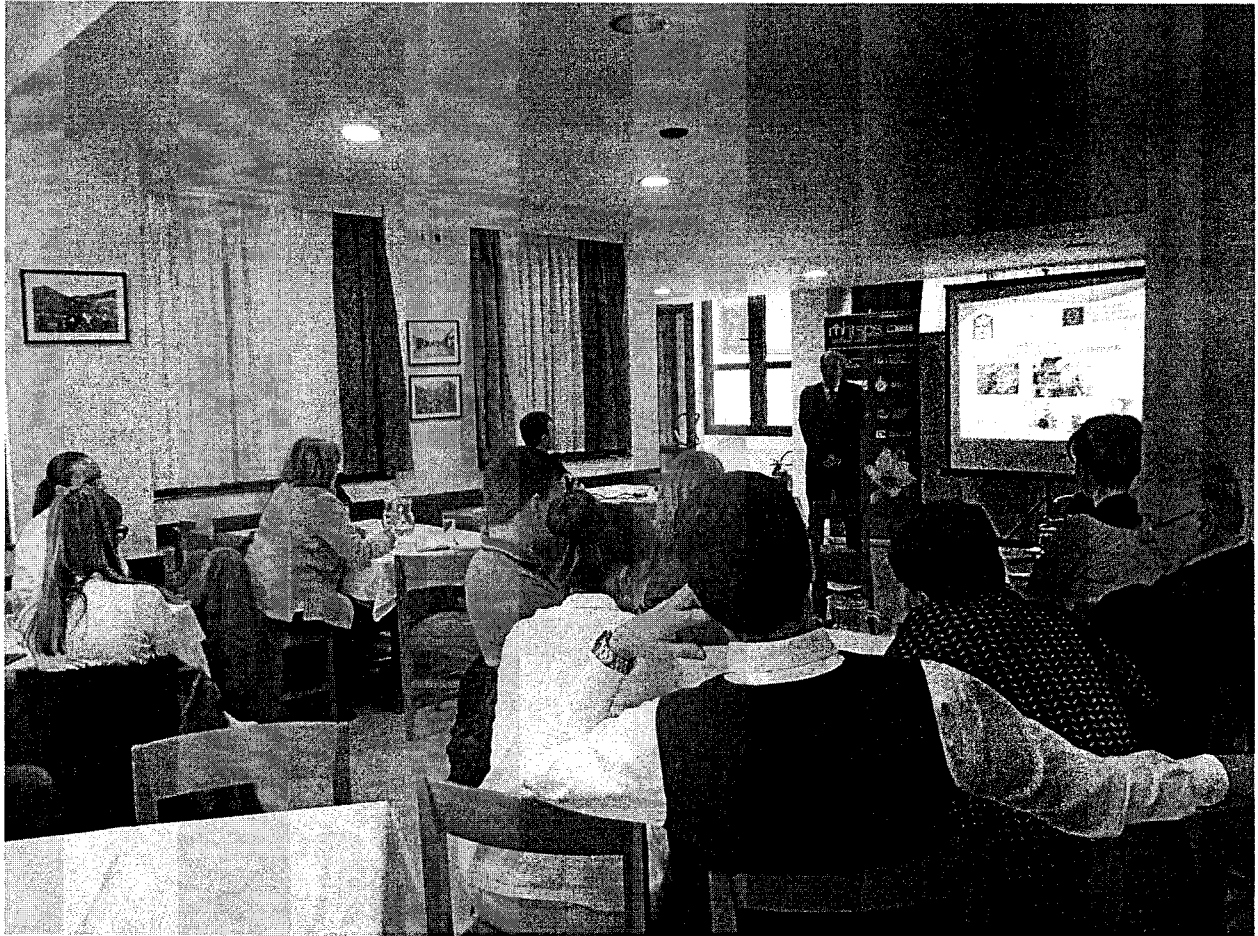


Image 2. prof.dr Milutin Djuričić manager of the project acquaints participants with the activities of the Tempus mhtpsp project

The first part of the lecture was given by Dr. Radomir Stojanović, a professor of Užice Business School. In this part two current themes were presented: how to improve the quality of services in spa tourism and how to improve communication between employees and guests. The lectures of professor Stojanović presented a lot of practical examples, what is particularly important in tourism, what is recommended and what shouldn't happen. In particular, it was pointed out that there are significant changes in relation to a time earlier than a decade or two, when it comes to what is the quality for the tourist and what are now the most important priorities. By practical examples it was pointed out on mistakes that must be avoided in tourism. For the improvement of business volume and improvement of the quality of the tourism product it was highlighted the importance of good website, presence on social networks and creating a recognizable brand with the appropriate name and symbol of tourist facility.

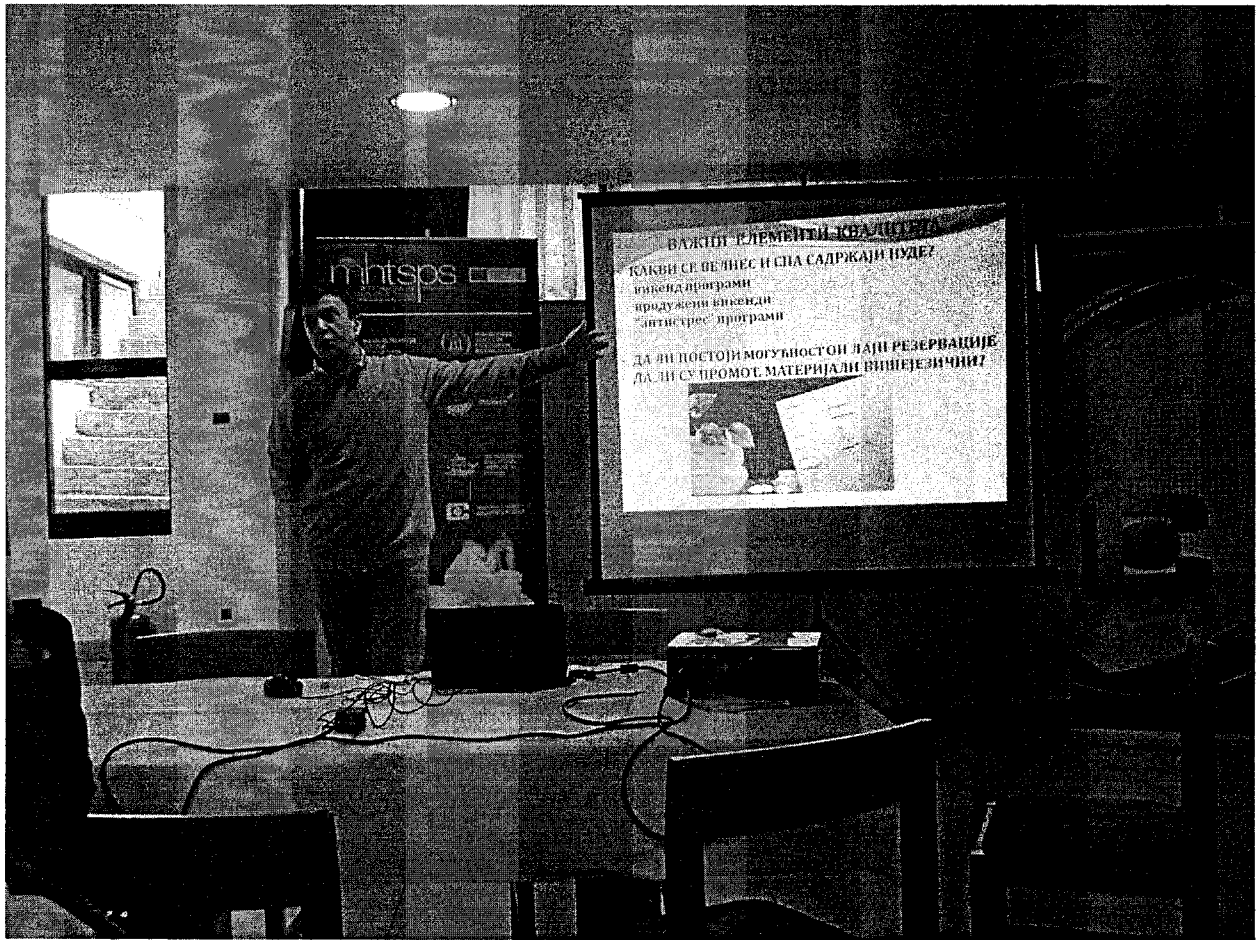


Image 3. Presentation of professor Radomir Stojanović – Užice Business School

Professor Snežana Milićević from the Faculty of Hotel Management of Vrnjačka Banja, spoke about the importance of spa tourism and its development in the country and in the world. She presented examples of good practice, three major European spas: Spa Karlov Vary in the Czech Republic, spa Hajduszoboszlo in Hungary and spa Montecatini in Italy. After the lecture where were presented three very successful but completely different ways of development of spa tourism, there was discussion on theme which foreign experiences can be applied from the previous examples in our market in the municipality of Ivanjica and Vrnjačka Banja.



Image 4. Presentation of doc.dr Snežane Milićević - Faculty of Hotel Management of Vrnjačka Banja



Image 5. Participants in presentation in Special Hospital for Rehabilitation "Ivanjica"

Momčilo Conjić, a professor of gastronomy arts group of subjects of Leskovac Business School, gave a lecture on the topic - Safe food preparation and serving guests that are prone to allergies. The problem of allergies is on the rise in today's world so it must be given a special place in the tourist facilities that deal with health tourism. At the lecture were exposed a lot of interesting and useful information about gluten, allergens, and the proper combination and replacement of ingredients. Professor Conjić spoke about the rules of labeling food products and errors that usually occur. He recommended frequent changes of food on the menu, because it is very important to attract new visitors and maintain service quality of the restaurant. The presentation shows correct ways of serving food and first aid to guests prone to allergies.

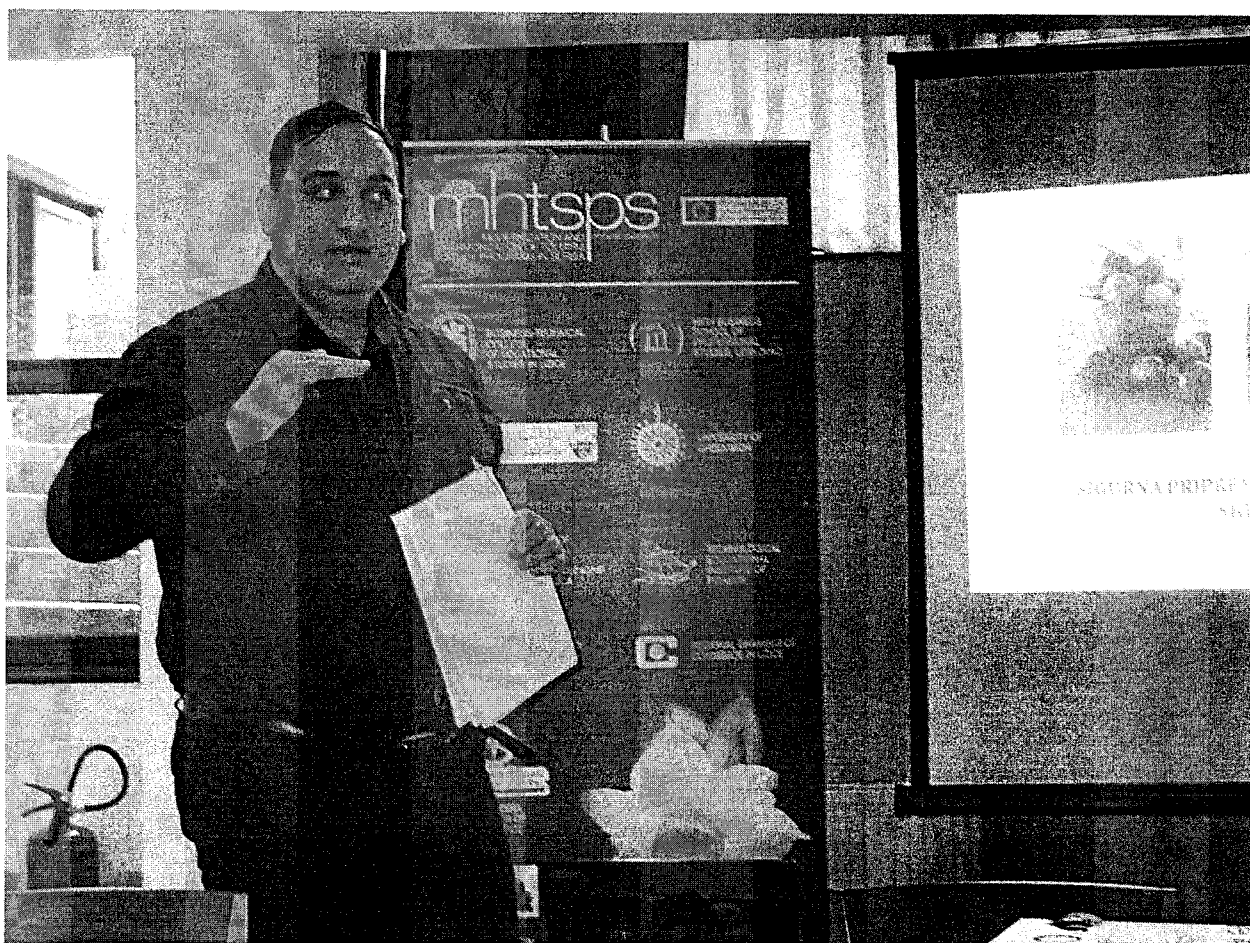


Image 6. Momčilo Conjić professor of Leskovac Business School speaks about the importance of gastronomy in health tourism

For faster development of medical tourism of Ivanjica it is necessary to strengthen the association of all tourist companies in the municipality. It is necessary more significant involvement of the municipality as founder and the tourism organizations of the municipality, of the region and of the Republic and higher education institutions in Serbia. For improvement of

this type of tourism in the Municipality of Ivanjica, it is necessary to make changes. Of significant importance is to make a strategy of development of the wider areas in the field of tourism, the introduction of new services and the establishment of new working systems in all business segments.

Analysis of the workshop results measured by assessments and observations of participants

The workshop was attended by 33 participants, of which women account for 58% (19 women). Of the total number of representatives, the survey on customer satisfaction (Form Quality System - QMS RCC Užice) was completed by 24 people.

Table 1. Review of the score results of the quality of the Preparing Project Proposals training course

Question	Average rating
How much are you satisfied with the content of education? <i>use scores from 1 to 5</i>	4.45
How much are you satisfied with the organization? <i>use scores from 1 to 3</i>	22- 1 (satisfied) 2-2(partly satisfied)
How much are you satisfied with the working material? <i>use scores from 1 to 5</i>	4.45
How would you rate education? (Total score) <i>use scores from 1 to 5</i>	4,58

Analysis of survey data shows:

The content of education is rated with average score of 4.45

The organization of the workshop - 22 participants said they are completely satisfied, 2 of them partly satisfied

Working material is rated with a score of 4.45

The total score of education is 4.58.

Specific notices are indicated by 5 participants.

The most important observation presented in the notices are related to the great benefit of education and practice use of learned lessons. In several observations by participants they expressed gratitude for the very professional lectures and recommendations for improving bussines. One of the opinions of the participant specified in the observations was that despite of the high level of education and a large number of useful information, there are no key solutions for the current problems in tourism.

Annex 1.



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FAKULTET ZA HOTELIJERSTVO I TURIZAM
FACULTY OF HOTEL MANAGEMENT AND TOURISM



Training and workshop

Improving the quality of services in health tourism of Ivanjica

Program :

Venue - Special Hospital for Rehabilitation "Ivanjica" - Small Hall Thursday, March 17, 2016.	
10.30 - 11.00	Registration of participants
11.00 - 11.10	Welcome word- Prof. Dr. Milutin Djuricic-manager of the project TEMPUS –mhtsps <i>Užice Business School</i>
11.10 - 11.50	Lecturer: dr Radomir Stojanović– <i>Užice Business School</i> Improving the quality of services in spa tourism
11.50-12.30	Lecturer: dr Radomir Stojanović– <i>Užice Business School</i> The importance of communication between the guest-employee for the operating results of the Special Hospital for Rehabilitation "Ivanjica"
12.30-12.50	Brake
12.50 - 13.30	Lecturer: doc. dr Snežana Milićević – <i>University in Kragujevac</i> <i>Faculty of Hotel Management of Vrnjačka Banja</i> Innovative health tourism products - the basis for competitiveness of health tourism destinations of Europe
13.30-13.40	Brake
13.40 - 14.10	Lecturer: Momčilo Conjić- <i>Professor of gastronomy arts group of subjects,</i> <i>Leskovac Business School</i> Gastronomy in medical tourism-safe preparation and serving food to the guests prone to allergies
14.10-14.30	Discussion