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<p>Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR</p>	
<p><i>Work package 4</i></p> <p><i>Work package 7</i></p>	<p><i>Activity 4.4 Organization of the Courses</i></p> <p><i>Activity 7.4 Conducted workshops</i></p>

REPORT ON TRAINING AND WORKSHOP

„SOCIAL MEDIA MARKETING IN TOURISM”

Leskovac, 28.October, 2016

AUTHORS

<p><i>Dijana Ilić</i></p> <p><i>Tourism Organization Leskovac</i></p>	
<p><i>Dragan Stojanović</i></p> <p><i>Higher Business School of Professional Studies, Leskovac</i></p>	

Leskovac, October, 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, we educated tourism stakeholders from Jablanica District on the theme of Social media marketing in tourism.

The description of the outcome:

The workshop was attended by 37 participants from Jablanica District on the theme Social media marketing in tourism.

This report is the result of joint work of the project team whose members are the representatives of the Tourism organization of Leskovac and HBSL Leskovac.

The Report consists of Introduction, Description of the workshop, Agenda, The list of attendees and The Report on implementation in general.

INTRODUCTION

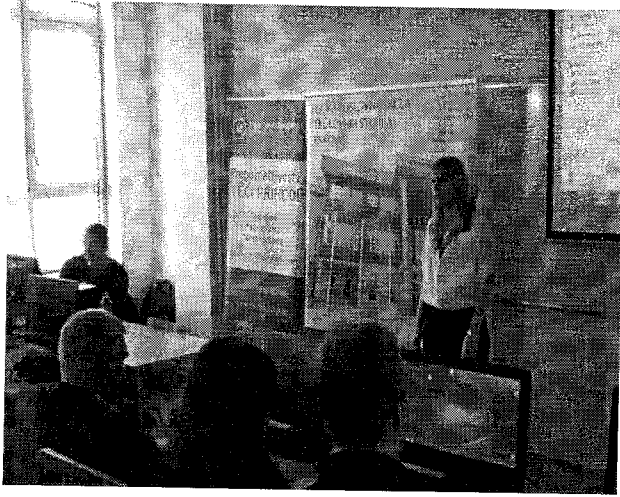
Workshop and training “Social media marketing in tourism” *MHTSPS* TEMPUS, was organized on November 28th, 2016 at Higher Business School of Professional Studies in Leskovac.

DESCRIPTION OF THE FINAL MEETING

Tourism Organization of Leskovac, organized a training/workshop “Social media marketing in tourism” on October 28th, 2016. as a regular activity on Tempus project "Modernization and harmonization of tourism study programs in Serbia".The workshop was organized in cooperation with HBS from Leskovac. The new wave of internet use in all areas is linked to the increasing use of social networks and tourism is a sector where the use of social network can be of great help. The aim of the workshop was to point out the importance of promotion in tourism using the above mentioned networks.

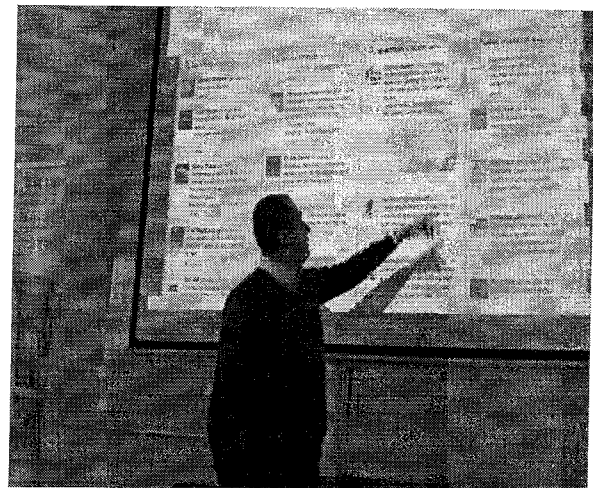
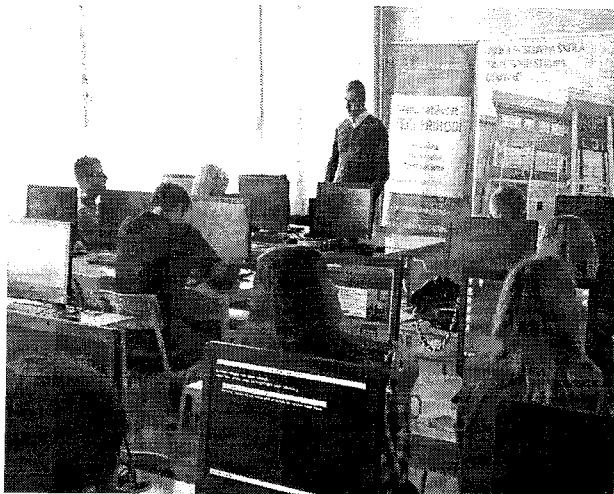
Besides representatives of organizers of the workshop (TOL and HBSL), the workshop was attended by representatives of tourism enterprises from Jablanica and Nisava Districts, representatives of economic entities in the field of tourism and hospitality and representatives of cultural institutions. There was a total of 37 participants out of which 59,5%(22 women)rated the workshop with an average grade 4,83 to 4,97; 72,97% of attendees pointed out that the realized workshop will enhance their tourism related knowledge, whereas 94,59% of attendees is interested in attending new workshops dealing with the same or similar topic.

The moderator of the workshop was Dijana Ilić, coordinator on the Tempus MHTSPS project from the Tourism Organization of Leskovac. In her short welcoming note, she greeted all of the participants and presented the program of the workshop. Prof. Dragan Stojanović, coordinator on the Tempus MHTSPS project from HBSL then took the floor and welcomed all of the participants. In his opening remarks, he acquainted the participants with the span, participants, organization and activities of the TEMPUS project whose part was the workshop organized.

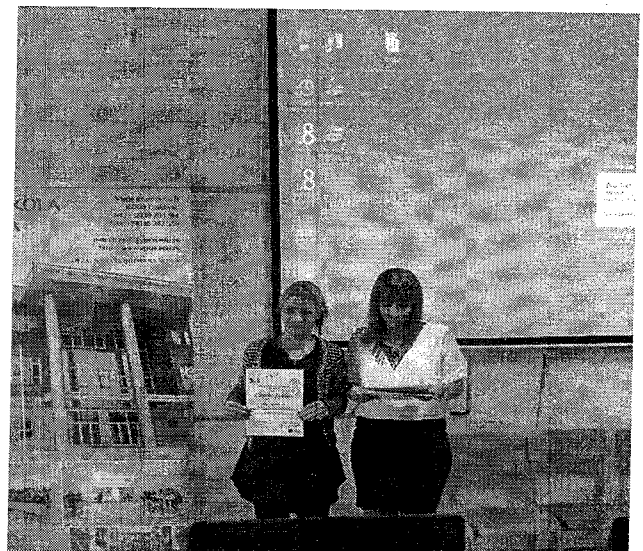


Dijana Ilić TOL coordinator on the Project and Dragan Stojanović HBSL coordinator on the Project – introductory notes

At the end of the workshop a discussion was opened and workshop attendees were able to ask questions. After a successfully realized training, all participants were awarded Certificates which stand as a confirmation of their participation, active involvement and successful completion of the training/workshop “Social media marketing in tourism.”



Lecturer Milan Stojković, director of agency Tourism Management and Consulting



Certificate award at the end of a successfully completed training

Topics covered in the workshop:

- How social networks have changed tourism
- How to use Facebook, Twitter and Instagram for promotion in tourism
- Advanced tools for Twitter and Instagram
- Facebook ads
- Workshop: Create your Facebook ad

Workshop instructor was Milan Stojković, director of agency Tourism Management and Consulting, specialized in providing internet marketing services to small and medium sized enterprises in tourism.

Participants of the training and workshop "Social media marketing in tourism"		
Participants	28. October 2016.	
	Number of participants	%
Teaching staff	10	27,03
Non-teaching staff	3	8,11
Representatives of business entities	24	64,86
Number of female participants	22	59,5%
Number of male participants	15	40,5%
Total	37	100

Analysis of the survey on the quality of the organized training: SOCIAL MEDIA MARKETING IN TOURISM

Evaluation sheet was filled out by all training attendees. All the score results are excellent. Questions with numeric answers score an average of 4,83 to 4,97. Answers on dichotomous questions are 72,97% (3rd questions) and 94,59%(6th question)are yes. Answers to question number 7 are opinions and suggestions, included in this Analysis.

1. On a scale from 1 to 5 rate the relevancy of the topic
(where 1 – completely irrelevant, 5 – very relevant)

Average score	4,86
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2. On a scale from 1 to 5 rate whether the selected topics are clearly presented.
(where 1 – completely unclear, 5 – very clear)

Average score	4,83
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3. Will the realized training help enhance your tourism related knowledge?
(circle one of the provided answers)

Yes	No	I do not know
27(72,97%)	1(2,70%)	9(24,32%)

4. On a scale from 1 to 5 rate the choice of venue and the quality of equipment used.
(where 1 – completely inadequate choice of venue, 5 – very adequate venue)

Average score	4,97
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5. On a scale from 1 to 5 rate the choice of workshop instructor
(where 1 – completely inadequate choice, 5 – excellent choice)

Average score	4,86
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6. Are you interested in attending workshops with the same or similar topic?
(circle one of the provided answers)

Yes	No	I do not know
35(94,59%)	1(2,70%)	1(2,70%)

7. Please, write down your comment, suggestion, etc.

- Praises for the workshop. These kinds of workshops should be organized more often.
- A comprehensive trainings with special emphasis on use of social networks for marketing in tourism. Congratulations.
- A greater number of people should be involved in the training.
- The theme was very interesting, congrats to the organizers.
- Excellent organization, keep it up!
- Organization of the workshop was supreme. Congrats to the School and TOL.
- Amazing instructor.
- We want more interactive workshops such as this one.
- I congratulate the organizers on a successful workshop.
- TOL - bravo.
- Excellent choice of instructor.
- The workshop gave a tonne of tourism related examples, which is a good thing. It would be useful if this kind of workshop could be organized for those on a more advanced level of social media marketing. Organization was good, the instructor was very affable.
- Happy with a workshop which has inspired us all to keep on researching in the area of social media marketing.
- A round of applause for TOL.
- The topic is very relevant, the instructor has prepared thoroughly, and the topic is well in accordance with the current situation related to the usage of new technology in the 21st century.

Photos from the workshop/training can be found on the following link:

<http://www.turistickaorganizacijaleskovac.rs>

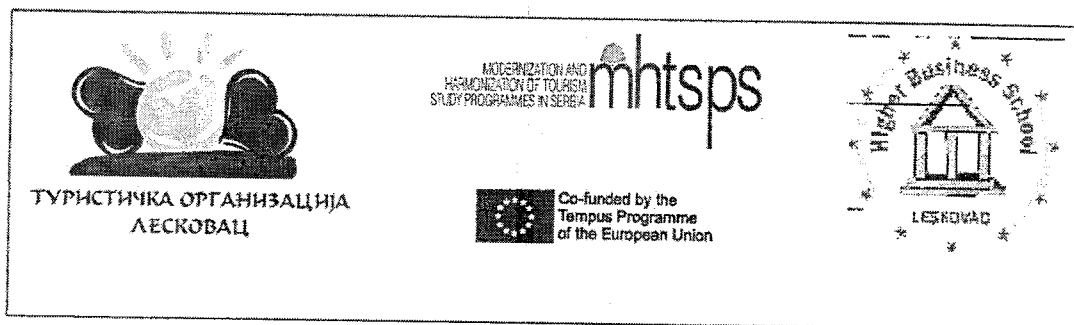
WORKSHOP AGENDA

SOCIAL MEDIA MARKETING IN TOURISM

Higher Business School of Professional Studies in Leskovac, 8 Vlade Jovanovica Street

Friday, 28.10.2016.		
Time	Theme	Instructor

09:30-10:00	<i>Participants' registration</i>	
10:00-10:15	<i>Introduction</i>	<i>Dijana Ilić</i> <i>Dragan Stojanović</i>
10:15-11:00	<i>How have social networks changed tourism</i>	<i>Milan Stojković</i> <i>Tourism Management and Consulting</i>
11:00-12:00	<i>How to use Facebook, Twitter and Instagram for promotion in tourism</i>	<i>Milan Stojković</i> <i>Tourism Management and Consulting</i>
12:00-12:15	<i>Break</i>	
12:15-13:00	<i>Advanced tools for Twitter and Instagram</i>	<i>Milan Stojković</i> <i>Tourism Management and Consulting</i>
13:00-13:30	<i>Break</i>	
13:30-14:30	<i>Facebook ads</i>	<i>Milan Stojković</i> <i>Tourism Management and Consulting</i>
14:30-15:45	<i>Workshop: Create your own Facebook ad</i>	<i>Milan Stojković</i> <i>Tourism Management and Consulting</i>
15:45-16:00	<i>Questions and answers, certificates award</i>	



AGENDA RADIONICE

MARKETING U TURIZMU KORIŠĆENJEM DRUŠTVENIH MREŽA

Visoka poslovna škola strukovnih studija Leskovac, Vlade Jovanovića br.8

Petak, 28.10.2016.		
SATNICA	TEMA	PREDAVAČ
09:30-10:00	<i>Registracija učesnika</i>	
10:00-10:15	<i>Uvodni deo</i>	
10:15-11:00	<i>Kako su društvene mreže promenile turizam</i>	<i>Milan Stojković Tourism Management and Consulting</i>
11:00-12:00	<i>Kako koristiti Facebook, Twitter i Instagram za promociju u turizmu</i>	<i>Milan Stojković Tourism Management and Consulting</i>
12:00-12:15	<i>Pauza</i>	
12:15-13:00	<i>Napredne taktike za Twitter i Instagram</i>	<i>Milan Stojković Tourism Management and Consulting</i>
13:00-13:30	<i>Pauza</i>	
13:30-14:30	<i>Plaćeno oglašavanje na Facebook-u</i>	<i>Milan Stojković Tourism Management and Consulting</i>
14:30-15:45	<i>Radionica: Kreiranje Facebook oglasa</i>	<i>Milan Stojković Tourism Management and Consulting</i>
15:45-16:00	<i>Pitanja i odgovori, dodela sertifikata</i>	



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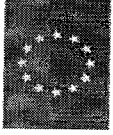
Datum	28.10.2016.
Satnica	Od 10h-16h
Tema	544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR – Modernizacija i usaglašavanje studijskih programa turizma u Srbiji

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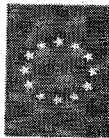
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AGENCIJA ZA RAZVOJ
TURIZMA I
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