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**Modernization and harmonization of Tourism study
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Work package 4

Activity 4.4 Organization of the Courses

Work package 7

Activity 7.4 Conducted workshops

Report on training and workshop

"Improving the quality of services in spa and rural tourism of Priboj"
(October 7, 2016 –Priboj Spa)

Authors:

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in Užice*

Užice, 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, educate tourism related stakeholders from the Priboj Spa area on the theme of improving the quality of services in spa and rural tourism of the municipality of Priboj.

The description of the outcome:

20 participants from the field of tourism of Priboj Spa area educated on the theme of improving the quality of services in spa and rural tourism.

This report is the result of joint work of project tim formed by the representatives of the Regional Chamber of Commerce Užice and Business and Technical College of Vocational Studies in Užice.

In the organisation of the Regional Chamber of Commerce Užice and Business and Technical College of Vocational Studies in Užice and in partnership with the Tourist Organization of Priboj, the training on the topic "Improving the quality of services in spa and rural tourism of the municipality of Priboj " was held on October, 7th 2016.

The workshop was attended by 20 participants. Representatives of rural households, households of the Priboj Spa area, Tourist Organisation of Priboj, tourist agencies, the Association for Rural Development of Priboj had three-hour training in which they processed the most important topics for the development of rural and spa tourism.

In the second part of the workshop, in the practical training, 5 households were included. Professor Radomir Stojanović visited tourist capacities of participants who were interested. After reviewing of the accommodation capacities, Professor Stojanović pointed out the existing shortcomings, irregularities and opportunities for improvement. In order to increase the quality of tourism services, he gave recommendations and advice on how to carry out the necessary changes to each household.

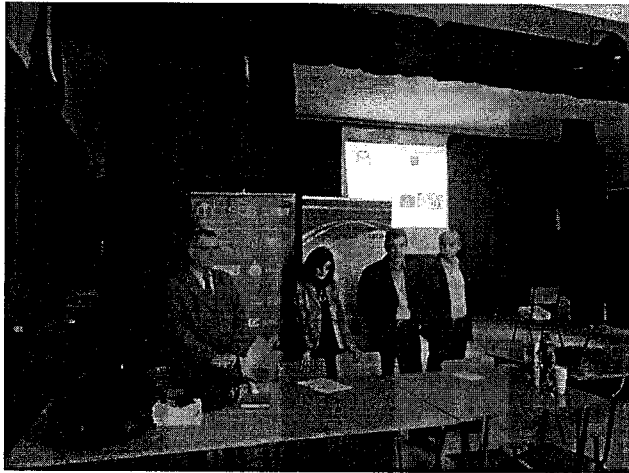


Image 1. Mirjana Krdžić, coordinator of the project of Regional Chamber of Commerce Užice welcomes the participants of the workshop and represents lecturers



Image 2. Primary School "Nikola Tesla" in Priboj Spa - Workshop participants listen to theoretical part of the education

Moderator of the workshop was Mirjana Krdžić, coordinator of the Tempus MHTSPS program in the Regional Chamber of Commerce Užice. In brief opening remarks, she welcomed all the participants of the workshop and introduced them to the planned work programme. Then, the participants were welcomed by the coordinator of the TEMPUS MHTSPS project, Professor Milutin Djuričić. He presented the scope, participants, organization and activities of the TEMPUS project in which this workshop will be held.

The program includes two segments of work: Theoretical part in which three significant themes are processed and practical part in which certain aspects of tourism offers could be improved, with the help of consultation with Professor Stojanović. The Regional Chamber of Commerce Užice is one of the partners in the Tempus project, which deals with the modernization and harmonization of study programs in tourism and with the implementation of training and workshops for the needs of the tourism economy in line with the identified needs. Besides the Regional Chamber of Commerce Užice, project partners are Business and Technical College of Vocational Studies in Užice as a leading partner, Higher Business School in Leskovac, Faculty of Hotel Management and Tourism of Vrnjačka Banja, University of Kragujevac, Tourist Organization of Western Serbia, Tourist Organization Leskovac and the Chamber of Commerce of Vojvodina. Besides domestic partners in the Tempus MHTSPS project also participate foreign partners from the European Union members countries, Greece, Romania, Great Britain.

One of the important activities carried out by the Regional Chamber of Commerce Užice in the framework of this project is to establish and strengthen business cooperation between economic entities of the region in the field of tourism and higher education institutions in Serbia that have degree programs in this field.

In the first lecture was discussed the most important issues faced by the hosts in providing services in a spa and rural tourism. Professor Radomir Stojanović from the Business and Technical College of Vocational Studies in Užice introduced participants with the regulations

and standards in rural tourism, the most important information related to the preparation of the household for the guests reception, the necessary records, the process of categorization, the importance of organizing and association of the hosts engaged in tourism of Priboj Spa. He devoted special attention to the most common errors that happen and gave recommendations for their elimination. A very great importance for development of a tourist resort are the scope and ways of promoting economic entities and destinations in whole.

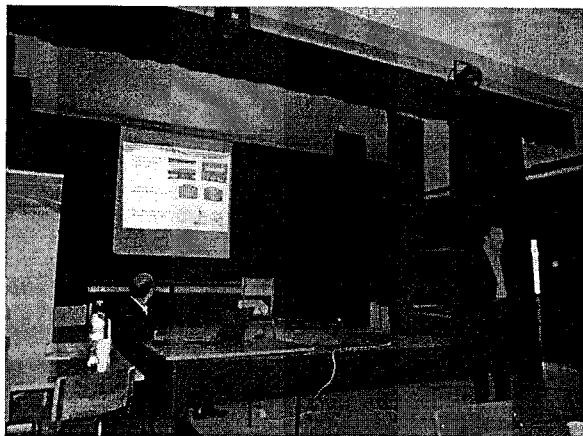


Image 3. The Lecture of Professores Radomir Stojanović and Slobodan Petrović from Business and Technical College of Vocational Studies in Užice



Image 4. Workshop participants listen to a lecture of Professor Slobodan Petrović

Professor of Business and Technical College of Vocational Studies in Užice, Slobodan Petrović in his exposure discussed about the importance of the Internet and the promotion of destination via the Internet. By presentation, he introduced the participants with the official statistical data related to this topic. In Serbia there are 7.2 million people, 4.8 million people used the Internet daily and 3.9 million people have Facebook. When using google browser, the browser will direct customers (potential tourists) at the Priboj Spa only in case of typing the full name of Priboj Spa. During the different search, for example treatment of rheumatism, the Priboj Spa isnt shown at all, though this spa is exactly for the healing of this kinds of disease. The one of the cheapest ways of advertising and promotion of tourism is the social network Facebook. Professor Petrović gave suggestion to the participants that this opportunity should be used much more. This type of promotion is available to all and it is very easy to use. This type of advertising only a few households use. One of the disadvantages of Priboj Spa marketing is that despite of a good local sites of Priboj, Priboj Spa and the Tourist Organization of Priboj, this spa doesnt have a stamp, a recognized mark. The recommendation is that we need to invest much more in building and strengthen the image of this place.

Professor Milutin Djuričić presented to the participants European Union IPARD program which is dedicated for development of agriculture and tourism in rural areas. In the presentation are shown the most important rules and procedures which have to be applied in case of applying for these funds. IPARD program has the high level of the grant which ranges from 50-75%, depend on the development of the area and the business area. Considering that IPARD program in Serbia has not started with the implementation when it is planned, Professor Milutin Djuričić gave recommendation to the participants to consider their business ideas in order to be timely prepared for this project.

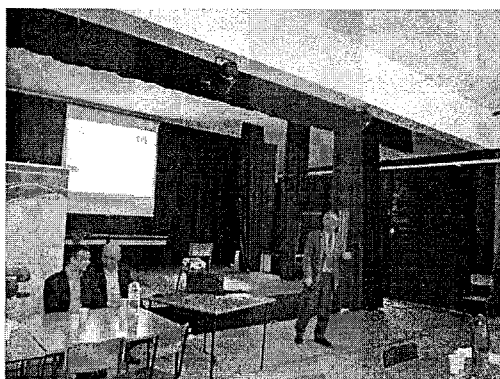


Image 5. Professor. Milutin Djuričić introduces participants of education with the possibilities of funding from IPARD program

In the practical training, in the second part of the workshop, 5 households were included. Professor Radomir Stojanović visited tourist capacities of participants who were interested. After reviewing of the accommodation capacities, 4 households of Priboj Spa and one from nearby rural area, Professor Stojanović pointed out the existing shortcomings, irregularities and opportunities for improvement. In order to increase the quality of tourism services, he gave recommendations and advice on how to carry out the necessary changes to each household. The largest number of complaints referred on the way of marking the object category, interior changes and the necessary promotional activities for this activeness.

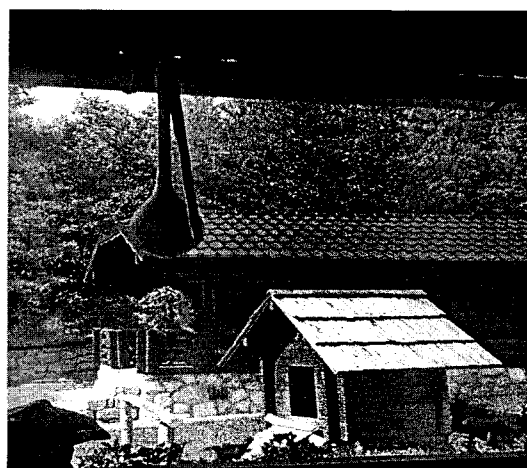
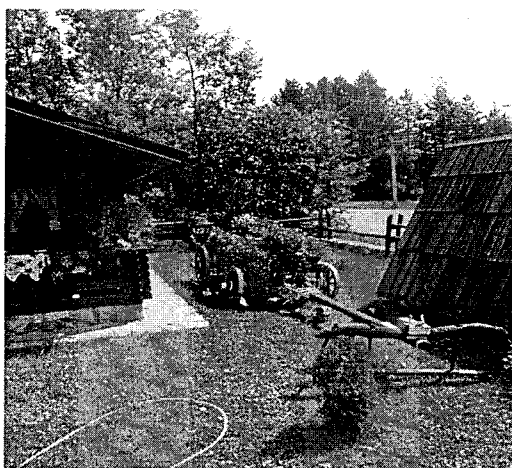


Image 6. i Image 7. Ethno Village „Gajevi”

In practical training were included: Hotel "Dabar", apartments "Villa Aleksandra", household of Zdravko Novaković from Priboj Spa, Ethno Village "Gajevi" from Priboj Spa, newly built tourist facilities of rural households of Malina Stojanović, president of the association "Save the Village".

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

The workshop was attended by 20 participants, of which women account for 25% (5 women). Of the total number of representatives, the survey on customer satisfaction (Form Quality System - QMS of the Regional Chamber of Commerce Užice) was completed by 24 people, which is 65% of the total number of representatives.

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>	4.69
How much are you satisfied with the organization? <i>use scores from 1 to 3</i>	11- 1 (satisfied) 2-2(partly satisfied)
How much are you satisfied with the working material? <i>use scores from 1 to 5</i>	4.61
How would you rate education? (Total score) <i>use scores from 1 to 5</i>	4,69

Analysis of survey data shows:

- The content of education is rated with average score of 4.69
- The organization of the workshop - 11 participants said they are completely satisfied, 2 of them partly satisfied
- Working material is rated with a score of 4.61
- The total score of education is 4.69.

Specific notices are indicated by 3 participants. Two of them said that the workshop was excellent, and one participant said that the biggest benefit of training is that it is based on the functional appliance without excessive and extensive theoretical content.

Training and workshop

***Improving the quality of services in spa and rural tourism of the municipality of
Priboj***

Program :

Part 1 – Friday, October 7, 2016 Venue – Primary School “Nikola Tesla” Priboj Spa	
9.30 – 10.00	Registration of participants
10.00 - 11.20	<p>predavač: dr Radomir Stojanović–Visoka poslovna škola strukovnih studija Užice</p> <ul style="list-style-type: none"> • Regulations and standards in rural tourism, the categorization of tourist facility • Preparation of the household for the reception and stay • Equipping, organizing and managing the household in rural tourism • The importance of gastronomy and improvement of provision of the food and drinks services in spa tourism • The most important aspects of the promotion and sales in rural and health tourism
11.20-11.40	<p>Break</p> <p>Proposal of the way and sequence of the households tour - Achieving agreement</p>
11.40– 12.30	<p>dr Radomir Stojanović– Business and Technical College of Vocational Studies in Užice mr Slobodan Petrović- Business and Technical College of Vocational Studies in Užice</p> <ul style="list-style-type: none"> • Promotion of tourist destinations • The importance of organizing and associating of rural households • The necessity of using the Internet, social networks in order to improve the positioning of rural households in the tourism market
12.30-13.00	<p>Lecturer: prof. dr Milutin Djuričić – Business and Technical College of Vocational Studies in Užice</p> <ul style="list-style-type: none"> • IPARD programmes - New funding opportunities and the improvement of the capacity in spa and rural tourism

Part 2 – Friday, October 7, 2016 The Practical part	
13.00 – 17.00	<p>Consultant: dr Radomir Stojanović- Business and Technical College of Vocational Studies in Užice</p> <ul style="list-style-type: none"> • Visit to households engaged in spa and rural tourism • Analysis of tourism facilities and households business • Consultation, advice and recommendations for the improvement of business