



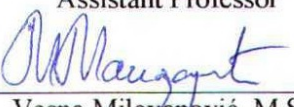
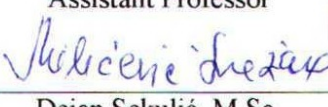
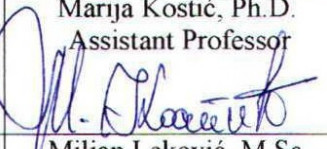
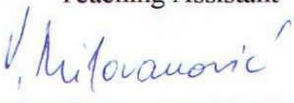


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University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT FROM THE COURSE AND WORKSHOP ORGANIZED FOR
EMPLOYEES IN THE TOURISM INDUSTRY:

BRANDING TOURISM POTENTIALS OF SERBIA

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Project tasks:

4.1. Designed continuous tourism courses

Description of project task:

Required knowledge of tourism employees will be determined through market research. Training courses will be designed in compliance with obtained results. The aim of the courses is to compensate the deficient knowledge and improve the competencies of the tourism employees.

Description of outcomes:

UNIKG has designed courses for tourism employees based on previous research about deficient knowledge within tourism industry. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

4.2. Prepared materials for courses

Description of project task:

Partners from Serbia, both academic and non-academic, will prepare material for the courses together.

Description of outcomes:

UNIKG has prepared material for participants in the course. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

4.3. Enrolled tourism employees

Description of project task:

Selected tourism employees will be divided into groups based on level of knowledge which they possess. LLL training courses should encompass at least 240 tourism workers. Register of attendance will also be formed.

Description of outcomes:

Tourism employees have attended the course. The list of attendance is attached to the report. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

4.4. Organization of the courses

Description of project task:

UNIKG has organized training course for employees in the tourism industry, selected lecturers, prepared necessary materials for the course and invited participants.

Description of outcomes:

Representative lecturers, prepared presentations and working materials. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

5.2. Participation of stakeholders in educational process

Description of project task:

Competent experts from Tourism business systems were invited to conduct lectures at UNIKG in order to present their practical experiences to students. This conjunction of theory and practice enrich the students' knowledge and prepared them for resolving the practical problems.

Description of outcomes:

Students improved their knowledge by participating in the course where lecturers from the tourism industry shared their practical experiences. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

7.4. Conducted workshops

Description of project task:

UNIKG organized a workshop to inform representatives of stakeholders and end users about the project objectives and outcomes, and to promote tourism higher education and the ideas about continuing education of tourism staff. UNIKG designed and printed material for the workshop, promotion material and conducted media presentations.

Description of outcomes:

Stakeholders participated in the workshop. They got familiar with the projects goals, and they improved their knowledge and competences. This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

Within the TEMPUS project „Modernization and Harmonization of Tourism study programmes in Serbia “544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, there was organized a **course and workshop for employees in the tourism industry**, on the topic: **Branding tourism potentials of Serbia**.



The course and workshop were divided into **two sessions**, each containing three lectures and discussion. The moderator of the first session was Snežana Milićević, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac, while the moderator of the second session was Marija Mandarić, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac.

The session *Importance of branding from the macro aspect* covered the following topics:

1. Destination marketing – role and importance of branding
2. Castles of Vojvodina and their position on the Serbian tourism market
3. Positioning tourism region Western Serbia on the tourism market

The session *Successful examples of branding economic subjects in the tourism industry* covered the following topics:

1. Re-branding of the hotel Moskva Belgrade
2. Šumadija – new wine destination on the European tourism map
3. “How Latkovac became Slatkovac”

The main objective of the course and workshop was to highlight to the participants the importance of branding in tourism, through the examples of good practice, with the aim of building a recognizable tourism products and higher competitiveness in domestic and international tourism market.

COURSE AND WORKSHOP AGENDA

10.30-11.00	<i>Registration of participants</i>	
11.00-11.15	Introductory speech	<i>prof. Drago Cvijanović, Ph.D., dean of the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac</i>
	<i>I session - moderator Snežana Milićević, Ph.D., Assistant Professor Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac</i>	
11.15-11.35	<i>Destination marketing – role and importance of branding</i>	<i>Miodrag Popović, director Tourism Organization Belgrade</i>
11.35-11.55	<i>Castles of Vojvodina and their position on the Serbian tourism market</i>	<i>Dragica Samardžić, secretary Association of Tourism and Hospitality Vojvodina Chamber of Commerce</i>
11.55-12.15	<i>Positioning tourism region Western Serbia on the tourism market</i>	<i>Arsen Đurić, president of the managing board Tourism Organization of Western Serbia</i>
12.15.-12.35	<i>Discussion and closing remarks</i>	
12.35-13.00	<i>Break for refreshment</i>	
	<i>II session - moderator dr Marija Mandarić, Ph.D., Assistant Professor Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac</i>	
13.00-13.20	<i>Re-branding of the hotel Moskva Belgrade</i>	<i>Jelena Šuleić, general director Hotel Moskva Belgrade</i>
13.20-13.40	<i>Šumadija – new wine destination on the European tourism map</i>	<i>Božidar Aleksandrović, director Winery Aleksandrović</i>
13.40-14.00	<i>How Latkovac became Slatkovac</i>	<i>Sanja Knežević, executive director Ethno village Latkovac</i>
14.00-14.20	<i>Discussion and closing remarks</i>	
14.20-14.50	<i>Cocktail</i>	
14.50-15.00	<i>Distribution of certificates</i>	

1. FOREWORD

At the beginning of the course and workshop, **prof. Drago Cvijanović, Ph.D.**, dean of the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac welcomed all participants and gave an introductory speech about the Faculty. The dean has especially pointed out the importance of the TEMPUS project Modernization and Harmonization of Tourism Study Programmes in Serbia for development of the Faculty.



2. LECTURING

Snežana Milićević, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac opened the first session. She introduced three lecturers within this session: Miodrag Popović, director of the Tourism Organization Belgrade; Dragica Samardžić, secretary of the Association of Tourism and Hospitality, Vojvodina Chamber of Commerce; and Arsen Đurić, president of the Managing Board of the Tourism Organization of Western Serbia and director of Tourism organization Zlatibor.



The first lecturer, Miodrag Popović, held a lecture **Destination marketing – role and importance of branding**. In his speech, Mr Popović has placed special emphasis on the role of tourism organizations in the branding of tourism products of Belgrade. As a part of its marketing activities, special place take promotional appearances at international tourism fairs, with the aim of taking a better position of Belgrade on the tourism market. He pointed to the great importance of the cultural and historical, entertainment and sporting events, which are organized in Belgrade in large numbers throughout the year.



The second lecturer, Dragica Samardžić, presented **Castles of Vojvodina and their position on the Serbian tourism market**. Castles of Vojvodina emerged during the XVIII, XIX and early XX century. They represent an enormous wealth of architectural, historical, cultural, economic and tourism heritage. Despite their tourism potential, they are not yet adequately valorized. Mrs Samardžić in her presentation pointed out that, with appropriate marketing, they can become extremely attractive tourism product of Serbia.



The third lecturer, Arsen Đurić was teaching about **Positioning tourism region Western Serbia on the tourism market**. In his presentation Mr Đurić put special emphasis on the importance of public-private partnerships and the formation of Destination Management Organization, which would properly manage the development of tourism at the level of a tourism destination. The Tourism Organization of West Serbia, thanks to its activities and new ways of doing business and organizing, is on the way to become the first Destination Management Organization in Serbia.



After the break for refreshment, followed the second session, moderated by Marija Mandarić, Ph.D., Assistant Professor at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac, who introduced lecturers of the second session: Jelena Šuleić, general director of Hotel Moskva Belgrade; Božidar Aleksandrović, director of Winery Aleksandrović; and Sanja Knežević, executive director of Ethno village Latkovac.



The first lecturer, Jelena Šuleić, held a presentation on **Re-branding of the hotel Moskva Belgrade**. She presented how this hotel, which is under the state protection as a cultural monument of Belgrade, in a relatively short time, through the re-branding, has become extremely popular and visited hotel in Belgrade. The hotel is one of the most important buildings in the center of the capital, and it was opened in 1908 by King Petar I Karadjordjević. Hotel is a member of the Historic Hotels Worldwide. With a deep respect for its traditions, values which lasts more than a century, Mrs Šuleić pointed out that the renovated hotel now meets the most modern high hotel standards.



The second lecturer, Božidar Aleksandrović, gave lecture on topic **Šumadija – new wine destination on the European tourism map**. In his speech, Mr Aleksandrović introduced to all participants how wine tourism can become one of the priority aspects of tourism in Serbia. He especially put emphasis on the importance of greater state involvement and support to the private entrepreneurship in the field of tourism. Winery Aleksandrović, in addition to wine production is dealing with wine tourism at the highest level, as evidenced by the annual visits of more than 15,000 wine lovers in organized and individual visits.



The third lecturer, Sanja Knežević, presented “**How Latkovac became Slatkovac**“. She was talking about how they made from the family rural households in the village Latkovac a real

tourism brand "Slatkovac", which throughout the year attracts tourists from all over Serbia, but also from abroad. In fact, two decades ago abandoned hamlet, today is a unique ethno village - a tourism cultural center. In addition to offering tourists stay in nature, there are organized many cultural and entertainment events and art workshops, in order to not forget the traditional Serbian customs.



At the end of both sessions, participants actively participated in discussion, asking questions from this field.



3. DISTRIBUTION OF CERTIFICATES

Participants of the course and workshop (**a total of 147 participants, 41 male and 106 female**) are employed in the following institutions:

1. Business College of Vocational Studies Leskovac
2. Business Technical College of Vocational Studies in Užice
3. Center for Children and Youth
4. City Administration for Economy Kragujevac
5. City Administration of Novi Pazar
6. Ethno Village Latkovac
7. Faculty of Engineering University of Kragujevac
8. Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac
9. Foundation of Lazar Stojadinović (Villa Lazar) Vrnjačka Banja
10. Hospitality and Tourism School Vrnjačka Banja
11. Hotel Aleksandar Vrnjačka Banja
12. Hotel Izvor Aranđelovac, Bukovička banja
13. Municipality Vrnjačka Banja
14. Regional Agency for Development Kragujevac
15. Regional Agency for Economic Development of Šumadija i Pomoravlje
16. Serbian Spas Association
17. Serbian-Russian-Belorussian Amity Serbia
18. Sofia University
19. Special Hospital Merkur Vrnjačka Banja
20. Tourism Agency Atlantic Kragujevac
21. Tourism Agency Banja In
22. Tourism Agency Prestige Kragujevac
23. Tourism Organization Beograd
24. Tourism Organization Čačak
25. Tourism Organization Kragujevac
26. Tourism Organization Leskovac
27. Tourism Organization Niš
28. Tourism Organization of the Western Serbia Region

29. Tourism Organization Sokobanja
30. Tourism Organization Trstenik
31. Tourism Organization Vrnjačka Banja
32. Villa Splendor Vrnjačka Banja
33. Vojvodina Chamber of Commerce
34. Winery Aleksandrović

All participants, after registration and before the start of course and workshop, have received set of material (the folder with the agenda, pen, bookmark and notebook), and after completion of the course and workshop they were given a Certificate for successfully completing the course and workshop on the topic "Branding Tourism Potentials of Serbia".



This course and workshop was attended by 65 students of Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac (14 male and 41 female), who also obtained certificate.

4. MEDIA REPRESENTATIVES

Training was followed by the following media:

1. TV Melos Kraljevo
2. TV Vrnjačka Banja
3. Newspaper Vrnjačke novine
4. Magazine Tourism World



5. QUESTIONNAIRE – EVALUATION RESULTS

After the course and workshop, participants were given a questionnaire in order to provide estimates and opinions concerning the course and workshop delivered. The questionnaire included eight questions. The questionnaire and the average value of the claims are shown below.

Table 1. Questionnaire relating the course and workshop success

QUESTIONNAIRE					
BRANDING TOURISM POTENTIALS OF SERBIA					
1. Please evaluate the actuality of the course and workshop topics.					
<i>(Please evaluate from 1 to 5, where 5 stands for very interesting and 1 for completely uninteresting)(Average grade: 4,73)</i>					
	1	2	3	4	5
2. Are the chosen topics clearly presented?					
<i>(Please evaluate from 1 to 5, where 5 stands for very adequately, and 1 for completely inadequately)(Average grade: 4,43)</i>					
	1	2	3	4	5
3. Is this course and workshop helping you to improve your knowledge in the field?					
<i>(Please circle one answer) (Response structure: Yes – 86%, No –8%, I do not know – 6%)</i>					
	1) Yes	2) No	3) I do not know		
4. Please evaluate the place where the course and workshop is held as well as technical equipment.					
<i>(Please evaluate from 1 to 5, where 5 indicates very well equiped, and 1 completely inadequate place)(Average grade: 4,65)</i>					
	1	2	3	4	5

5. Please evaluate the selection of lecturers.

(Please evaluate from 1 to 5, where 5 indicates very good choice, and 1 complete dissatisfaction with the choice) (Average grade: 4,61)

1 2 3 4 5

6. Are the examples of good practice adequately presented? (Please circle one answer)

(Response structure: Yes – 92%, No – 2%, I do not know – 6%)

1) Yes 2) No 3) I do not know

7. Are you interested to participate in the further similar courses and workshops in the field of hospitality and tourism? (Please circle one answer) *(Response structure: Yes – 88%, No – 4%, I do not know – 8%)*

1) Yes 2) No 3) I do not know

8. Please enter your comments, suggestions, proposals, etc.

- Lectures of Jelena Šuleić and Božidar Aleksandrović are fantastic.
- Great topic of the course and workshop. Plenty of new and actual information.
- All praise for the organization.
- Smart people, great experiences, I am more than satisfied.
- Very interesting workshop. Such workshops should be organized more often.
- Recommendation - Invite lecturers from abroad who will share their experiences and talk about new trends in the world.
- Excellent, concise, interesting. High level of employee politeness.
- I liked more the second session, because of more interesting topics.
- Someone from the Ministry should be invited.
- At least one of the representatives of local government in Vrnjačka Banja should hold a lecture.
- High quality workshop.
- Such workshop should be presented to wider community on the TV.

In the Table 2 there is a tabulation of the results of the Questionnaire.

Table 2. Results of the Questionnaire regarding the course and workshop success

No.	Question	Average grade		
1	Please evaluate the actuality of the course topics.	4,73		
2	Are the chosen topics clearly presented?	4,43		
3	Is the course helping you to improve your knowledge in the field?	<i>yes</i>	<i>no</i>	<i>I do not know</i>
		86%	8%	6%
4	Please evaluate the place where the course is held as well as technical equipment.	4,65		
5	Please evaluate the selection of lecturers.	4,61		
6	Are the examples of good practice adequately presented?	<i>yes</i>	<i>no</i>	<i>I do not know</i>
		92%	2%	6%
7	Are you interested to participate in the future similar courses in the field of hospitality and tourism?	<i>yes</i>	<i>no</i>	<i>I do not know</i>
		88%	4%	8%
8	Please enter your comments, suggestions, proposals, etc.			
	Lectures of Jelena Šuleić and Božidar Aleksandrović are fantastic.			
	Great topic of the course and workshop. Plenty of new and actual information.			
	All praise for the organization.			
	Smart people, great experiences, I am more than satisfied.			
	Very interesting workshop. Such workshops should be organized more often.			
	Recommendation - Invite lecturers from abroad who will share their experiences and talk about new trends in the world.			
	Excellent, concise, interesting. High level of employee politeness.			
	I liked more the second session, because of more interesting topics.			
	Someone from the Ministry should be invited.			
	At least one of the representatives of local government in Vrnjačka Banja should hold a lecture.			
	High quality workshop.			
	Such workshop should be presented to wider community on the TV.			

Based on the results of the survey we can determine that the average rate of course and workshop is 4.61. The highest average grade has topic actuality (4.73). Also, 86% of participants expressed the view that the realized course and workshop will help them to improve knowledge in this area, and 88% of participants are interested to participate in new course and workshop programs with similar topics in the field of hospitality and tourism.

Vrnjačka Banja, 12.04.2016.



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Vrnjačka Banja, 31.03.2016.



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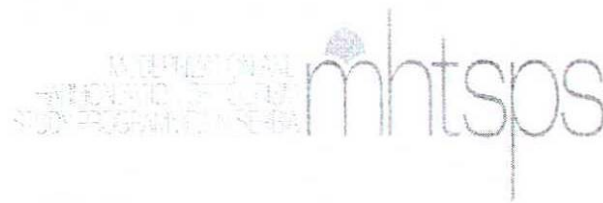
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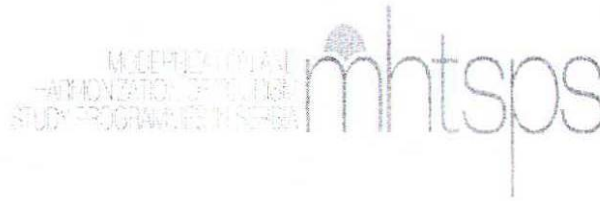
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