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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:

THE CONTRIBUTION OF AGRITOURISM TO RURAL DEVELOPMENT

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20.09.2016.

Vrnjačka Banja

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**, entitled: **The Contribution of Agritourism to Rural Development.**

The course and workshop was divided into **three program areas**:

- 1) Current situation and perspectives of agritourism, as well as contribution of agritourism to development of rural areas in the Republic of Serbia;
- Curtural aspects of rural areas development in the Republic of Serbia and social problems of dying Serbian villages;
- 3) Perspective and potentials of agritourism development in the Republic of Serbia examples of good practice: Household "Gostoljublje", Kosjerić and Tourist Organization of Ljig.

The main objective of the course and workshop was to indicate to the participants, through examples of good practice, in which direction the Serbian rural areas should develop their agritourism in the future, in order to raise competitiveness in domestic and international tourism market.



COURSE AGENDA

	COURSE AGENDA	
	Tuesday, 20.09.2016.	
Time	TOPIC	Lecturer
11.00-11.30	Registration of participants	
11.30-11.45	Foreword - Drago Cvijanović Ph.D., Dean of the Faculty of Vrnjačka Banja Introduction of the participants	Hotel management and Tourism in
11.45-12.05	Agritourism in the Function the	****
of Rural Areas Development Faculty o	Faculty of Hotel Management and Tourism in Vrnjačka Banja	
12.05-12.25	Social and cultural dying out of the Serbian village	Mr. Radoš Bajić actor, scenarist and director
12.25-12.45	Rural areas and development of the Republic of Serbia	Zoran Njegovan Ph.D. Full Professor at the Faculty of Agriculture in Novi Sad
12.45-13.15	Discussion	
13.15-13.45	Break	
13.45-14.05	Perspectives of Development of Agritourism in the Republic of Serbia - an example of good practice	Mr. Željko Sredić Owner of the Household "Gostoljublje", Kosjerić
14.05-14.25	Potentials and Limitations for Agritourism Development in the Republic of Serbia	Mr. Vladimir Ivanović, director of Tourism Organisation of Ljig and organizer of "Kosidba na Rajcu"
14.25-15.00	Discussion, concluding remarks Distribution of certificates Course and workshop closing	
15.00	Coctaile	



1. FOREWORD

At the beginning of the course and workshop, Drago Cvijanović Ph.D., Dean of the Faculty of Hotel Management and Tourism in Vrnjačka Banja welcomed participants, who came from different parts of Serbia. The same did other lecturers as well as representatives of local government of Vrnjačka Banja, Vice-deans and coleagues from the Faculty of Hotel Management and Tourism in Vrnjačka Banja. The Dean also welcomed media representatives who arrived in large numbers to attend this course. Associate for Public Relations of the Faculty briefly presented the program of the course and workshop, and introduced the speakers and topics of their sessions. Lecturers who took part in the course and workshop were: Drago Cvijanović, Ph.D., Dean of the Faculty of Hotel Management and Tourism in Vrnjačka Banja, Mr Radoš Bajić actor, scenarist and director, Zoran Njegovan, Ph.D., Full Professor at the Faculty of Agriculture in Novi Sad, Mr Željko Sredić, owner of the household "Gostoljublje" in Kosjerić and Mr Vladimir Ivanović, director of Tourist Organization of Ljig.





2. LECTURING

The first lecturer was Drago Cvijanović, Ph.D., Dean of the Faculty of Hotel management and Tourism in Vrnjačka Banja, with the presentation entitled "Agritourism in the Function of Rural Areas Development". In his opening speech the emphasis was placed on recognizable architectural structure of Serbian villages, branding of Serbian agricultural products, measures for improvement of competitive advantages and benefits of rural areas development.



The next lecturer, Mr. Radoš Bajić actor, scenarist and director, presented cultural aspects of development of rural areas in the Republic of Serbia. Within his exposure on the topic "Social and Cultural Dying out of Serbian Villages" he emphasised the natural beauties of Serbian villages and importance of culture and Serbian tradition.



The following lecturer was Zoran Njegovan, Ph.D., Full Professor at the Faculty of Agriculture in Novi Sad, with presentation entitled "Rural areas and development of the Republic of Serbia". Within this topic he pointed out importance of state support to development of agritourism and rural areas.



After exposures, Rodoljub Džamić, President of the Municipal Assembly of Vrnjačka Banja expressed his satisfaction that such a course and workshop took place exactly at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, in the presence of a large number of people.



After the break, the course and workshop continued with a presentation on "Perspectives of Development of Agritourism in the Republic of Serbia" based on case of household "Gostoljublje" in the Kosjerić by Mr. Željko Sredić, the owner. He presented business issues and various methods for solving them in practice.



The last lecturer Mr. Vladimir Ivanović gave an example of good practice in the development of rural areas, with the topic "Potentials and Limitations for Development of Agritourism in the Republic of Serbia". He pointed out that there is an offer of agritourism in Serbia which is in accordance with the amount of demand. In Serbia operates over 750 registered households with over 6000 beds.



3. DISTRIBUTION OF CERTIFICATES

Participants of the course (a total of 72 participants) are employed in the following institutions:

- 1. Faculty of Agriculture, University of Novi Sad
- 2. Faculty of Hotel Management and Tourism in Vrnjačka Banja
- 3. Ethno Village "Gostoljublje", Kosjerić
- 4. Tourism organization Ljig
- 5. Hospitality and Tourism School Vrnjačka Banja
- 6. Center for Children and Youth Vrnjačka Banja
- 7. BIOFOODEX
- 8. High Business School of Užice
- 9. Municipality Lajkovac
- 10. Tourism organization Kragujevac
- 11. Tourism organization Čačak
- 12. Primary school "Popinski Borci", Vrnjačka Banja
- 13. Tourism organization Novi Pazar
- 14. Artistic Society "Izvor", Vrnjačka Banja
- 15. Association "Zlatne niti"

- 16. High School of Technology Vocational Studies Arandjelovac
- 17. Municipality Vrnjačka Banja
- 18. Tourism organization Despotovac
- 19. Tourism organization Knjaževac
- 20. Tourism organization Trstenik

All participants, after registration and before the start of the course and workshop, have received set of materials (the folder with the agenda, pen, bookmarkers and papers for notes), and after completion of the course they were given a Certificate for successfully completing the course and workshop on the topic "The Contribution of Agritourism to Rural Development".



4. MEDIA REPRESENTATIVES

Course has attracted a large number of media:

RTV Vrnjačka Banja

RTV "K9" Kragujevac

RTV Kruševac

RTV Raška

RTV Kraljevo

RTV Trstenik

TV Galaxy Čačak

Newspaper Vrnjačke novine

Magazine Tourism world

5. QUESTIONNAIRE – EVALUATION RESULTS

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

Table 1. Questionnaire relating the course success

QUESTIONNAIRE INNOVATIVE HEALTH TOURISM PRODUCTS BASIS OF COMPETITIVENESS OF A HEALTH TOURISM DESTINATION

1. Please evaluate the actuality of the course topics.

(Please evaluate from 1 to 5, where 5 stands for very interesting and 1 for completely uninteresting) (Average grade: 4,73)

1 2 3 4 5

2. Are the chosen topics clearly presented?

(Please evaluate from 1 to 5, where 5 stands for very adequatly, and 1 for completely inadequately) (Average grade: 4,51)

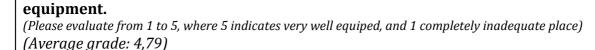
1 2 3 4 5

3. Is this course helping you to improve your knowledge in the field?

(Please circle one answer) (Response structure: Yes – 94%, No – 3%, I do not know – 3%)

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

4. Please evaluate the place where the course is held as well as technical



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: 4,67)

1 2 3 4 5

6. Are the examples of good practice adequately presented? (Please circle one answer) (Response structure: Yes – 100%, No – 0%, I do not know – 0%)

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

7. Are you interested to participate in the further similar courses in the field of hospitality and tourism? (Please circle one answer) (Response structure: Yes – 100%, No – 0%, I do not know – 0%)

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

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

- Excellent organization and topic;
- Very well organized, interesting topic;
- International lecturers should be invited:
- Excellent choice of lecturers, interesting topic;
- This should be organized more often in order to identify problems and create a favourable environment for investments;
- Excellent examples from the practice;
- Everything was perfect;
- Excellent lecturers, time was well utilized, interesting topic, excellent organization;
- Clear and concise, interesting presentations;
- It should be repeated with similar topics.

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

Table 2. Results of the Questionnaire regarding the course success

No.	Question	Average grade			
1	Please evaluate the actuality of the course topics.	4,73			
2	Are the chosen topics clearly presented?	4,51			
3	Is this course helping you to improve your knowledge in the field?	<i>yes</i> 94%	<i>no</i>	I do not know	
4	Please evaluate the place where the course is held as well as technical equipment.	4,79			
5	Please evaluate the selection of lecturers.		4,67		
6	Are the examples of good practice adequately presented?		no	I do not know	
			0%	0%	
7	Are you interested to participate in the further similar courses in the field	yes	no	I do not know	
	of hospitality and tourism?	100%	0%	0%	
8	Please enter your comments, suggestions, proposals, etc.				
	Excellent organization and topic; Very well organized, interesting topic; International lecturers should be invited; Excellent choice of lecturers, interesting topic; This should be organized more often in order to identify problems and create a favourable environment for investments; Excellent examples from the practice; Everything was perfect; Excellent lecturers, time was well utilized, interesting topic, excellent organization; Clear and concise, interesting presentations; It should be repeated with similar topics.				

Based on the results of the survey we can determine that the average rate of course is 4.68. The highest average grade has topic technical equipment and place where the course is held -4.79. Also, 94% of participants expressed the view that the realized course will help them to improve knowledge in this area, and 100% of participants is interested to participate in new course programs with similar topics in the field of tourism.

Vrnjačka Banja, 20.09.2016.

Appenix 1. Registration List



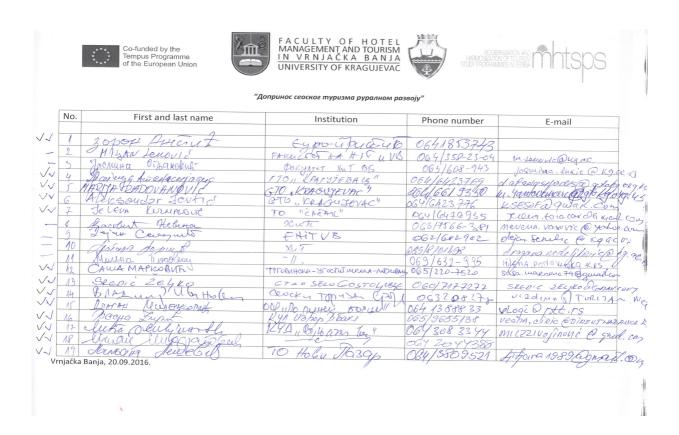






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