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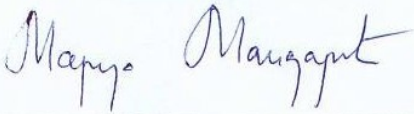
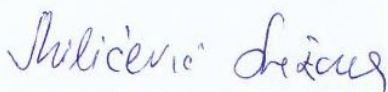
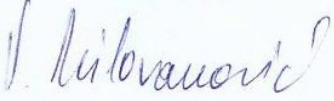



WORK PACKAGE	5
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University of Kragujevac

Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT FROM ESTABLISHMENT OF STAKEHOLDER AND PROFESSIONAL
COOPERATION NETWORKS

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September 2016.

Vrnjačka Banja

Project task:

5.1. Establishment of stakeholder and professional cooperation networks

Description of project task:

Establishing stakeholder and professional cooperation networks between UNIKG and institutions from the tourism industry in order to increase competences of all parties involved by sharing information and knowledge. In focus is students' professional practice, sharing existing knowledge and preparation for mutual future development.

Description of outcomes:

UNIKG has established numerous stakeholder and professional cooperation agreements, which mostly cover students' professional practice in the tourism industry, but not only. UNIKG has organized several training courses for employees of these institutions. Also, competent experts, entrepreneurs and managers from the tourism industry were invited to present their practical experiences to students of UNIKG. Students improved their knowledge by participating in the course where lecturers from the tourism industry shared their practical experiences. This conjunction of theory and practice enrich the students' knowledge and prepared them for resolving the practical problems. 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. Stakeholders 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.

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During the TEMPUS project „Modernization and Harmonization of Tourism study programmes in Serbia“ 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac has established a cooperation with 102 partners from the tourism industry in Serbia.

Cooperation is mainly based on students professional practice, but it also includes participation of stakeholders in courses and workshops that the Faculty has organized, as well as providing lectures to students by representatives of stakeholders. These partners include hotels, tourism organizations, tourist agencies, ethno village, manifestations organizers, transport companies. The complete list of partners is provided in Appendix 1.

A table below shows the structure of partner institutions from the tourism industry involved in developing skills of students during professional practice.

Table 1 – Involvement of stakeholders in organization of students professional practice in the tourism industry

Academic year	2013/2014	2014/2015	2015/2016
Number of students on professional practice	128	247	258
Number of hotels	17	29	42
Number of tourist agencies	3	13	24
Number of tourist organizations	9	12	19
Number of transport companies	-	2	2
Number of manifestations organizations	-	2	2
Ethno village	-	-	1
Total number of partners	29	58	90

Photo gallery from students' professional practices is available in Appendix 2.

Apart from students' professional practice, cooperation with partners from the tourism industry was established also through courses and workshops organized by the Faculty, where employees, managers and owners of partner institutions took part either as lecturers or as participants. The three courses and workshops were entitled “Innovative Health Tourism Products – Basis of Competitiveness of a Health Tourism Destination”, “Branding Tourism Potentials of Serbia”, and “The Contribution of Agritourism to the Rural Development”. These have attracted numerous participants, who were very satisfied by the content,

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organization and knowledge gained and expressed their will to participate in the future similar courses organized by the Faculty. Appendix 3 contains photo evidence of organized courses and workshops for representatives from the tourism industry.

Also, representatives from the tourism industry (mostly successful entrepreneurs and managers) were invited to hold lectures to students based on their rich practical experience. Appendix 4 contains photo evidence of lectures provided to students by relevant representatives of stakeholders.

Appendix 1 – List of partner institutions from the tourism industry

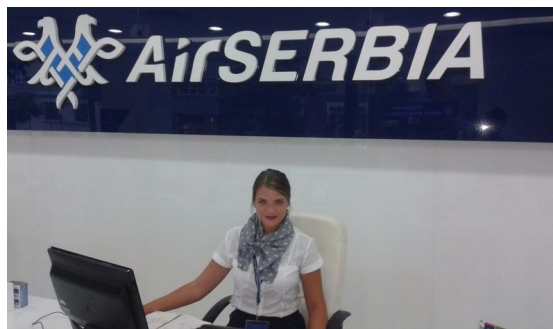
1. A HOTELI d.o.o. Ogranak Hotel Izvor Arandjelovac
2. Akcionarsko društvo za ugostiteljstvo, turizam i trgovinu Srbija, Kraljevo
3. Akcionarsko društvo za vazdušni saobraćaj Air SERBIA, A.D. Beograd
4. AYUSA International , Beograd
5. Biser apartmani Vrnjačka Banja
6. Društvo za turizam i usluge Kralj-travel o.d., Kraljevo
7. Ekomlek d.o.o. Kraljevo – ogranak „SPA Travel & Service“ Vrnjačka Banja
8. Etno selo Gostoljublje, Kosjerić
9. Gradska turistička organizacija Kragujevac
10. Gratim d.o.o., ogranak Solaris Resort Vrnjačka Banja
11. Hotel Aleksandar, Vrnjačka Banja
12. Hotel Botika d.o.o. Kraljevo
13. Hotel BW My Place, Niš
14. Hotel Dabi, Kruševac
15. Hotel Đerdan, Kraljevo
16. Hotel Đermanović, Leskovac
17. Hotel Eurogaj, Knić
18. Hotel Foka Spa, Kopaonik
19. Hotel Golf, Kruševac
20. Hotel Hamburg, Zaječar
21. Hotel Hil, Jagodina
22. Hotel Kralj, Vrnjačka Banja
23. Hotel Kraljevi Čardaci, Kopaonik
24. Hotel Kristal, Kraljevo
25. Hotel Life Design, Beograd
26. Hotel Lučani, Lučani
27. Hotel Moskva, Beograd
28. Hotel Petrus, Paraćin
29. Hotel Profi Asfalt do.o., Kruševac
30. Hotel Rtanj, Kopaonik
31. Hotel Simpo, Vranje
32. Hotel Srbija – Tis, Zaječar
33. Hotel Srebrna lisica, Kopaonik
34. Hotel Šumadija, Beograd
35. Hotel Sunny Hill, Vrnjačka Banja
36. Hotel Tami Residence, Niš
37. Hotel Tara, Bajina Bašta
38. Hotel Tehnograd, Kraljevo
39. Hotel Ženeva Lux, Kragujevac
40. Hotel Zira, Beograd
41. HTD Šumarice, Kragujevac
42. InClub, Vrnjačka Banja
43. Jat hoteli Slavija d.o.o., Beograd
44. Jat-apartmani Kopaonik d.o.o., Raška
45. Love&Brands d.o.o, Beograd
46. Mala kuća veliki mir d.o.o. Hotel Niški Cvet, Niš
47. Međunarodni karneval Vrnjačka Banja

48. MK Mountin Resort, Kopaonik
49. Nova Sicilijana d.o.o., Hotel Kragujevac, Kragujevac
50. Privredno društvo za ugostiteljstvo i turizam „Hotel Sloboda“ d.o.o. Šabac
51. Saobraćajno preduzeće „Kavim Raška“ A.D.
52. Specijalna bolnica za lečenje i rehabilitaciju Merkur, Vrnjačka Banja
53. Specijalna bolnica za rehabilitaciju Banjica, Soko Banja
54. Specijalna bolnica za rehabilitaciju Prolom banja, Kuršumlija
55. Turistička agencija Atlantic Travel & Service, Beograd
56. Turistička agencija Atlantic Travel & Service, Jagodina
57. Turistička agencija Atlantic Travel & Service, Kragujevac
58. Turistička agencija Banja Inn Plus, Vrnjačka Banja
59. Turistička agencija Charmi Travel, Čačak
60. Turistička agencija Euroholiday, Raška
61. Turistička agencija Eurosun, Kraljevo
62. Turistička agencija Feniks, Paraćin
63. Turistička agencija Happy Travel d.o.o. Kragujevac
64. Turistička agencija Happy Travel d.o.o., Kruševac
65. Turistička agencija Hit Tours, Trstenik
66. Turistička agencija Holiday, Kragujevac
67. Turistička agencija Jimmy Tours, Paraćin
68. Turistička agencija Jungmen Travel, Čačak
69. Turistička agencija Junior Travel, Jagodina
70. Turistička agencija Konvoj Travel d.o.o., Gornji Milanovac
71. Turistička agencija Kralj, Kraljevo
72. Turistička agencija Malutas, Kragujevac
73. Turistička agencija MGAGENT d.o.o., Kraljevo
74. Turistička agencija Omega Tours d.o.o. Kragujevac
75. Turistička agencija Pangea, Kraljevo
76. Turistička agencija Petra Travel d.o.o., Raška
77. Turistička agencija Prestige Plus Tours d.o.o., Kragujevac
78. Turistička agencija Spa travel, Vrnjačka Banja
79. Turistička agencija Stephanos Travel, Smederevska Palanka
80. Turistička agencija Uspeh, Požarevac
81. Turistička organizacija „Golubac“
82. Turistička organizacija Beograda
83. Turistička organizacija Boljevac
84. Turistička organizacija Čačak
85. Turistička organizacija grada Kruševca
86. Turistička organizacija grada Smedereva
87. Turistička organizacija Kraljevo
88. Turistička organizacija Leskovac
89. Turistička organizacija Niš
90. Turistička organizacija opštine Brus
91. Turistička organizacija opštine Gornji Milanovac
92. Turistička organizacija opštine Kuršumlija
93. Turistička organizacija opštine Paraćin
94. Turistička organizacija opštine Trstenik
95. Turistička organizacija opštine Vrnjačka Banja
96. Turistička organizacija Srbije, Beograd

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- 97. Turističko-sportska organizacija Raška
- 98. UTP Morava, Čačak
- 99. Vila Dinčić d.o.o., Veliko Gradište
- 100. Vila Minjon, Vrnjačka Banja
- 101. Vila Snežnik, Vrnjačka Banja
- 102. Vila Splendor, Vrnjačka Banja

Appendix 2 – Photo gallery: Students' professional practice



Appendix 3 – Photo gallery: Courses and workshops for employees in tourism



Appendix 4 – Photo gallery: Lectures to students provided by representatives of stakeholders



