

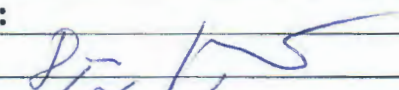




**Modernization and harmonization of Tourism study programs in Serbia**

**544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR**

<b>Work package 5</b>	<b>DEV 5.2 Participation of stakeholders in educational process</b>
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**Report on participation of stakeholders in the educational process**

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As part of Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, activity 5.2. - Participation of stakeholders in educational process, HBSL has enlisted four lecturers which held lectures to HBSL's students (study program Tourism and hospitality). Two lecturers are representatives of non-academic project partners (TOL's representative and TO Western Serbia's representative) while the other two lecturers are representatives of stakeholders with which HBSL has signed Cooperation agreements during the Project's realization (National museum of Leskovac representative and representative of „Infodata“-Agency for the design of information systems).

HBSL's students had the opportunity to attend the following lectures:

***Lecture by the Director of the National Museum in Leskovac on the theme "Cultural Heritage of Leskovac and the surrounding areas"- Vladimir Đorđević, The National Museum Leskovac***

On December 17<sup>th</sup>, 2015, director of National Museum in Leskovac, Vladimir Đorđević, held a lecture „Cultural heritage of Leskovac and surrounding areas. “ Lecture attendees were first year students of Higher Business School in Leskovac. Lecture was held as part of the subject Cultural heritage and its attendees are enrolled on the study program Tourism and Hospitality, accredited in the Tempus project „Modernization and Harmonization of Tourism study programs in Serbia“, in 2015. On this occasion, students had the opportunity to familiarize themselves with the National Museum's permanent exhibition and its history. Furthermore, the students learned about the most important examples of cultural heritage of Leskovac and its surroundings. Lecture was attended by 40 students (15 women and 25 men).



Photos from the lecture *Cultural Heritage of Leskovac and the surrounding areas*  
***Lecture representative of the Tourist Organization of Leskovac on the topic: "Marketing in tourism" - Dijana Ilić - Tourist Organisation of Leskovac***

On February 29<sup>th</sup>, 2016., representative of Tourism Organization of Leskovac, Dijana Ilić, held a lecture “Marketing in tourism” at HBSL. During the lecture, its attendees (HBSL’s students) were familiarized with TOL’s activities where special attention was placed on marketing activities whose aim was to promote and enhance the development of tourism in Leskovac and its surroundings. On this occasion, one of the things pointed out was the importance of planning and realization of marketing activities in tourism. The lecture was attended by 50 students (28 women and 22 men).

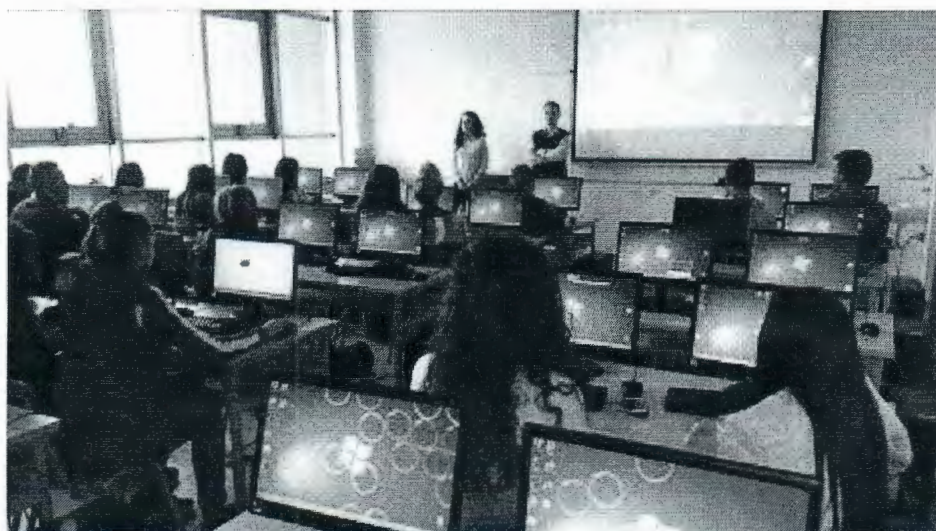




Photos from the lecture „Marketing in tourism“

***The use of goods-material accounting in contemporary practice - Marija Živković, Infodata - Agency for the design of information systems***

In April 2016, HBSL was host to a lecture “The use of goods-material accounting in contemporary practice.” Marija Živković, M.Sc (representative of Infodata - Agency for the design of information systems) talked about the basic characteristics and benefits of using Goods – materials accounting program. Lecturer discussed practical examples and the most important parts of the program: detailed records of trade, production and provided services; opening balance, invoices, internal calculations, inter stock transfer of goods, daily cash flow, surplus and deficit, leveling, procurement, balance sheet, statement of cash and services flow, incoming invoice book, and outgoing invoice book. What was pointed out was that the program offers a great variety of report types (cards, flow reports and specification for a particular period). Reports can be either printed or presented on the screen. “Infodata”’s representatives also pointed out that an additional benefit of using the program lies in the fact that it offers an opportunity to create highly personalized reports (based on the personal needs and customer specifics). Lecture was attended by 18 students (13 women and 5 men).





Photos from the lecture „The use of goods-material accounting in contemporary practice“

***Tourism destination management of Western Serbia region - Miroslav Rađen,  
Tourist Organisation of Western Serbia***

On November 8<sup>th</sup>, 2016., director of Tourism Organization of Western Serbia, held a lecture to HBSL's students on the topic "Tourism destination management of Western Serbia region." On this occasion, lecture attendees were familiarized with the region of Western Serbia, its potentials and management models for this particular destination. Special attention was placed on formulation and implementation of tourism destination management strategy. The lecturer also discussed the importance of marketing activities whose aim is promotion of a particular tourism destination and tourism products of a destination. Lecture was attended by 72 students (51 women and 21 men).



Photos from the lecture „ Tourism destination management of Western Serbia region“