

Co-funded by the
Tempus Programme
of the European Union

MODERNIZATION AND
HARMONIZATION OF TOURISM
STUDY PROGRAMS IN SERBIA

mhtsps

WORK PACKAG	5.2
WP Type	5.2 Participation of stakeholders in educational process

University of Kragujevac
Faculty of Hotel Management and Tourism in Vrnjačka Banja

REPORT FROM THE GUEST LECTURE

THE IMPORTANCE OF MUSEUM FOR THE DEVELOPMENT OF MODERN
TOURISM WITH THE CASE STUDY OF THE NATIONAL MUSEUM OF
VALJEVO

Autori:		
Smiljka Isaković, PhD Associate Professor <i>S. Isaković</i>	Vladimir Krivošejev, PhD Assistant Professor, director of the National Museum of Valjevo, museum advisor <i>V. Krivošejev</i>	Sonja Milutinović, MSc, Teaching Assistant <i>S. Milutinović</i>

May 2016.
Vrnjačka Banja

Project task:

5.2. Participation of stakeholders in educational proces

Description of project task:

The participation of stakeholders in the educational process is conducted through guest lectures that are organized for students all the years at the Faculty of Hotel Management and Tourism in Vrnjačka Banja, University of Kragujevac. Guest lectures are organized as part of the courses and the topic of the lecture was harmonized with the content of courses and with the subject of the project. The report contains information about the subject and content of the lectures, as well as about the number and gender structure of participants.

Description of outcomes:

This report is the result of joint work of staff at the Faculty of Hotel Management and Tourism in Vrnjačka Banja University of Kragujevac and stakeholders.

On the Faculty for Hotel Management and Tourism in Vrnjačka Banja, 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 **guest lecture** on the theme "**The importance of museum for the development of modern tourism with the case study of the National Museum of Valjevo**". The lecture was held by Vladimir Krivošejev, PhD, Assistant Professor, director of the National Museum of Valjevo and museum advisor. The lecture was held on 11.05.2016. for the fourth-year students within the subject Special interest tourism-cultural tourism. The lecture was attended by 40 students, including 14 males and 26 females.

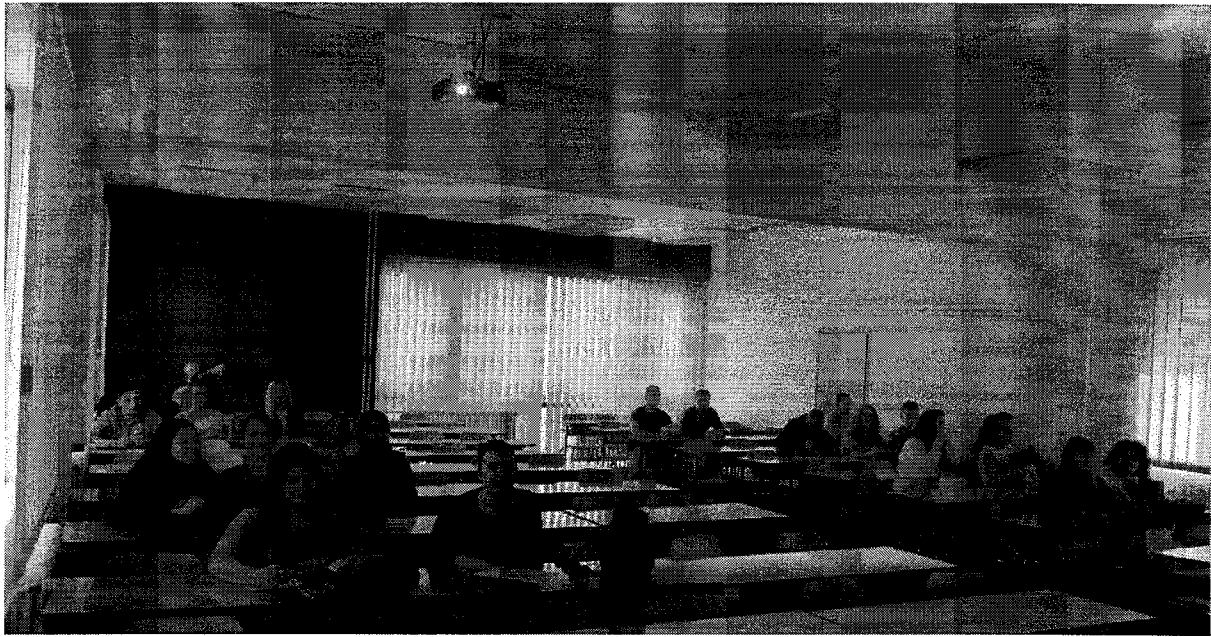


Vladimir Krivošejev introduced the participants with what are museums and that they should not be seen only in the classical sense as historical objects that are indoors, where exhibits are in showcases and on the walls. Museums can also be archaeological sites open or covered type,

interpretation centers that are located at the entrance of the large national parks, memorial type centres at the historical sites or at the famous places, in places dedicated to celebrities, in places of great battles, even decorated concentration camps.



Vladimir Krivošejev pointed out that the visit of the museums is on the rise, which is proved by the following data. In the last quarter of the twentieth century museums are increasingly in the focus of tourists. At the end of the first decade of this century among the world's 50 most visited attractions, which include urban business district of the city, as well as major amusement parks, there are numerous museum-like sites and buildings of seven classic indoors museums. Among the 25 most visited attraction in Europe is eight classic museums and several archeological localities and monumental buildings with museum characteristics. However, despite a large role in the development of tourism as a very profitable activity, museum is a non-profit industry.

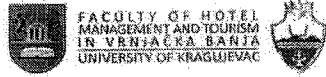


After the opening story of museums, Vladimir Krivošejev presented the case study of the National Museum of Valjevo. At the beginning of the 21st century National Museum of Valjevo had two permanent exhibitions: Muselimov residence and Brankovina, of which Brankovina has drastically increased visit recorded. In 2004 a new product in Muselim residence was introduced, according to the taste of visitors. On that occasion, in the basement of the Muselim residence, in the atmosphere of a Turkish prison, with the reconstruction of reconciliation binding, the figures of tied princes were set. That same year, the number of visitors has increased by 100%, and this without any major promotional activities, other than those that followed the opening ceremony. In the following years the promotional activities werw intensified, and as a result in 2007 the number of visitors has increased by 400% compared to 2003.

SCHEDULE

Registration lists of participants are given in the attachment.

Modernization and Harmonization of Tourism Study Programs in Serbia, 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR



ZNAČAJ MUZEJA ZA RAZVOJ SAVREMENOG TURIZMA SA STUDIOM SLUČAJA NARODNOG MUZEJA VALIEVO

No.	First and last name	Institution	E-mail
1	Marija Janošević 07/2012	XHT	marija.janos@gnmail.com
2	Milica Petrović 30/2012	XHT	milica.petrovic@gnmail.com
3	Jasna Mironović 7/2012	XHT	jasna93@gnmail.com
4	Olivera Stanić 27/2012	XHT	olivera.stanic@gnmail.com
5	Đorđe Petrović 22/2012	XHT	jordje.petrovic@gnmail.com
6	Kristina Mironović 20/2012	XHT	KRISTINA.MIRONOVIC@gnmail.com
7	Čestica Mironović 21/2012	XHT	cestica.mironovic@gnmail.com
8	Bruna Mironović 20/2012	XHT	
9	Mirna Mironović 20/2012	XHT	
10	Marija Janošević 24/2012	XHT	mariajanos@gnmail.com
11	Milica Petrović 21/12	XHT	
12	Milica Petrović 01/2012	XHT	milica.petrovic@gnmail.com
13	Milica Petrović 05/2012	XHT	milica.petrovic@gnmail.com
14	Milica Petrović 20/10/11	XHT	Milica.petrovic@gnmail.com
15	Milica Petrović 20/10/11	XHT	Milica.petrovic@gnmail.com
16	Milica Petrović 22/12/11	XHT	Milica.petrovic@gnmail.com
17	Milica Petrović 20/10/11	XHT	Milica.petrovic@gnmail.com
18	Milica Petrović 04/2012	XHT	
19	Milica Petrović 02/2012	XHT	
20	Milica Petrović	XHT	
21	Milica Petrović	XHT	

Vrnjačka Banja, 11.05.2016.

No.	First and last name	Institution	E-mail
22	Milica Petrović	XHT	milica.petrovic@gnmail.com
23	Milica Petrović	XHT	milica.petrovic@gnmail.com
24	Milica Petrović	XHT	milica.petrovic@gnmail.com
25	Milica Petrović	XHT	milica.petrovic@gnmail.com
26	Milica Petrović 16/2012	XHT	milica.petrovic@gnmail.com
27	Milica Petrović 01/2012	XHT	milica.petrovic@gnmail.com
28	Milica Petrović	XHT	milica.petrovic@gnmail.com
29	Milica Petrović 16/2012	XHT	milica.petrovic@gnmail.com
30	Milica Petrović 32/2012	XHT	milica.petrovic@gnmail.com
31	Milica Petrović 31/2012	XHT	milica.petrovic@gnmail.com
32	Milica Petrović 21/2012	XHT	milica.petrovic@gnmail.com
33	Milica Petrović 30/2012	XHT	milica.petrovic@gnmail.com
34	Milica Petrović 05/2012	XHT	milica.petrovic@gnmail.com
35	Milica Petrović 23/2012	XHT	milica.petrovic@gnmail.com
36	Milica Petrović 20/2012	XHT	milica.petrovic@gnmail.com
37	Milica Petrović	XHT	milica.petrovic@gnmail.com
38	Milica Petrović 20/2012	XHT	milica.petrovic@gnmail.com
39	Milica Petrović 21/2012	XHT	milica.petrovic@gnmail.com
40	Milica Petrović 21/2012	XHT	milica.petrovic@gnmail.com

Vrnjačka Banja, 11.05.2016.

Vrnjačka Banja, 11.05.2016.