

European Commission
TEMPUS



WORK PACKAG	S.2
WP Type	S.2 Participation of stakeholders in educational process

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

REPORT FROM THE GUEST LECTURE

SUSTAINABLE TOURISM DEVELOPMENT AND FOOD SAFETY

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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 Vrnjacka 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 Vrnjacka 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 "**Sustainable development and food safety**". The lecture was held by Miodrag Marković, MSc, veterinarian specialist in Veterinary specialist institute in Kraljevo. The lecture was held on 07.03.2016. year. Students of all the years attended the lecture, a total of 62, of which 22 males and 40 females.



Miodrag Rajkovic started the lecture by focusing on the history of the tourism development in order to present different characteristics of nutrition through time and across different regions of the world. As society evolved through history, there was a need to introduce standardization in the use of food in order to protect users (guests, tourists). In this way National laws on food safety, as well as many other regulations and procedures were created and adopted.

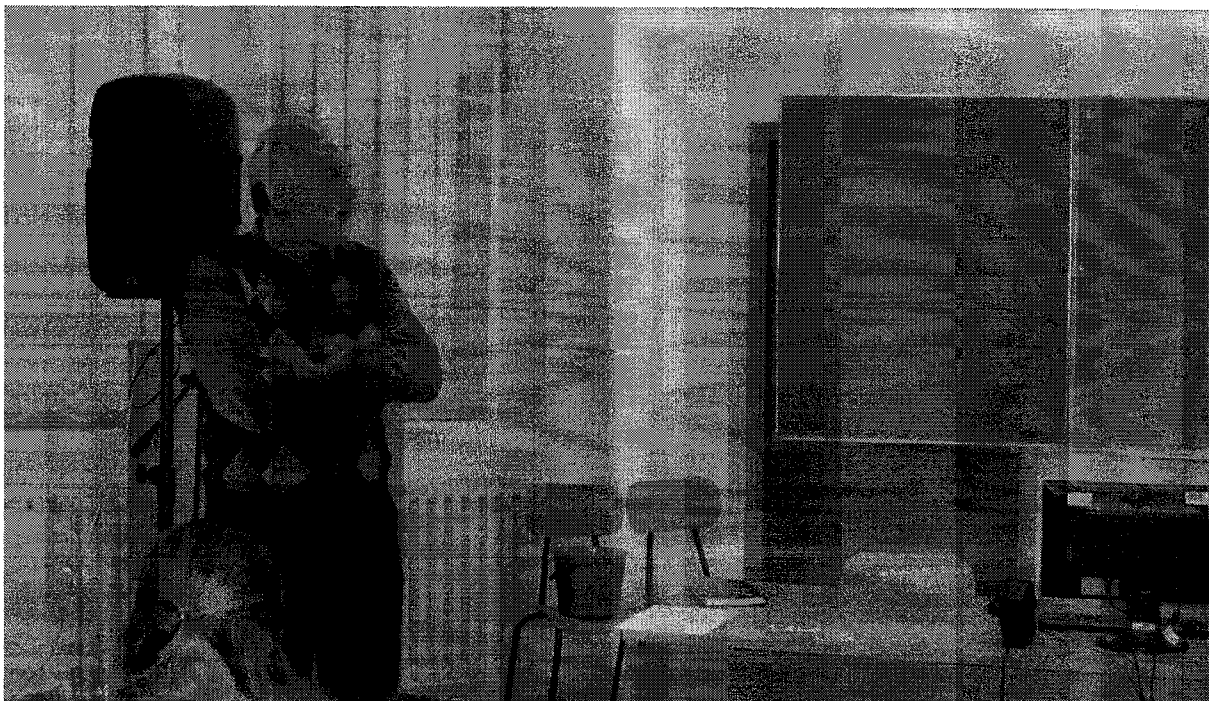


Using local food as a tourist motive for tourism development, especially rural tourism, has long practical application in the world and in our country. Through practical and illustrative examples students were shown all the ways food is used as a motive for tourist travel, both in the world and in our country. Emphasis is placed on the need to protect the geographical origin of the product and its use, all in order to protect it from unfair competition. Miodrag Rajkovic presented the list of geographical origin marks of products registered in the Intellectual Property Office, when it comes to products of animal origin. In addition to these products, the participants were presented a number of events held in our country, that has food products typical for that area as a main tourist motive.



Picture 1: Trademark

At the end of the lecture, Miodrag Rajkovic shared his experience from a variety of events in Serbia, where you can taste local products and food and which bring together an increasing number of domestic and foreign tourists.



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

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