



European Commission
TEMPUS

MODERNIZATION AND
HARMONIZATION OF TOURISM
STUDY PROGRAMMES IN SERBIA



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

TOURIST SUPPLY OF MERKUR IN A FUNCTION OF TOURISM
DEVELOPMENT OF VRNJAČKA BANJA

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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 "**Tourist supply of Merkur in a function of tourism development in Vrnjačka Banja**". The lecture was held by Bojana Beljić, PR Manager and Marketing Officer in the Special Hospital Merkur. The lecture was held on 02.03.2016. for the second year students within the subject Management in tourism. Of the 78 students who attended the lecture, 22 were males and 56 females. This lecture is only one segment of successful years of cooperation between the Faculty of Hotel Management and Tourism and Merkur, throughout the projects such as implementation of practical training of students in Merkur's facilities, support and cooperation on projects and actions.



Students had the opportunity to learn about the services, capacity and medical staff of Merkur as a carrier of medical and recreation supply of Vrnjačka Banja. Merkur is a central spa facility, which has managed to combine a long tradition of applying natural factors, mineral water (springs Snežnik, Hot water, Slatina, Lake) and mineral mud with excellent medicine, through creatively designed programs of health and relaxation. Merkur is a special hospital where, with the help of 40 specialists and sub-specialists and over 100 medical workers, diabetes, digestive diseases and musculoskeletal system can be treated.



One part of the lecture pointed out the initiative of bringing international visitors to Merkur and Vrnjacka Banja since 2004, when they first started hosting Russian arrivals. Last year, foreign guests materialize around 20,000 overnight stays in Merkur and, considering that in 2016 arrival of a group from England, Norway, Sweden is planned, it is expected that these statistics will change significantly.



Bojan Bjelić pointed out that Merkur was the originator of the concept of Wellness in spas of Serbia, as a form of prevention programs, given that it has opened the first Wellness Spa in Serbia in 2005, in which he was later followed by other spas. That Merkur is a leader in wellness tourism in Serbia shows the fact that the newly opened Spa center "Roman Spring" won the Balkan Spa Award for 2015. Five centres are open within the Spa center "Roman Spring": Wellness Center "Fons Romanus", Center of Medical Aesthetics "Marijana", Center for Massage "Lili", Peloid center "Limus Romanus" and Balneo center "Stara Planina".



Bojan Bjelić also pointed out that Merkur, through its projects and actions, always promote Vrnjačka Banja as a destination, by organizing info walks, excursions and other activities. New Project of Merkur "Romania", the exclusive 4-star hospitals, which began in February of this year, will also affect the image of Vrnjačka Banja as a spa destination, considering that it will attract high-yield guests from home and abroad.



SCHEDULE

Registration lists of participants are given in the attachment.



TURISTIČKA PONUDA MERKURA U FUNKCII RAZVOJA TURIZMA VRNJAČKE BANJE

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Vrnjačka Banja, 02.03.2016.

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

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Vrnjačka Banja, 02.03.2016.

