



TEMPUS PROJECT: Modernization and Harmonization of Tourism Study Programs in Serbia


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

[Activity: DEV 5.2 - *Participation of stakeholders in educational process*]

Report

ON LECTURES OF PROF. MICHAEL KONIORDOS TO STUDENTS OF THE BUSINESS AND
TECHNICAL COLLEGE OF APPLIED SCIENCES IN UZICE

Report done by:


(Nenad Milutinović)

Uzice, 2016

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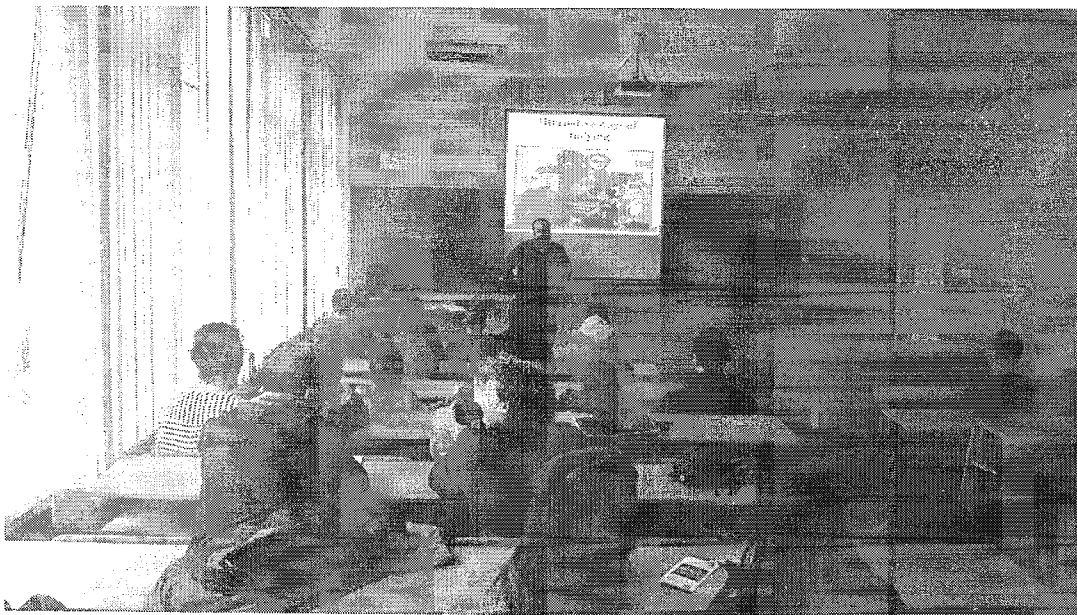
Within the implementation of the TEMPUS project No. 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR entitled "**Modernization and Harmonization of Tourism Study Programs in Serbia - MHTSPS**", professor **Michael Koniordos, PhD**, held lectures to students of the Business and Technical College of Applied Sciences in Uzice. Main topics of the lectures were complexity of the concept of tourism and multicultural management. Lectures were held on May 4th and 5th, 2016, in line with the following schedule:

THEME	DATE	TIME	ROOM
LECTURE 1: How composite is the Concept of Tourism? Recognizing Cultural Differences and Taking Leadership Decisions in a Multi-Cultural Environment	Wednesday, May 4 th , 2016	14:00 CET	Amphitheatre 317
LECTURE 2: Practice as a Facilitator for Consumer Value Co-Creation in the Higher Education Sector	Thursday, May 5 th , 2016	12:00 CET	Amphitheatre 317

At the beginning of the first day lecture, Nenad Milutinović, MSc, a member of the BTC's project team, welcomed all the participants and introduced prof. Michael Koniordos, PhD. During his speech, he emphasized that prof. Koniordos is full professor of the Technological Education Institute of Piraeus, Athens, and prominent expert in the field of management and tourism in Greece, that he teaches subjects such as Macroeconomics, Microeconomics, Tourism Economy and Intercultural Management and that he is an author of a number of scientific papers in the field of economy, management and tourism. He also accentuated that prof. Koniordos worked as consultant in Ministry of Education, Ministry of Foreign Affairs and Ministry of Labour of the Republic of Greece.



In his first lecture, prof. Koniordos introduced the audience with the complexity of the concept of tourism, as well as with the importance of recognizing the cultural differences in various business situations. Participants were asked to answer questions within a variety of quizzes, such as: How culturally aware are you? Intercultural negotiations? and others. Answering these questions, listeners learned a lot about Asian, Arab and other cultures and business manners. After that, prof. Koniordos talked about the dimensions of culture, while the comparison of different cultures through appropriate graphs was also presented. Beside this, lecturer introduced the students, in a very interesting and humorous way, with the process of information transmitting and receiving and with new tendencies in teaching and learning (gamification).



On the second day, prof. Koniordos, in a very concise way, explained to participants the terms such as *service*, *practice*, *value* and *creation of value*, as well as conceptual framework of practice as a facilitator for consumer value co-creation in the higher education sector.



The aim of these lectures was to help both, students and professors of the Business and Technical College of Applied Sciences, to improve their knowledge of the concepts of tourism and intercultural management, to present the methodology of teaching delivery at EU higher education institutions, to introduce them with new tendencies in teaching process implementation and to get familiar with EU standards in the higher education field.

Aforementioned lectures were attended, primarily, by students of the Tourism and Management study programs, but also by other interested students and professors of Business and Technical College of Applied Sciences in Uzice (Annex 1: Attendance list).

Total number of attendees on two lectures was 58, out of which 32 female and 26 male participants.

Appendix 1: Attendance list


 FACULTY OF APPLIED STUDIES
 UZICE

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Prof. Michael Koniordos, PhD

Lecture 1: How Composite is the Concept of Tourism?

List of attendees

 4th May, 2016

14:00 CET, Amphitheatre 317

Business and Technical College of Applied Studies, Uzice

No.	Name, surname and student's ID number	Signature
1.	Nikola Soldatović TT 6114	Nikola Soldatović
2.	Milica Jeneha TT 54/14	Milica Jeneha
3.	JANIĆ Jolena RR 16/15	J. Janić
4.	Gođić Nevena RR 07115	Nevena Gođić
5.	Pačić Dijana RR 1115	Dijana Pačić
6.	Mirjana Miron Bojčić PP 12/15	Mirjana Miron
7.	Čaušević Miroslav PP 5/15	Miroslav Čaušević
8.	ČALIĆ DUJANA PP 23/15	Dujana Čalić
9.	Jasna Jurek PP 27/2015	J. Jurek
10.	Ana Čerović PP 28/2015	Ana Čerović
11.	Marija Jurek PP 01/2015	M. Jurek
12.	Mirjana Uroš PP 14/2015	Mirjana Uroš
13.	Jelena Pačević PPOG/2015	J. Pačević
14.	ТОВИЋ БРАНКО ТТ 34/14	Бранко Товић
15.	Милошević Јана ТТ 33/14	Јана Милошević
16.	Јовановић Мира ТМ 57/15	Мира Јовановић
17.	Терзић Милош ТМ 09/14	Милош Терзић
18.	Павловић Анастасија ТМ 08/14	Анастасија Павловић
19.	Јурић Мира ТМ 5/14	Мира Јурић
20.	Маријана Јелена ТМ 24/14	Маријана Јелена
21.	Јурић Анастасија ТМ 22/14	Анастасија Јурић
22.	Стефановић Урош ТТ 02/15	Урош Стефановић
23.	Танја Димитријевић РР 04/15	Танја Димитријевић
24.	НАТАША МARIĆ RR 29/15	Наташа Марић
25.	Милошević Јелена 14/15	Јелена Милошević
26.	Марија Јовановић РР 15/15	Марија Јовановић
27.	Марија Јовановић РР 25/15	Марија Јовановић
28.	Јовановић Мерија ТМ 11/14	Мерија Јовановић
29.	Јурић Јелена ТТ 03/14	Јелена Јурић
30.	Марија П. Јовановић ТТ 05/14	Марија П. Јовановић
31.	Марија Јовановић ТТ 05/14	Марија Јовановић



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Prof. Michael Koniordos, PhD
Lecture 2: Practice as a Facilitator for Consumer Value Co-Creation in the Higher Education Sector

List of attendees

5th May, 2016
12:00 CET, Amphitheatre 317
Business and Technical College of Applied Studies, Uzice

No.	Name, surname and student's ID number	Signature
1.	Marko Zorčević PP15/15	M. Zorčević
2.	Marko Jezgumirović PP25/15	M. Jezgumirović
3.	Milica Tivčević PP14/15	M. Tivčević
4.	NATAŠA MARIĆ RR29/15	Nataša Marić
5.	Tihomir Dimitrijević RR04/15	Tihomir Dimitrijević
6.	Stojanović Vuk PP02/15	Stojanović Vuk
7.	Burana Janković PP24/2015	Burana Janković
8.	Ana Čerović PP08/2015	Ana Čerović
9.	Marko Anđelić PP01/2015	Marko Anđelić
10.	Milica Kunić PP24/2015	Milica Kunić
11.	Jovana Pačević PP06/2015	Jovana Pačević
12.	Tomislav Branković TT34/14	Tomislav Branković
13.	Radica Čičić TT37/14	Radica Čičić
14.	Marko Čerović PM52/15	Marko Čerović
15.	Tomislav Dražić PM09/14	Tomislav Dražić
16.	Marko Aleksandrović PM08/14	Marko Aleksandrović
17.	Marko Marković PM5/14	Marko Marković
18.	Marko Janković PM24/14	Marko Janković
19.	Marko Čerović PM27/14	Marko Čerović
20.	Marko Janković PM35/14	Marko Janković
21.	Milica Čerović MZ16/14	Milica Čerović
22.	Marko Čerović PM1/14	Marko Čerović
23.	Marko Čerović TT14/14	Marko Čerović
24.	Marko Čerović TT03/14	Marko Čerović
25.	Marko Čerović, PM1/14	Marko Čerović
26.	Marko Čerović, PM1/14	Marko Čerović
27.	Marko Čerović	Marko Čerović
28.		

Appendix 2: Power Point Presentations

Links:

1. [How composite is the Concept of Tourism?](#)
2. [Recognizing Cultural Differences and Taking Leadership Decisions in a Multi-Cultural Environment](#)
3. [Alternative Ways of Studying](#)
4. [Practice as a Facilitator for Consumer Value Co-Creation in the Higher Education Sector](#)