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## Modernization and Harmonization of Tourism study Programs in Serbia

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

**WP 5. Improvement of higher education  
interactions with stakeholder and  
professional network**

**5.2 Participation of stakeholders in  
educational process**

## Report on student training by stakeholder

held on 7<sup>th</sup> November, in Business and Technical College of  
Vocational Studies in Užice, by Maja Vermezović

Milutin Đuričić, PhD, Professor of  
Vocational Studies

Nataša Ćirović, PhD, Professor  
of Vocational Studies

Užice, November, 2016

**Project task:**

**Activity 5.2 Participation of stakeholders in educational process**

The description of the project task:

The report on the students training should be written on the following topic: *Quality marketing approach - a guarantee of success*, which will hold a lecturer Maja Vermezović, MSc and manager of Institute for thyroid gland „Čigota“ on Zlatibor.

The description of the outcome:

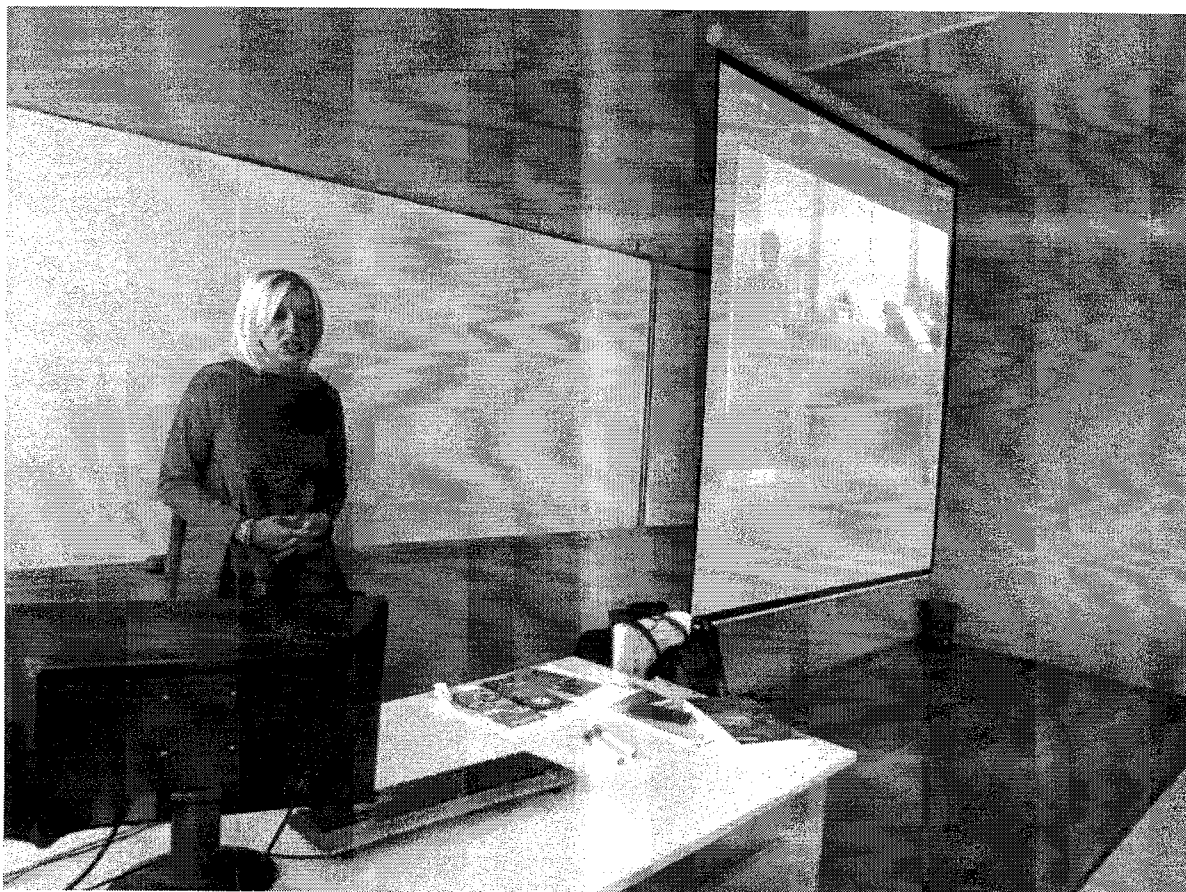
This report is the result of joint work of the project team formed Milutin Đuričić, PhD, professor and Coordinator of the *MHTSPS TEMPUS* project and Nataša Ćirović, PhD, professor.

## INTRODUCTION

Improving the quality of education in the field of tourism can be achieved by modernization of existing and development of the new tourism study programs in compliance with actual tourism market needs. It is very complicated to find an actual task due to connection with Development policy of Serbia. According to that aim the next topic is elected: *Quality marketing approach - a guarantee of success*. Lecturer Maja Vermezović is a manager of Institute for thyroid gland „Čigota“ on Zlatibor, who significant contributes to the tourism and medical offer of this Institute.

## DESCRIPTION OF THE TRAINING

Lecturer MSc Maja Vermezović (Figure 1.), held a 90 minutes lecture: *Quality marketing approach - a guarantee of success*, on the 7<sup>th</sup> November 2016. The lecture listened 66 students (45 female and 21 male). (Figure 2.)



*Figure 1. MSc Maja Vermezović presents her lecture*

Lecture is followed by presentation link <http://mhtsps.vpts.edu.rs/>



*Figure 2. Students listened lecture very carefully*

Students were very satisfied with the quality of lecture and expressed their satisfaction with thunderous applause. They asked about current parts of the lecture and explained dilemmas.

The most interesting moment of this training was a discussion about tourism and health services market examination and how on the right way designed that examination as well as about possible entrepreneurial business which can be arise from this lecture. It is pointed out that the tourism destination has to be tourism product and all actors have to act synergistically towards improving of tourism offer of Zlatibor as a well-known destination of tourism in Serbia.

## **CONCLUSION**

All participants pointed out that this kind of lecture are very important due to improving teaching process and it should be more practising.

Also, many ideas which are provide an employment and better life for future tourism workers are proceeded from this lecture.



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The list of students listened the lecture of Maja Vermezović:



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