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







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	WORK PACKAG	5.2
	WP Type	Participation of stakeholders in
		educational process

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

REPORT FROM THE GUEST LECTURE

CURRENT PROBLEMS IN RURAL TOURISM

	Autori:	
Nebojša Pavlović, PhD	Branislav Bajagić,	Sonja Milutinović, MSc.
Assistant Professor	retired employee of the	Teaching Assistant
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March 2016 Vmjačka Banja

Project task:

5.2. Participation of stakeholders in educational proces

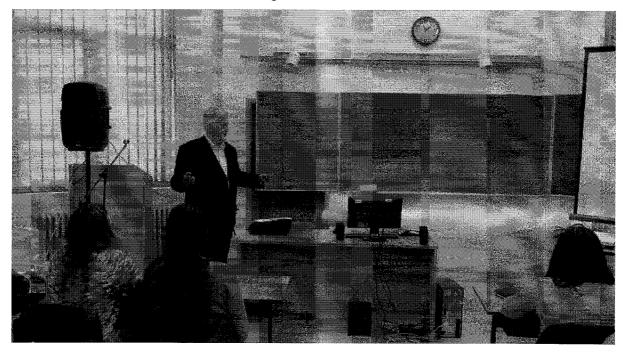
Description of project task:

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 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 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 "Current problems in rural tourism". The lecture was held by Branislav Bajagić, a graduate tourismologist ana a retired employee of the tourism sector in JAT – Air Lift. The lecture was held on 22.03.2016. within the subject Entrepreneurship and Management. Students of all years attended a lecture, a total of 100, including 29 males and 71 females.



Branislav Bajagić firstly expressed great appreciation and satisfaction for invitation to this guest lecture, but also dissatisfaction with the situation in Serbia when it comes to life in the countryside. He pointed out that the villages in Serbia and the population that lives in villages is disappearing, although the future of Serbia and the Serbian tourism is in rural tourism. Evidence for this claim is offered through the answers on four questions: Why would a large number of foreign tourists came to Serbian villages? How much of an benefit could be from the developed rural tourism? Why dont'n we use our potential? What should be done to exploit our potential and achieve a better life?

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Visits to villages would be at a high level because the urban population is increasingly seeking escape from the crowded and noisy cities, and because sea coast became too visited, the village remains the best solution. Branislav Bajagić states that Serbian villages have a comparative advantage over other countries because our villages, next to the natural beauty, provide tourists a large number of additional activities: walking, cycling, visiting numerous churches and monasteries, tasting local food, visiting the many events and so on.

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The benefit of rural tourism would be multiple, both financial for caterers, as well as indirect for the rest of the country: to stop the outflow of youth from rural to urban, balanced regional development and taking account of environmental protection.



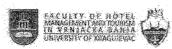
Branislav Bajagić said that state never invested in villages because of the forcible eviction from villages to cities in order to recruit people in factories, due to investments in littoral and due to dissolution of the country. Today, the reasons are: the lack of government interest, disorganization and lack of rural tourism offer.



In order to develop rural tourism in Serbia, it is necessary to develop awareness among the people, to arrange villages, to make the tourist offer and invite guests.

SCHEDULE

Registration lists of participants are given in the attachment.







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