



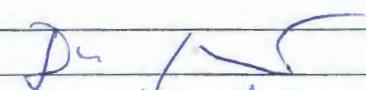
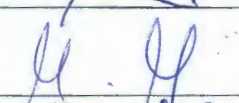
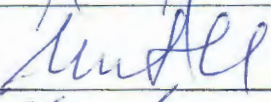
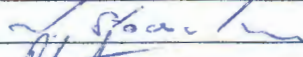

European Commission
TEMPUS

Modernization and harmonization of Tourism study programs in Serbia

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

<p>Work package 7</p>	<p>DISS 7.2 Marketing activities</p>
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Report on realized marketing activities

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As part of the Tempus project „Modernization and Harmonization of Tourism study programs in Serbia“ 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, representatives of Higher Business School of Professional Studies in Leskovac have, through the realization of School's promotional activities, also promoted the Tempus project and the activities which the School as a project partner realized on the project.

Promotional activities have been realized in the following forms of mass media:

- Public relations (TV appearances, TV reports);
- Propaganda (printed materials);
- Internet (official web page of HBS in Leskovac, Facebook page of HBS in Leskovac)

HBS representatives have, in every TV appearance (local TV stations), promoted and presented the achieved results on the Project, such as those related to organized trainings at HBS in Leskovac or with other partner institutions; HBS representatives also talked about preparation and printing of books and similar activities. During these TV appearances, new study programs (modernized and harmonized during the project realization) – Tourism and Hospitality and Management of Food Technology and Gastronomy were also promoted.

The following links evidence the features and TV shows in which representatives of Higher Business School of Professional Studies in Leskovac talked about the School activities together with the Tempus project 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR activities.

News report at TV KLISURA, prof. Milutin Đuričić and prof. Žika Stojanović statements – meeting at the Higher Business School of Professional Studies, held on 24.06.2014

<https://www.youtube.com/watch?v=Gb2mGRfuAhw>

News report at TV K-1, prof. Milutin Đuričić and prof. Žika Stojanovića statements - prof. Milan Antonijević's visit to Higher Business School of Professional Studies in Leskovac - 28.08.2014. godine.

<https://www.youtube.com/watch?v=aenbSkYz0-Y>

News report at TV K-1, prof. Milena Marjanović, mr Dragan Stojanović and prof. Lukrecija Đeri statements – training „Tourism and autochthonous gastronomic offer“ held on 17.04.2015.

https://www.youtube.com/watch?v=PVt1_zTF8Tw

TV appearance on TV NAŠA – representatives of HBS on this occasion were mr Dragan Stojanović and Momčilo Conić - 14.04.2015

<https://www.youtube.com/watch?v=Oy98MecRv04>

TV appearance on TV NAŠA – HBS representatives - prof. Milena Marjanović and prof. Ivan Mihailović - 27.12.2014.

<https://www.youtube.com/watch?v=3IG84WpgMM0>

TV appearance on TV NAŠA – HBS representatives mr Dragana Randelović and Predrag Stamenković - 26.09.2014.

<https://www.youtube.com/watch?v=lyyujCwUBHA>

TV appearance at TV Leskovac Morning Show – HBS's representatives were mr Dragan Stojanović and Momčilo Conić together with the representative of Tourism Organization of Leskovac – Dijana Ilić - 14.04.2015.

<https://www.youtube.com/watch?v=H4ThBeuRgg8>

HBS representatives' TV appearance at TV Vlasotince.

<https://www.youtube.com/watch?v=eJgA6B0ecTw>

HBS representatives' TV appearance at TV Leskovac.

<https://www.youtube.com/watch?v=8uB8vXvaOda>

HBS representatives' TV appearance at TV Leskovac – presentation of the workshop „Rural tourism – A chance you shouldn't miss.“

<https://www.youtube.com/watch?v=8ssgQKrwNpA>

Report on prof. Milan Antonijević's visit to Higher Business School of Professional Studies in Leskovac.

<https://www.youtube.com/watch?v=vIW5RnHNxW8>

<https://www.youtube.com/watch?v=VOt35Vl23YU>

Report on the workshop „Social media marketing in tourism“

<https://www.youtube.com/watch?v=MdAPlANcVJA>

Report on the third Fidelio Suite 8 Training – daily newspaper Dnevnik juga

<http://www.dnevnikjuga.rs/najnovije-vesti/item/3647-obuka-za-primenu-softvera-fidelio-suite-8-u-hotelskoj-industriji-na-visokoj-poslovnoj-skoli-strukovnih-studija-leskovac>

Reports on the final TEMPUS PROJECT MHTSP 544543: TEMPUS-1-2013-1-RS-TEMPUS-JPCR Conference:

TV Protokol K1 features https://www.youtube.com/watch?v=F1P2QGasc_A

Report on the official Facebook page of HBSL in Leskovac

<https://www.youtube.com/watch?v=AGw3ocFLVZg>

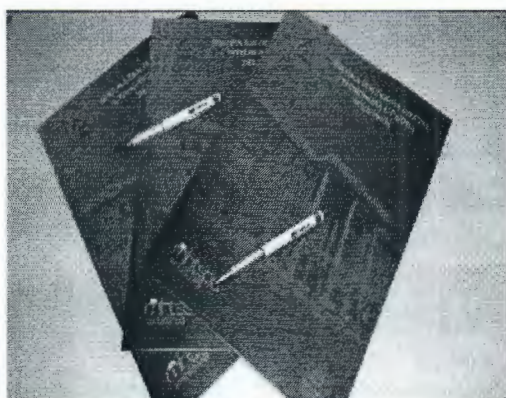
During the visits that the representatives of HBSL paid to secondary schools in Serbia, they talked about the new study programs that were accredited during the Tempus project. With the aim of presenting the School as a possible option for future education, HBS representatives did not fail to mention that the School is a partner on Tempus Project

„Modernization and Harmonization of Tourism study programs in Serbia.”



Promotional activities in the secondary schools

Promotional activities required the printing of promo materials (paper folders, pens, bookmarks).



Printed materials

Information on the Tempus project „Modernization and Harmonization of Tourism study programmes in Serbia“ and the realized activities can be found on the official web page of Higher Business School of Professional Studies in Leskovac. (<http://vpsle.edu.rs/english-version/>)

Information on particular activities (realized in the Tempus Project „Modernization and Harmonization of Tourism study programmes in Serbia“ 544543-TEMPUS-1-2013-1-RS-TEMPUS-JPCR, can also be found on HBS's Facebook page (<https://www.facebook.com/Visoka-poslovna-%C5%A1kola-strukovnih-studija-Leskovac-329083130627241/timeline/>).

HBS's Facebook page also contains a link which leads to the Tempus Project page (https://www.facebook.com/Visoka-poslovna-%C5%A1kola-strukovnih-studija-Leskovac-329083130627241/info/?tab=page_info), within the official web page of Higher Business School of Professional Studies in Leskovac.

The following links, which lead to the official HBS's Facebook page, contain information and pictures on trainings attended by both teaching and non-teaching staff of HBS together with representatives of HBS's business partners.

Training „Tourism and autochthonous gastronomic offer,“ held at Higher Business School of Professional Studies in Leskovac

<https://www.facebook.com/media/set/?set=a.381004215435132.1073741840.329083130627241&type=3>

Fidelio Suite 8 Software Package training, held at Higher Business School of Professional Studies in Leskovac

<https://www.facebook.com/media/set/?set=a.402781583257395.1073741848.329083130627241&type=3>

„Higher education pedagogical and ICT skills“ training, held at the Faculty of Hotel Management and Tourism in Vrnjačka Banja

<https://www.facebook.com/media/set/?set=a.407413939460826.1073741849.329083130627241&type=3>

Interdisciplinary training „Methods of valorisation of tourism and autochthonous gastronomic offer potential with special overview of distance learning,“ held at Higher Business School of Professional Studies in Leskovac

<https://www.facebook.com/media/set/?set=a.435566546645565.1073741855.329083130627241&type=3>