



Modernization and harmonization of Tourism study programs in Serbia

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

Work package 7	DISS 7.4 Workshops for representatives of stakeholders and end users
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Report on workshops for representatives of stakeholders

Authors:	
Mr Dragan Stojanović, lecturer	
Milena Marjanović, Ph.D, professor of vocational studies	
Ivan Mihailović, Ph.D, professor of vocational studies	
Žika Stojanović, Ph.D, professor of vocational studies	
Tatjana Đekić, Ph.D, professor of vocational studies	
Mr Dragana Randelović, lecturer	
Predrag Stamenković, assistant	
Dragana Ilić, assistant	

Leskovac, November, 2016

Higher Business School of Professional Studies from Leskovac, as one of the partners on Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, organized and designed (as part of activity 7.4 Workshops for representatives of stakeholders and end users) 4 tourism workshops.

Themes of workshops were defined in accordance with stakeholders' needs and demands and in accordance with contemporary trends in tourism and related areas. Workshops were attended by teaching and non-teaching staff of both HBSL and project partner institutions together with representatives of HBSL's stakeholders (tourism and hospitality area) from central, western, southern and eastern Serbia. The aim of these workshops was to stress the importance of tourism where special emphasis was placed on tourism and gastronomy, modern trends in tourism and use of marketing (social networks) in tourism.

In the course of Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, HBSL organized the following workshops:

- "Tourism and autochthonous and gastronomic offer,"
- "Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning"
- "Rural tourism – a chance you shouldn't miss"
- "Social media marketing in tourism."

"Tourism and autochthonous and gastronomic offer"

On April 17th, 2015, a workshop "Tourism and autochthonous and gastronomic offer," as one of the MHTSPS Tempus project activities, was organized at Higher Business School of Professional Studies. The aim of this workshop was to present examples of good practice in the area of tourism and gastronomy, to point out new tendencies in these areas and as well as to point out the role and importance of autochthonous gastronomic offer in tourism development.

Organizing committee of the workshop (made up of members of HBSL teaching and non-teaching staff) was in charge of performing the following tasks: devising the program of the workshop, preparing materials and certificates, inviting the lecturers and workshop participants, participant registration, photographing, participant survey, analysis of data acquired via surveys and reporting.

On this occasion, our guest was professor Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications. Addressing the participants of the workshop, professor Đeri stressed the importance of tourism development in Serbia modelled to countries with similar resource base and which, in turn, have a significant tourist turnover. Professor Đeri had nothing but words of praise for the examples of good practice which were presented on this occasion.

Present at the workshop were not only major project partners but also representatives of tourism and hospitality entities operating in Jablanica, Pčinja and Nišava Districts. They had the opportunity to exchange opinions and experience in the area of tourism and gastronomy. 96 attendees graded the workshop with an average grade of 4,5 to 4,89, 90% of attendees

pointed out that the workshop will help them enhance their knowledge in the area of tourism and gastronomy and 94% of attendees is interested in attending workshops dealing with the same or similar topic. What was once again confirmed was that the gastronomy has an important role in the development of tourism and that tourism and gastronomy are very much linked

Towards the end of the workshop a discussion was started and the participants of the workshop had the opportunity to ask questions. After a successfully realized workshop, lecturers as well as all of the participants were awarded Certificates as a form of confirmation that they attended and successfully passed the training on the topic of “Tourism and autochthonous gastronomic offer.”

The following talks were presented at the workshop:

- “MK Mountain Resort Kopaonik – logistics support of F&B division.” lecturer, Marko Jovanović
- “To suit your taste – Slatkovac” – ethno village Latkovac, lecturer, Sanja Knežević
- “Vine cellar Malča – a journey through time”, Jelena Došić
- “Autochthonous gastronomy – old, forgotten dishes presented in a modern way”, lecturer, Momčilo Conić
- “New trends in gastronomy”, lecturer, Milica Aleksić
- “Tourist manifestations – example of Roštiljijada - Barbecue Festival in Leskovac, lecturer, Mirosljub Radivojević
- “Application of modern technology in promotional activities in tourism industry”, lecturers, Dijana Ilić and Aleksandra Stanković

“Tourism and autochthonous and gastronomic offer” workshop participants		
Participants	17. April 2015.	
	Number of participants	%
Teaching staff	35	36,46
Non-teaching staff	2	2,08
Stakeholders	59	61,46
<i>Total</i>	<i>96</i>	<i>100</i>

“Tourism and autochthonous and gastronomic offer” workshop participants		
Gender	17.04.2015.	
	Number of participants	%
Male	31	32,29
Female	65	67,71
<i>Total</i>	<i>96</i>	<i>100</i>

Analysis of the performed survey on the achieved quality of the workshop:

TOURISM AND AUTOCHTHONOUS GASTRONOMIC OFFER

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required suggestions and opinions to be listed and the same are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.

(1 being „utterly uninteresting“ and 5 being „extremely interesting“)

Average score	4,60
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.

(1 being „utterly unclear“ and 5 being „extremely clear“)

Average score	4,51
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?

(circle one answer)

Yes	No	I do not know
57(90%)	1(1,5%)	5(8,5%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.

(1 being „utterly inadequate venue“ and 5 being „extremely well equipped venue“)

Average score	4,89
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5. On a 1 to 5 scale rate the choice of lecturers

(1 being „utterly poor choice“ and 5 being „extremely good choice“)

Average score	4,50
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6. Are you interested in attending workshops with same or similar topics?

(circle one answer)

Yes	No	I do not know
59(94%)	1(1%)	3(5%)

7. Please write down your comments, suggestions, opinions and similiar.

- Congrats on the workshop, the presentations of all lecturers were very interesting, creative. This kind of workshops should be organized more often as they serve as an instrument for promotion of tourism in Serbia.
- The path HBSL has taken is the right one and I wish you to host many more workshops. Wish you the best of luck in all of your future endeavors. Suggestions: trainings, seminars, education, practice programs...

- Perfect!!!!
- A perfectly organized workshop.
- All praise for the workshop organizing committee, lecturers, the School.
- Way to go! All praise for the School and lecturers.
- Everything went well and according to plan. Examples of good practice mean a lot. I hope for future cooperation and workshops at which I will be able to learn new things and apply the newly acquired knowledge.
- Everything was great (the venue, lectures and food of course)
- A great workshop, a significant experience.
- All praise for the examples of good practice presented since without them theory means nothing.
- All praise for organization, keep up the good work!
- Invite us again! We will respond.
- All topics were rather interesting, as all of the lecturers



Photos from the workshop

Photos, video materials and TV features on the workshop held can be found on the following address http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt16

REPUBLIC OF SERBIA
 Higher Business School
 Leskovac, 8 Vlade Jovanovića Street
 Tel. +381 16 254 961
 Fax +381 16 242 536
 e-mail: mail@vpsle.edu.rs
 website: www.vpsle.edu.rs



AGENDA

TOURISM AND AUTOCHTHONOUS GASTRONOMIC OFFER

Date: 17.04.2015.

Venue: Higher Business School of Professional Studies, Leskovac

<i>Friday, 17.04.2015.</i>		
<i>Time schedule</i>	<i>Topic</i>	<i>Lecturer</i>
09.30-10.00	Registration of participants	
10.00-10.15	Welcoming remarks prof. Milena Marjanović, PhD, HBSL director prof. Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications, Republic of Serbia prof. Ivan Mihailović, PhD., HBSL deputy director mr Dragan Stojanović, HBSL Leskovac, workshop organizer Presentation of participants	
10.15-10.35	“MK Mountain Resort Kopaonik – logistics support of F&B division.”	Marko Jovanović MK Mountain Resort Kopaonik, F&B manager
10.35-10.55	“To suit your taste – Slatkovac”	Sanja Knežević Etno selo Latkovac manager
10.55-11.15.	“Vine cellar Malča – a journey through time”	Jelena Đošić director Status winery – wine cellar Malča
11.15-11.45	Break	
11.45-12.05	“Autochthonous gastronomy – old, forgotten dishes presented in a modern way”	Momčilo Conić Gastronomy skills teacher
12.05-12.25	“New trends in gastronomy”	Milica Aleksić Master in gastronomy management Sonja Milanović Gastronomy manager

12.25-12.45	“Tourist manifestations – example of Roštiljijada - Barbecue Festival in Leskovac	Miroljub Radivojević TOL
12.45-13.05	“Application of modern technology in promotional activities in tourism industry”	Dijana Ilić, Aleksandra Stanković TOL
13.05-13.45	<i>Break</i>	
13.45-14.15	Discussion Awarding the certificates End of the workshop	

Interdisciplinary training “Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning,”

Higher Business School of Professional Studies was a host to an interdisciplinary training “*Methods of valorisation of tourism and autochthonous gastronomic offer potential with special overview of distance learning*” on September 3rd – 4th, 2015. This is one of the activities in the Tempus project "Modernization and harmonization of tourism study programmes in Serbia".

In her welcoming note and presentation, professor Lukrecija Đeri, PhD, state secretary at the Ministry of Trade, Tourism and Telecommunications, expressed her support and pleasure for the organization of the above mentioned training. Professor Đeri pointed out the importance of valorization of tourism potential (as it is one of the basic elements for development of tourism and transformation of comparative advantage of a destination into its competitive advantage). The training was organized with the support of local government as its representatives were not only present but also taking active participation in the training. In the opening part of the training, professor Milutin Đuričić, PhD, presented the results of project realization in the previous period and proclaimed the workshop *Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning*, open.

Topics covered during **the first day** of the workshop had the aim of:

- Presenting tourism potential and autochthonous gastronomic offer where special attention was placed on tourism potential and gastronomic offer of Leskovac and Jablanica District;
- Stressing the importance of valorization of tourism potential and development of tourism product and
- Discussing methods of tourism potential valorization.

On this occasion, as part of his planned visit to HBSL, prof *Michael Koniordos, PhD, professor at the Hellenic Open University from Piraeus*, held a lecture entitled “Competitiveness and overview of important indicators for tourism development.” In his lecture, prof. Koniordos, emphasized the complexity of the concept of tourism, main indicators and sub-indicators of tourism development. Prof. Koniordos performed a regional analysis on how countries base their economy on tourism, prioritize tourism and travelling and invest in preservation of their national tourism potential.

Representatives of National Museum in Leskovac, Tourism Organization of Leskovac and Center for development of Jablanica and Pčinja district held lectures on tourism potential of city of Leskovac and its environs thus discussing the possibilities for valorization of that potential.

Representatives of Regional Chamber of Commerce, Agricultural advisory service Leskovac and HBSL's gastronomy teacher talked about the autochthonous gastronomic offer of Jablanica district. Lecturers called attention to the role of gastronomy for development of tourism.

Professors from the Faculty of Tourism and Hospitality from Ohrid, held lectures on cultural heritage, development of cultural, rural and event tourism while referring to the possibilities for development of such forms of tourism in Leskovac and its environs.

HBSL's lecturers also took part in the training presenting the results of research on tourism potential of Jablanica district.

The **second day of the training** brought about the lecture of professor of Business Technical College of Vocational Studies from Užice. Professor Radosavljević, member of the National Council for Higher Education, talked about the role and importance of use of modern technology in higher education. Special emphasis was on distance learning, technical basis needed for distance learning and types of interactions with online teaching.

At the end of the workshop a discussion on the topic of "Valorization of tourism potential and autochthonous gastronomic offer" was opened. During this discussion participants asked questions. A brief summary of the workshop was made towards the very end where new ideas for future cooperation of workshop participants were presented.

<i>Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning workshop participants</i>				
Participants	03. September 2015.		04. September 2015.	
	Number of participants	%	Number of participants	%
Teaching staff	33	68,75	27	71,05
Non-teaching staff	9	18,75	8	21,05
Business entities representatives	6	12,5	3	7,9
<i>Total</i>	<i>48</i>	<i>100</i>	<i>38</i>	<i>100</i>

Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning workshop participants				
Gender	03. September 2015.		04. September 2015.	
	Number of participants	%	Number of participants	%
Male	23	47,92	18	47,37
Female	25	52,08	20	52,63
Total	48	100	38	100

Analysis of the performed survey on the achieved quality of the workshop:

Interdisciplinary workshop "Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning"

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required giving suggestions and opinions and they are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.

(1 being „utterly uninteresting“ and 5 being „extremely interesting“)

Average score	4,70
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.

(1 being „very unclear“ and 5 being „extremely clear“)

Average score	4,65
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?

(circle one answer)

Yes	No	I do not know
80(93,02%)	0(0%)	6(6,98%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.

(1 being „utterly inadequate venue“ and 5 being „extremely well equipped venue“)

Average score	4,89
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5. On a 1 to 5 scale rate the choice of lecturers

(1 being „very bad choice“ and 5 being „extremely good choice“)

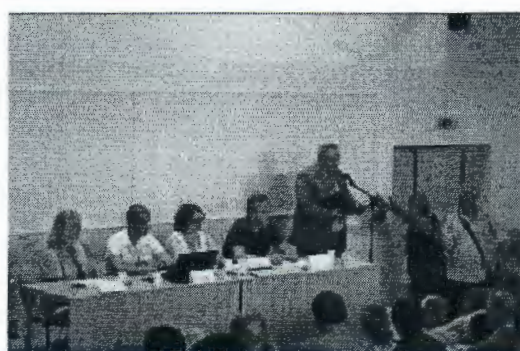
Average score	4,55
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6. Are you interested in attending workshops dealing with same or similar topics?
(circle one answer)

<i>Yes</i>	<i>No</i>	<i>I do not know</i>
<i>81(94,2%)</i>	<i>1(1,2%)</i>	<i>4(4,6%)</i>

7. Please input your comments, suggestions, etc.

- Excellent organization,
- Excellent workshop, I wish you a whole lot of successful workshops
- Congrats,
- Perfectly organized workshop,
- Way to go! Congratulations to HBSL and lecturers,
- Wonderful lecturers
- Interesting topics, great experience...



Photos from the workshop

Photos, video materials and TV features on the workshop held can be found on http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt12



Agenda

Venue: Higher Business School of Professional Studies, Leskovac

September 3, 2015.

11:00h to 15:00h

INTERDISCIPLINARY TRAINING: „Methods of valorization of tourism and autochthonous gastronomic offer potential with special overview of distance learning“

Thursday, September 3rd, 2015

Conference opening

Welcoming speech

11:00 to 11:30h

Prof. Milena Marjanović PhD, HBSL director
Goran Cvetanović, Mayor of city of Leskovac
Prof. Lukrecija Đeri PhD., state secretary at the Ministry of Trade, Tourism and Telecommunications
Prof. Milutin Đuričić, PhD, Tempus project MHTSPS Coordinator

Plenary lecture

11:30 to 11:55h

Competitiveness and overview of important indicators for development of tourism

Dr Michael Koniordos
Economics professor at the Hellenic Open University
Tourism Management department
TEI from Piraeus

Valorization chances of tourism potential of city of Leskovac and its environs

11:55h to 12:20h

Lecturers:

National Museum in Leskovac
Cultural center Leskovac
TOL
Center for development of Jablanica and Pcinja district

Autochthonous gastronomic offer

12:20 to 12:55h

Lecturers:

Regional Chamber of Commerce, Leskovac
Agricultural advisory service, Leskovac
Mr. Momčilo Conić, gastronomy skills teacher, HBSL

12:55 to 13:10h

Break

13:10 to 13:55h

Tourism and cultural heritage – prof. Sašo Korunski PhD – Rector of Bitola University

Rural tourism – prof. Naume Marinoski, PhD – FTU Ohrid

Event tourism – prof. Ivanka Nestorovska, PhD – FTU Ohrid

Gastronomic offer and tourism – prof. Vaso Cuculeski, PhD – FTU Ohrid

- 13:55 to 14:10h **Research on tourism potential of Jablanica district**
Lecturers:
mr Jovica Cvetković
Predrag Stamenković
- 14:10 to 14:45h **Discussion**
- 15:00h **Lunch**



Agenda

Venue: Higher Business School of Professional Studies

September 4, 2015.

10:00h to 13:00h

Friday, September 4th, 2015

- 10:00 to 11:30h **Use of modern technology in higher education – Distance learning**
Lecturer:
Prof. Damijan Radosavljević, PhD– BTC Užice professor and member of the National Council for Higher Education of RS
- 11:30 to 11:45h **Break**
- 11:45 to 13:00h **Round table**
Valorization of tourism potential and autochthonous gastronomic offer – ideas and suggestion for future cooperation
- 13:00h **Lunch**

“Rural tourism – a chance you shouldn’t miss”

On May 19th 2016, Higher Business School of Professional Studies organized a workshop “Rural tourism – a chance you shouldn’t miss” as one of the activities on Tempus project “Modernization and harmonization of tourism study programs in Serbia”.

Contents of the workshop are the following lectures:

- „**Tourism in the function of development of rural areas in Serbia** “ – lecturer Drago Cvijović, Dean of Faculty of Hotel Management and Tourism in Vrnjačka Banja
- „**The role of ethno heritage and gastronomy in rural tourism of Vojvodina**“ – lecturer Dragica Samardžić, secretary of Association of tourism and hospitality, Chamber of Commerce Vojvodina

- „Rural tourism and gastronomy – marvels of Western Serbia“ – lecturer Miroslav Rađen, director of Tourist Organization of Western Serbia
- „Preparing rural households for categorization, tourist visit and stay“ – lecturer Radomir Stojanović, PhD, HBTS Užice
- „Funds and ways to finance the development of rural tourism“ – lecturer Aleksandar Ostojić, Regional Chamber of Commerce Leskovac
- „Seeking opportunities and making way for small agricultural households“ – lecturer Željko Sredić, household “Gostoljublje” Kosjerić
- An example of good practice „Rural household – Ethno house Sečanica“, lecturer Maja Cvetanović
- „Building a network of bike trails and footpaths on Radan mountain“ – lecturer Jelena Pavlović, Center for Development of Jablanica and Pčinja district
- „Gastronomic offer in rural tourism“ – lecturer Momčilo Conić, HBSL

Besides main project partners, workshop attendees were representatives of tourism business entities, representatives of several tourist organizations (Southern, Eastern, Central and Western Serbia) as well as representatives of the Chamber of Commerce of Vojvodina. They had the opportunity to exchange their ideas, thoughts and experience in tourism especially those relating to rural tourism thus coming to a conclusion that tourism can be a trigger to development of rural areas.

Towards the end of the workshop a discussion on the topic of the workshop was opened so that participants could ask questions about the presented examples of good practice. All participants of the workshop were awarded certificates confirming that they have attended and successfully passed the training “Rural tourism – a chance you shouldn’t miss.”

<i>Rural tourism – a chance you shouldn’t miss workshop participants</i>		
Participants	19.05.2016.	
	Number of participants	%
Teaching staff	21	28,00
Non-teaching staff	4	5,33
Business entities representatives	50	66,67
<i>Total</i>	<i>75</i>	<i>100</i>

<i>Rural tourism – a chance you shouldn’t miss workshop participants</i>		
Gender	19.05.2016.	
	Number of participants	%
Male	30	40,00
Female	45	60,00
<i>Total</i>	<i>75</i>	<i>100</i>





Photos from the workshop Rural tourism – a chance you shouldn't miss

Photos, video materials and TV features on the workshop held can be found on http://vpsle.edu.rs/tempus_mhtsps_english-version/#akt03

Analysis of the performed survey on the achieved quality of the workshop:

INTERDISCIPLINARY TRAINING “RURAL TOURISM – A CHANCE YOU SHOULDN’T MISS

Evaluation sheet has been filled out by all participants of the Workshop. All grades are excellent. The average grade on numerical questions ranges from 4,50 to 4,89, and the answer to dichotomous questions (question 3 and question 6) was yes -90% and yes 94% respectively. Questions number 7 required giving suggestions and opinions and they are presented in this Analysis.

1. On a 1 to 5 scale rate the relevancy of the workshop topic.

(1 being „utterly uninteresting“and 5 being „extremely interesting“)

<i>Average score</i>	4,85
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2. On a 1 to 5 scale rate whether the selected topics have been clearly presented.

(1 being „very unclear“ and 5 being „extremely clear“)

<i>Average score</i>	4,60
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3. Will the realized workshop help you enhance your knowledge in the area of tourism and gastronomy?

(circle one answer)

<i>Yes</i>	<i>No</i>	<i>I do not know</i>
69(92%)	2(2,67%)	4(5,33%)

4. On a 1 to 5 scale rate the venue of the workshop and quality of technical support.

(1 being „very inadequate venue “and 5 being „extremely well equipped venue“)

<i>Average score</i>	4,95
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5. On a 1 to 5 scale rate the choice of lecturers

(1 being „very bad choice “and 5 being „extremely good choice“)

<i>Average score</i>	4,70
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6. Are you interested in attending workshops dealing with same or similar topics?

(circle one answer)

<i>Yes</i>	<i>No</i>	<i>I do not know</i>
73(97,33%)	2(2,67%)	0(0%)

7. Please input your suggestions, comments, etc.

- Very useful lectures, congratulations to all lecturers and organizing committee;
- Very happy with the lectures. A visit to successful rural tourism households should be organized;
- These kinds of trainings need to be organized more often;
- Good work – organization and topics selection. Very interesting;
- Organization was excellent, agenda was followed, and I applaud the interest for tourism development. I hope there will be more of this kind of projects and trainings which raise awareness of importance of tourism development.

REPUBLIC OF SERBIA
Higher Business School
 Leskovac, 8 Vlade Jovanovića Street
 Tel. +381 16 254 961
 Fax +381 16 242 536
 e-mail: mail@vpsle.edu.rs
 website: www.vpsle.edu.rs



AGENDA
RURAL TOURISM – A CHANCE YOU SHOULDN'T MISS

Date: 19.05.2016.

Venue: Higher Business School of Professional Studies

Thursday, 19.05.2016.

<i>Time schedule</i>	<i>Topic</i>	<i>Lecturer</i>
10.30-11.00	Registration of participants	
11.00-11.15	Welcoming note Presentation of participants Opening	
11.15-11.30	„Tourism in the function of development of rural areas in Serbia“	Drago Cvijanović, PhD Dean of Faculty of Hotel Management and Tourism in Vrnjačka Banja
11.30-11.45	„The role of ethno heritage and gastronomy in rural tourism of Vojvodina“	Dragica Samardžić Secretary of Association of tourism and hospitality, Chamber of Commerce Vojvodina
11.45-12.00	„Rural tourism and gastronomy – marvels of Western Serbia“	Miroslav Rađen Director of Tourist Organization of Western Serbia
12.00-12.25	„Preparing rural households for categorization, tourist visit and stay“	Radomir Stojanović, PhD HBTC Užice
12.25-12.40	Break	
12.40-12.55	„Funds and ways to finance the development of rural tourism“	Aleksandar Ostojić Independent expert Project center Regional Chamber of Commerce Leskovac
12.55-13.10	„Seeking opportunities and making way for small agricultural households“	Željko Sredić household “Gostoljublje” Kosjerić
13.10-13.25	An example of good practice „Rural household – Ethno house Sečanica “	Maja Cvetanović Rural household – Ethno house Sečanica, Niš
13.25-13.40	Break	
13.40-13.55	„Building a network of bike trails and footpaths on Radan mountain“	Jelena Pavlović Center for Development of

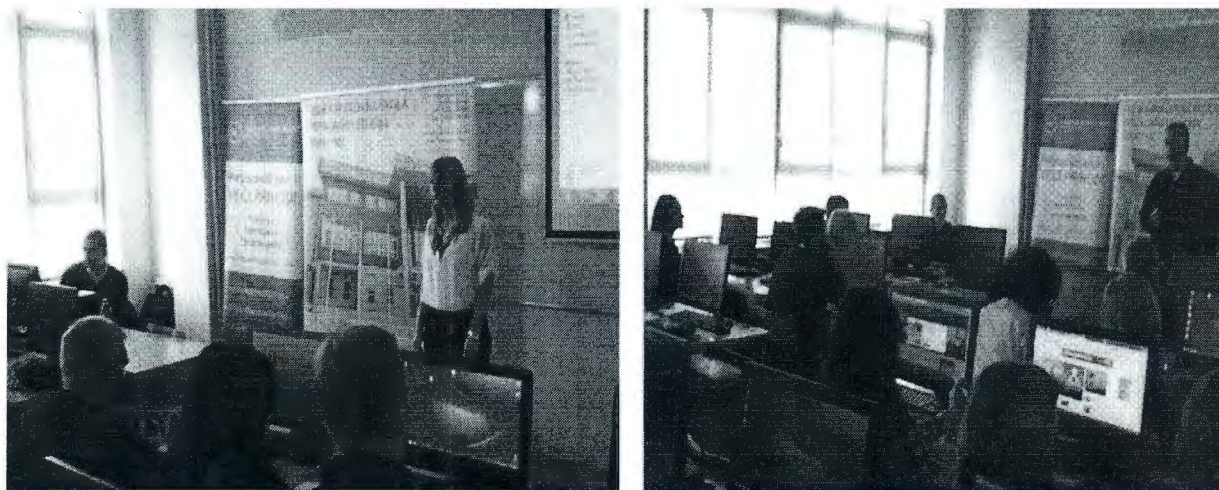
		<i>Jablanica and Pčinja district</i>
13.55-14.15	„Gastronomic offer in rural tourism “	Momčilo Conić, gastronomy skills teacher, HBSL Danijela Pantić Vlahović
14.15-14.45	<i>Discussion</i> <i>Certificate award</i> <i>Workshop closing ceremony</i>	

„Social media marketing in tourism“

Tourism Organization of Leskovac, organized a training/workshop “Social media marketing in tourism” on October 28th, 2016. as a regular activity on Tempus project "Modernization and harmonization of tourism study programs in Serbia". The workshop was organized in cooperation with HBS from Leskovac. The new wave of internet use in all areas is linked to the increasing use of social networks and tourism is a sector where the use of social network can be of great help. The aim of the workshop was to point out the importance of promotion in tourism using the above mentioned networks.

Besides representatives of organizers of the workshop (TOL and HBSL), the workshop was attended by representatives of tourism enterprises from Jablanica and Nišava District, representatives of economic entities in the field of tourism and hospitality and representatives of cultural institutions. There was a total of 37 participants out of which 59,5% (22 women) rated the workshop with an average grade 4,83 to 4,97; 72,97% of attendees pointed out that the realized workshop will enhance their tourism related knowledge, whereas 94,59% of attendees is interested in attending new workshops dealing with the same or similar topic.

The moderator of the workshop was Dijana Ilić, coordinator on the Tempus MHTSPS project from the Tourism Organization of Leskovac. In her short welcoming note, she greeted all of the participants and presented the program of the workshop. Prof. Dragan Stojanović, coordinator on the Tempus MHTSPS project from HBSL then took the floor and welcomed all of the participants. In his opening remarks, he acquainted the participants with the span, participants, organization and activities of the TEMPUS project whose part was the workshop organized.



Dijana Ilić TOL coordinator on the Project and Dragan Stojanović HBSL coordinator on the Project – introductory notes

At the end of the workshop a discussion was opened and workshop attendees were able to ask questions. After a successfully realized training, all participants were awarded Certificates which stand as a confirmation of their participation, active involvement and successful completion of the training/workshop "Social media marketing in tourism".



Lecturer Milan Stojković, director of agency Tourism Management and Consulting



Certificate award at the end of a successfully completed training

Topics covered in the workshop:

- How social networks have changed tourism
- How to use Facebook, Twitter and Instagram for promotion in tourism
- Advanced tools for Twitter and Instagram
- Facebook ads
- Workshop: Create your Facebook ad

Workshop instructor was Milan Stojković, director of agency Tourism Management and Consulting, specialized in providing internet marketing services to small and medium sized enterprises in tourism.

“Social media marketing in tourism” workshop participants		
Participants	28. October 2016.	
	Number of participants	%
Teaching staff	10	27,03
Non-teaching staff	3	8,11
Representatives of business entities	24	64,86
Number of female participants	22	59,5%
Number of male participants	15	40,5%
Total	37	100

Analysis of the survey on the quality of the organized training: SOCIAL MEDIA MARKETING IN TOURISM

Evaluation sheet was filled out by all training attendees. All the score results are excellent. Questions with numeric answers score an average of 4,83 to 4,97. Answers on dichotomous questions are 72,97% (3rd questions) and 94,59% (6th question) are yes. Answers to question number 7 are opinions and suggestions, included in this Analysis.

1. On a scale from 1 to 5 rate the relevancy of the topic
(where 1 – completely irrelevant, 5 – very relevant)

Average score	4,86
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2. On a scale from 1 to 5 rate whether the selected topics are clearly presented.
(where 1 – completely unclear, 5 – very clear)

Average score	4,83
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3. Will the realized training help enhance your tourism related knowledge?
(circle one of the provided answers)

Yes	No	I don't know
27(72,97%)	1(2,70%)	9(24,32%)

4. On a scale from 1 to 5 rate the choice of venue and the quality of equipment used.
(where 1 – completely inadequate choice of venue, 5 – very adequate venue)

<i>Average score</i>	4,97
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5. On a scale from 1 to 5 rate the choice of workshop instructor
(where 1 – completely inadequate choice, 5 – excellent choice)

<i>Average score</i>	4,86
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6. Are you interested in attending workshops with the same or similar topic?
(circle one of the provided answers)

<i>Yes</i>	<i>No</i>	<i>I don't know</i>
35(94,59%)	1(2,70%)	1(2,70%)

7. Please, write down your comment, suggestion, etc.

- | |
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| <ul style="list-style-type: none"> ▪ Praises for the workshop. These kinds of workshops should be organized more often. ▪ A comprehensive trainings with special emphasis on use of social networks for marketing in tourism. Congratulations. ▪ A greater number of people should be involved in the training. ▪ The theme was very interesting, congrats to the organizers. ▪ Excellent organization, keep it up! ▪ Organization of the workshop was supreme. Congrats to the School and TOL. ▪ Amazing instructor. ▪ We want more interactive workshops such as this one. ▪ I congratulate the organizers on a successful workshop. ▪ TOL - bravo. ▪ Excellent choice of instructor. ▪ The workshop gave a tonne of tourism related examples, which is a good thing. It would be useful if this kind of workshop could be organized for those on a more advanced level of social media marketing. Organization was good, the instructor was very affable. ▪ Happy with a workshop which has inspired us all to keep on researching in the area of social media marketing. ▪ A round of applause for TOL. ▪ The topic is very relevant, the instructor has prepared thoroughly, and the topic is well in accordance with the current situation related to the usage of new technology in the 21st century. |
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Photos from the workshop/training can be found on the following link
<http://www.turistickaorganizacijaleskovac.rs>

WORKSHOP AGENDA

SOCIAL MEDIA MARKETING IN TOURISM

Higher Business School of Professional Studies in Leskovac, 8 Vlade Jovanovića Street

Friday, 28.10.2016.

<i>Time</i>	<i>Topic</i>	<i>Instructor</i>
09:30-10:00	<i>Registration of participants</i>	
10:00-10:15	<i>Introduction</i>	<i>Dijana Ilić Dragan Stojanović</i>
10:15-11:00	<i>How social networks changed tourism</i>	<i>Milan Stojković Tourism Management and Consulting</i>
11:00-12:00	<i>How to use Facebook, Twitter and Instagram for promotion in tourism</i>	<i>Milan Stojković Tourism Management and Consulting</i>
12:00-12:15	<i>Break</i>	
12:15-13:00	<i>Advanced tools for Twitter and Instagram</i>	<i>Milan Stojković Tourism Management and Consulting</i>
13:00-13:30	<i>Break</i>	
13:30-14:30	<i>Payed advertising on Facebook</i>	<i>Milan Stojković Tourism Management and Consulting</i>
14:30-15:45	<i>Workshop: create your own Facebook ad</i>	<i>Milan Stojković Tourism Management and Consulting</i>
15:45-16:00	<i>Questions, answers and certificates award</i>	