



European Commission
TEMPUS

Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR	
Work package 8	EXP 8.3 Raising community awareness about importance of tourism and tourism education

Raising community awareness about importance of tourism and tourism education

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Higher Business School of Professional Studies from Leskovac, has, in the course of realization of Tempus project Modernization and harmonization of Tourism study programs in Serbia 544543-TEMPUS-1-2013-1-1-RS-TEMPUS-JPCR, conducted activities whose aim was to raise awareness about the importance of tourism and education in tourism. In that sense, HBSL has, during the Project's implementation, educated members of community about the importance of tourism and education via the organization of workshops, life-long courses, media appearances as well as through printed materials.

We organized four workshops:

- Tourism and autochthonous gastronomic offer;
- Methods of valorization of tourism and autochthonous gastronomic offer potential, with special emphasis on distance learning;
- Rural tourism – a chance you shouldn't miss;
- Social media marketing in tourism.
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These workshops had the aim of pointing out the importance of tourism, valorization and methods of valorization of tourism potential, marketing in tourism, rural tourism and gastronomic offer. During these workshops, via media appearances as well as with other activities, we continuously stressed the importance of education and continuous professional development of tourism staff.

The following links contain information and features on HBSL's activities whose aim (among others) was to stress the importance of tourism and education in tourism:

Tempus page, as part of HBSL's official web page, with information on Project activities

http://vpsle.edu.rs/tempus_mhtsps_english-version

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>

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=Oy98MecRv04>

HBS representatives' TV appearance at TV Vlasotince.

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

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

https://www.youtube.com/watch?v=Pvt1_zTF8Tw

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 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 the workshop „Social media marketing in tourism“

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

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>

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.

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>