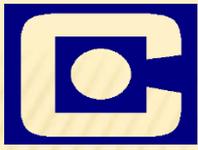


UZICE REGIONAL CHAMBER OF COMMERCE



Mirjana Krdžić
Gordana Ristović

November 2016



Activities and results of the Regional chamber of commerce Užice

- Analysis of the tourist market - Development of a study on the missing human resources, necessary knowledge and skills
- Constant communication with the entities of the tourism industry and the establishment of cooperation between businesses and higher education institutions- Agreements and business cooperation
- Introduction with specific requirements and needs for training of business entities - Creation and realization of the workshops and training for employees in the tourism industry



Covered topics in the training and workshops which were held

Household preparation in rural and urban areas for the categorization, admission and tourists stay

Topic: **Development of rural tourism**



February 2016



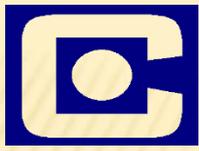
Covered topics in the training and workshops which were held

Improving the quality of services in medical tourism –Ivanjica

Topic: **Improvement of health tourism
and gastronomy**

March 2016





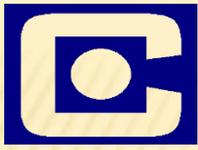
Covered topics in the training and workshops which were held

A Chance for New Beginning - Entrepreneurship Fair

Topic: **Development of
Entrepreneurship**

May 2016





Covered topics in the training and workshops which were held

Improvement of services in spas and rural tourism of the municipality of Priboj

Topic: **Revitalization of spa**

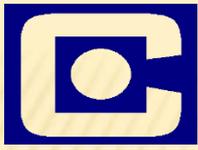
October 2016





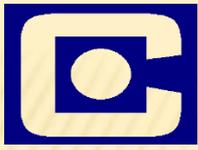
Promotion and dissemination of the project results

- Constant communication with business entities and introduction with Training for employees and with new educational programs in the field of tourism in higher education institutions
- Printing and distribution of promotional materials in order to ensure better transparency and opportunities that are offered through educational and training programs
- Cooperation with the Chamber of Commerce and Industry of Serbia and dissemination of information to the Center for Education about training which were held for staff within the Tempus project with the proposal to maintain training in the future period in other parts of the Republic of Serbia too, depending on the needs expressed.



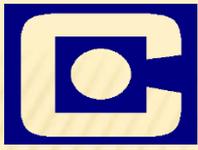
PROFESSIONAL TRAINING AND WORKSHOPS FOR EMPLOYEES IN TOURISM ECONOMY PROPOSED TO THE CENTER FOR EDUCATION OF THE CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA

- Internet marketing in tourism through theory and practice
- Writing project proposals
- Household preparation in rural and urban areas for the categorization, admission and tourists stay
- Innovative Entrepreneurship - a chance for success
- Smart business solutions - energy as a business
- Smart specialization of the tourist offer - a chance for income and employment to grow
- List of assets and liabilities, and preparation of financial statements
- The importance of the Internet for business and the promotion of rural Tourism households
- Improving the quality of services in medical tourism



PROFESSIONAL TRAINING AND WORKSHOPS FOR EMPLOYEES IN TOURISM ECONOMY PROPOSED TO THE CENTER FOR EDUCATION OF THE CHAMBER OF COMMERCE AND INDUSTRY OF SERBIA

- Modern techniques of promotion and sale of tourist products and services of rural households, private accommodation and small family boarding houses
- Tourism and autochthonal gastronomic offer
- Methods of valorization of tourism potentials and autochthonal gastronomic offer
- Rural tourism and gastronomy
- Innovative medical tourism products – the base of medial tourism destination competitiveness
- Branding tourism potential
- Software package Fidelio Suite 8
- A Chance for New Beginning - Entrepreneurship Fair
- Contemporary Trends - Diet, Food and Drink in Function of Tourism Development
- Improvement of services in spas and rural tourism of the municipality of Priboj



The presence in the media

Regional TV stations Novi Pazar (<http://www.rtvnp.rs/>)

TV stations Forum Prijepolje (www.forumtv.rs/)

Portal southwestern Serbia (www.infoera.rs)

Regional chamber of commerce Užice (www.rpk-uzice.co.rs)

Serbian Association of Managers (SAM) (www.sam.org.rs)

TV stations Priboj (<https://www.youtube.com/user/TVPRIBOJ>)



UZICE REGIONAL CHAMBER OF COMMERCE

**THANK YOU
FOR YOUR ATTENTION**

52, Dimitrija Tucovića Street , 31000 Uzice, Serbia

tel: +381 31 513 483,

fax: +381 31 514 184

e-mail: office.uzice@komora.net

www.rpk-uzice.co.rs