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## REPORT ON THE IMPLEMENTATION OF THE PROJECT

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Tourism Organization of Western Serbia

Leskovac, November 23 rd 2016.godine

[www.westserbia.org](http://www.westserbia.org)  
Turistička organizacija regije





## **WP.1 COMPARATIVE ANALYSIS OF CURRENT TOURISM STUDY PROGRAMS IN EU AND SERBIA**

### ACTIVITY 1.2. MARKET ANALYSIS OF PRESENT NEEDS FOR QUALIFIED WORKERS

Start date 9.12.2013.

End date 31.01.2014.

40 Researches conducted /18 registered  
economy subjects and 22 employed in  
tourism/

One single and one joint report done



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## **WP. 2 MODERNIZATION AND HARMONIZATION OF EXISTING UNDERGRADUATE AND DEVELOPMENT OF NEW POSTGRADUATE STUDY PROGRAMS**

ACTIVITY 2.2 TUNING OUTCOMES AND  
COMPETENCES OF EXISTING PROGRAMS  
IN LINE WITH CURRENT MARKET NEEDS

Start date 01.04.2014.

End date 31.07.2014.

Report of the working group





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## **WP. 2 MODERNIZATION AND HARMONIZATION OF EXISTING UNDERGRADUATE AND DEVELOPMENT OF NEW POSTGRADUATE STUDY PROGRAMS**

### ACTIVITY 2.3 MODERNIZED AND HARMONIZED UNDERGRADUATE CURRICULA

Start date 01.08.2014.

End date 31.10.2014.

TOWS, along with academic and non -  
academic partners proposed changes of  
curriculum for undergraduate studies in  
tourism.





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## **WP. 2 MODERNIZATION AND HARMONIZATION OF EXISTING UNDERGRADUATE AND DEVELOPMENT OF NEW POSTGRADUATE STUDY PROGRAMS**

### ACTIVITY 2.4 DEVELOPMENT OF NEW POSTGRADUATE CURRICULA

Start date 01.08.2014.

End date 31.10.2014.

TOWS, along with academic and non -  
academic partners proposed changes of  
curriculum for postgraduate studies in  
tourism.





## WP.4 DEVELOPMENT OF LIFELONG LEARNING COURSES FOR TOURISM EMPLOYEES



ACTIVITY 4.1 DESIGNED OF CONTINUOUS  
TOURISM COURSES

Start date 01.11.2014.

End date 31.01.2015.

In cooperation with PK Vojvodina and  
RPK Uzice designed 14 life long learning  
tourism courses





## WP.4 DEVELOPMENT OF LIFELONG LEARNING COURSES FOR TOURISM EMPLOYEES



### ACTIVITY 4.3 ENROLLED TOURISM EMPLOYEES

Start date 01.02.2015.

End date 30.06.2016.

In cooperation with BTC Uzice, TOWS  
carried out two workshop on called  
Internet marketing. / 64 participants /



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## **WP.5 IMPROVEMENT OF HIGHER EDUCATION INTERACTIONS WITH STAKEHOLDERS AND PROFESSIONAL NETWORK**

### ACTIVITY 5.1. LIST OF STAKEHOLDERS PARTICIPATING IN NETWORK

Start date 01.05.2015.

End date 31.07.2016.

TOWS participated in the establishment  
of the cooperation network between HEI  
and tourism stakeholders





## WP.5 IMPROVEMENT OF HIGHER EDUCATION INTERACTIONS WITH STAKEHOLDERS AND PROFESSIONAL NETWORK



### ACTIVITY 5.2. PARTICIPATION OF STAKEHOLDERS IN EDUCATIONAL PROCESS

Start date 01.02.2015.

End date 30.11.2016.

TOWS was involved in conducting  
lectures in training at Serbian partners  
BTC, HBSL, FVB, PKV, RPK



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## WP.5 IMPROVEMENT OF HIGHER EDUCATION INTERACTIONS WITH STAKEHOLDERS AND PROFESSIONAL NETWORK



### ACTIVITY 5.3.1 SIGNED BILATERAL AGREEMENTS

Start date 01.07.2015.

End date 30.11.2016.

TOWS supported signing of bilateral  
agreements between representatives  
of entities in tourism and BTC Uzice





## WP.7 DISSEMINATION OF PROJECT ACTIVITIES AND OUTCOMES

### ACTIVITY 7.2 DESIGNED AND PRINTED PROMO MATERIAL

Start date 01.05.2016.

End date 31.07.2016.

TOWS was made promo material:  
notepads, folders, bags, tourist maps,  
usb flash memory



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## WP.8 SUSTAINABILITY

### ACTIVITY 8.3 RAISING COMMUNITY AWARENESS ABOUT IMPORTANCE OF TOURISM AND TOURISM EDUCATION

Start date 01.01.2014.

End date 30.11.2016.

- Promotion of the project on nacional, regional, and local media
- Appearance and promotion  
49. International tourism fair in Novi Sad
- Continuous promotion of the project in contact and business coopeartion with tourism industry



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## WP.9 PROJECT MANAGEMENT

ACTIVITY 9.3 ORGANIZATION AND  
COORDINATION OF PROJECT ACTIVITIES

ACTIVITY 9.4 PROJECT ADMINISTRATION  
MANAGEMENT

ACTIVITIES CONDUCTED THROUGHOUT  
THE PROJECT





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**THANK YOU FOR YOUR ATTENTION**

