

Tourism organization of Leskovac MHTSPS Tempus project



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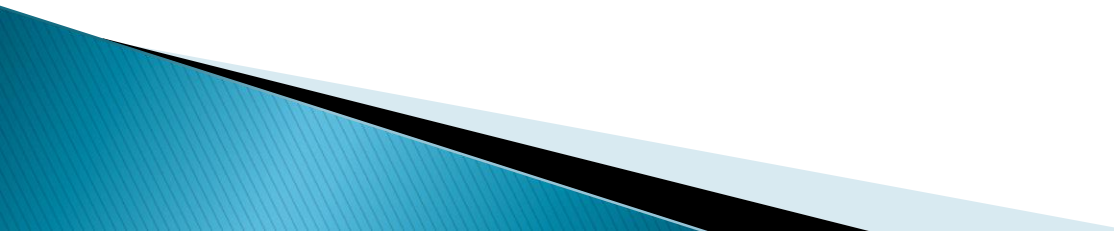
Co-funded by the
Tempus Programme
of the European Union





mhtsps
MUNICIPAL TOURISM ORGANIZATION OF LESKOVAC

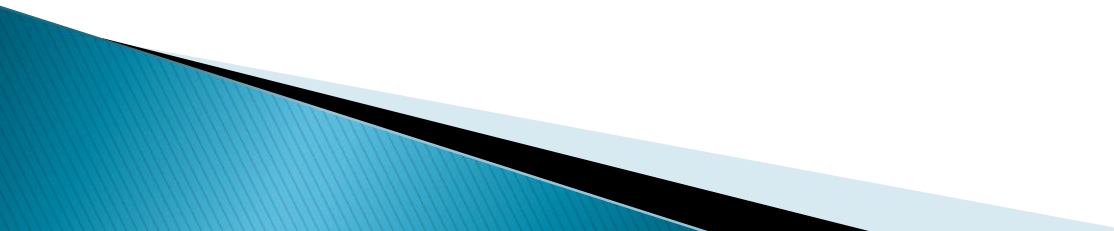
▶ **Overall achievements**

- ▶ **Activity 1.2**–Due to the fact that TOL joined the project a bit later than other partners, our team missed this activity. However, parallel with the activity 2.2 from WP2, we worked on the missed activities and provided HBSL and BTC with results.
- ▶ **Activity 2.2**–Through direct communication with representatives of the tourism market, tourism market needs for qualified employees were analyzed. By comparing the results, we proposed common subjects that should be incorporated into the new study programs

- ▶ **Activity 2.3**–TOL proposed changes of curriculum for the undergraduate studies in tourism
 - ▶ **Activity 2.4**–TOL proposed changes of curriculum for the postgraduate studies in tourism
 - ▶ **Activity 4.1**– Based on the needs of the tourism industry and the needs of employees, TOL participated in the identification of the necessary courses (life–long tourism courses) that should become permanent.
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- ▶ **Activity 4.3**–According to the designed courses, TOL worked on encouraging the employees in the tourism industry to define the base of potential participants. Within this activities a workshops named “Tourism and autochthonous gastronomic offer” and a workshop named “Social media marketing in Tourism” were carried out at HBSL.
 - ▶ **Activity 5.1**–From the beginning of this project, TOL has made efforts to build stakeholder and professional cooperation networks by intensifying cooperation with representatives of tourism enterprises.
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- ▶ **Activity 5.2**– One of our staff member participated in the educational process by holding a lecture at the HBSL on the topic “Marketing in tourism”
 - ▶ **Activity 5.3.1**– We worked on intensifying cooperation with representatives of tourism enterprises. We supported the signing of bilateral cooperation agreements with HBSL related to business and industrial placement experience, training of tourism employees, participation of experts from the tourism business system and educational process, involvement of students in tourism manifestation etc.
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- ▶ **Activity 6.2**–TOL provided overview of the achieved results through regular internal progress reports
 - ▶ **Activity 8.3**–TOL continually worked on raising awareness of local communities and the tourism sector when it comes to the importance of education in tourism. Project promotion and raising of visibility of activities is achieved through active participation on fairs and TV appearances
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- ▶ **Activity 9.3 and 9.4**–Continuous work on a timely fulfillment of the planned project activities where special attention was on assuring the requested quality of obtained outcomes. Adequate organization of the activities leading to expected outputs/outcomes.

Workshops

DATE	PLACE	TOPIC	NUMBER OF PARTICIPANTS		
April 17 th 2015.	Leskovac	<i>Tourism and autochthonous gastronomic offer</i>	total	women	men
			59	41	18
October 28 th 2016.	Leskovac	<i>Social media marketing in Tourism</i>	total	women	men
			37	22	15

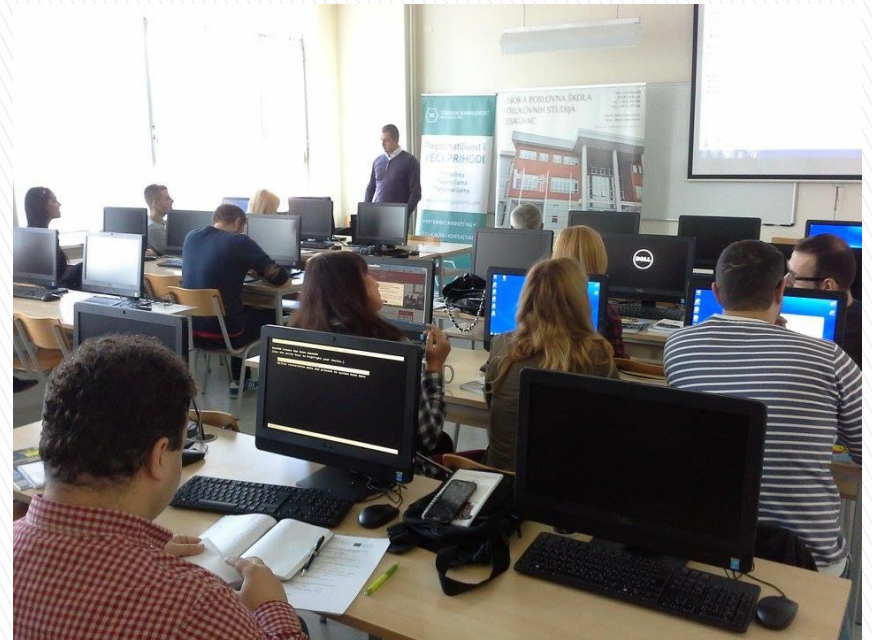
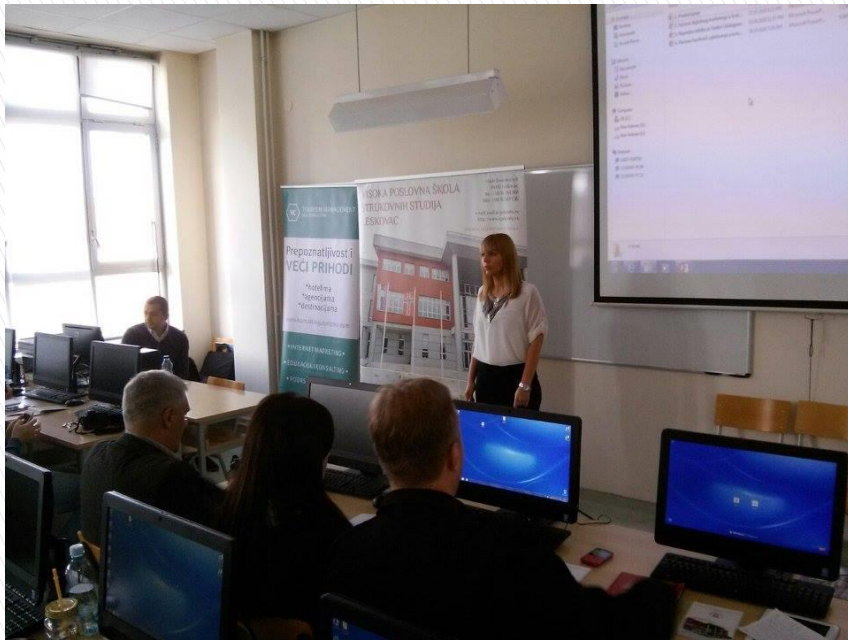
Photos



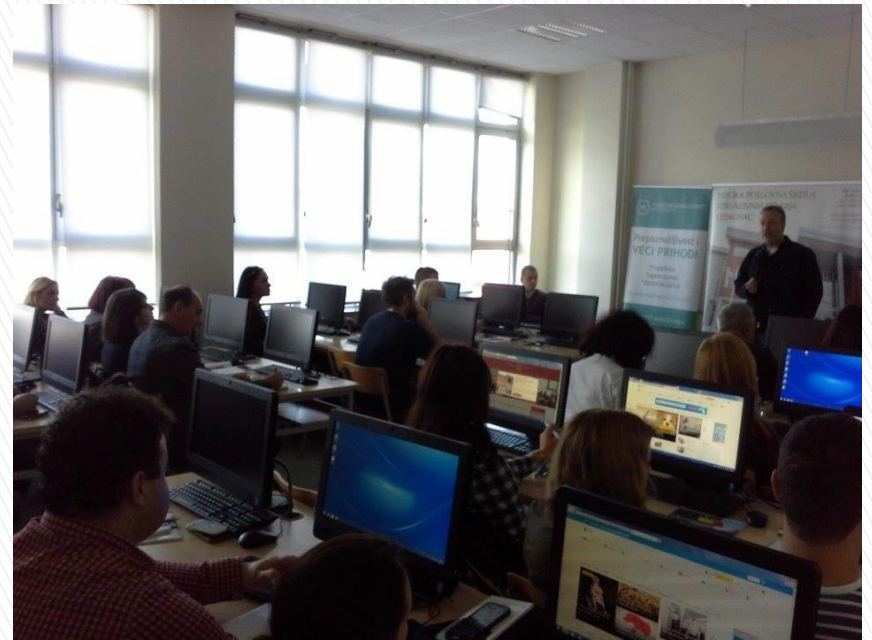
Tourism and autochthonous gastronomic offer



Tourism and autochthonous gastronomic offer



Social media marketing in Tourism



Social media marketing in Tourism