



MINUTES

PROJECT TITLE: NEXT DESTINATION BALKANS: AGRITOURISM LANDSCAPES DEVELOPMENT (LANDS)

PROJECT NUMBER: 585833-EPP-1-2017-1-RS-EPPKA2-CBHE-JP

ACTIVITIES: WP1, WP2, FINANCIAL DAY (TENDER PROCEDURE FOR THE EQUIPMNET)

DATE: 19-20.04.2018.

VENUE: THE COLLEGE OF TOURISM BELGRADE, BULEVAR ZORANA ĐINĐIĆA 152, BELGRADE SERBIA

On 19 April 2018 at 10 a.m. The LANDS Conference – Next Destination Balkans: Development of Agritourism in Serbia and Bosnia and Herzegovina started within morning session of LANDS project participants Meeting at The College of Tourism in Belgrade, Boulevard Zorana Djindjica 152 A, 11070 Belgrade, Serbia.

Project participants are listed on the List which is attached to this Minutes of the Meeting, representing Project Consortium of 15 high education institutions and regional development agencies from 6 countries. Special guests on The LANDS Conference, with Mr. Zoran Milenkovic, Director of the College of Tourism in Belgrade as a host, were:

- Special guests: Mr. Miroslav Knezevic, The State Secretary of Tourism in Serbia, Mrs. Ljiljana Cerovic and Mr. Pavle Djukic, representatives of The Tourist Organization of Serbia-TOS, and Mrs. Slavka Nedeljkovic, President of honor of the Association of entrepreneurs in Agitourism of Serbia
- Special guests representatives and presenters of the success stories of 5 family agritourism businesses in Serbia and the president of the Association of Vine Roads of Serbia.
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Milenko D. Djuric, Director of Public Relations and International Cooperation Center at the College of Tourism in Belgrade opened the LANDS Conference. He greeted all guests and participants and presented working agenda. He highlighted the need for creating conditions for developing cooperation among all members of LANDS Consortium in 15 institutions from 6 countries and exchange of experiences and know how in agritourism in order to provide high quality standards and satisfy the rising demand for services in agritourism in the world and both in Serbia and Bosnia and Herzegovina.

Mr. Zoran Milenkovic, Director of the College of Tourism in Belgrade, greeted all participants and expressed his pleasure of hosting The Conference and about active engagement of the College of Tourism with the LANDS Project.

Mr. Miroslav Knezevic, The State Secretary of Tourism in Serbia, confirmed that agritourism getting more and more important role in the strategy of tourism development within The Ministry of tourism, trade and telecommunications in Serbia





Mrs. Ljiljana Cerovic and Mr. Pavle Djukic, representatives of The Tourist Organization of Serbia-TOS, focused on TOS activities to provide support to private entrepreneurs in agritourism in Serbia and listed promotional activities in 2018 directed to promotion of agritourism of Serbia on local and international manifestations, mainly at international tourism fairs.

Mrs. Slavka Nedeljkovic, President of honor of the Association of entrepreneurs in Agitourism of Serbia, summarized the historical process of development of agritourism in Serbia with all barriers, opportunities and perspectives of Serbia at the international and local tourism market.

After introductory speeches of special guests on the LANDS Conference, The Art Exhibition: *Motives of Agritourism in Serbia* was opened to mark LANDS project participants meeting in Belgrade.

Special guests artists Mr. Slobodan Topalovic, painter from Lipolist, a village near Sabac and Mr. Nenad Vujnovic painter from Odzaci in Vojvodina presented their art works specially prepared for the LANDS Conference in Belgrade in the premises of The College of Tourism with the aim to contribute to the promotion of agritourism opportunities in Serbia.

Interviews were given to the representatives of media. The list of present media representatives is as following:

Tourist Magazine "Turistički svet", Internet portal "Kuća dobrih vesti", Internet portal "Vesti.rs", Magazine "Revija Uno" (internet edition), Internet portal "Internet Serbia Travel News", TV Production House "Srbija koju volim" (coverage on 70 regional and local TV stations in Serbia and region), Radio Beograd and Radio Beograd 202.

Internal Video News Release (VNR) for further visibility and promotion of the LANDS Project for Consortium members is provided by The College of Tourism in Belgrade.

During the working session of the LANDS Conference special guests entrepreneurs presented their success stories in starting and developing agribusiness in different locations of rural ambient in Serbia.

Case studies with video releases were presented in this order:

- Slaviša Živković, *Babina reka*, Lazarevac
- Elvis Zornić, *Zornića kuća*, Bačevac near Barajevo
- Milojka i Cane Kovačević, *Villa Albedo*, Varna near Šabac
- Slobodan Topalović, *Ethno Center Topalović*, Lipolist near Šabac
- Bosko Ivanov, *Perkov salaš*, Neradin, Irig
- Zoran Rapajić, President of *The Vine Roads of Serbia*

In discussion after presentations an attempt has been made to find answers to some important questions and dilemmas in agritourism in Serbia and Bosnia and Herzegovina about the proper definition and frame of activities in agritourism, and to make clearer process of categorization and to set up quality standards in services provided to guests.





Focus was on these questions: when we say Agritourism what could we expect in Serbia: resting in a village, enjoying traditional culinary recipes, organic food, listening to story tellers, unique local events, testing the vine roads, or active engagement of visitors with field activities with a local host. Is and how much Agritourism demanded in Balkan countries and in comparison with the situation in the EU? What resources do we have in Serbia and what profile of visitors we might expect? How much is Agritourism important for a local community.

In the afternoon working session focus was on **CLOSSING THE WORK PACKAGE 1** and discussing **WP 2: AGRITOURISM IN SERBIA AND BOSNIA AND HERZEGOVINA - DEVELOPMENT POTENTIALS, THE NEEDS AND PARTICIPANTS**

The Final Report on The Research of the Potentials for Agritourism in Serbia and Bosnia and Herzegovina was presented by *Milenko D. Djurić, The College of Tourism in Belgrade* and *Miljan Cvetković, The University of Banja Luka*.

Plan is confirmed to update The Research in cooperation with EU partners on the LANDS project with results of comparative analysis on the status of agritourism in Slovenia, Greece, Romania and Slovak Republic. Initiative was to prepare document with research results for printing and the version for the LANDS website in order to provide visibility and to promote LANDS activities, research results and the project in Serbia and Bosnia and Herzegovina. In discussion rough plan of activities was confirmed.

The next issue that was discussed was about **Trends in the Balkan Region and the Need for Trainings and Transfer of Know-How to Entrepreneurs in Agribusiness** The list of most needed topics for seminars and one day training was discussed.

Closing remarks were presented by Milenko D. Djuric with the plan of activities for next period.

At the end all participants had 1 hour for networking and consultations for further cooperation on the project.

At 8.00 p.m. for all participants of The LANDS Conference – Next Destination Balkans: Development of Agritourism in Serbia and Bosnia and Herzegovina, The College of Tourism in Belgrade hosted the gala dinner at the local Ethno Restaurant Gigo in Zemun with presentation of traditional culinary recipes

On Friday, 20 April 2018 at 10 a.m. The **LANDS COORDINATORS REGULAR MEETING AND TENDER TEAM MEMBERS MEETING** started within morning session of LANDS project participants at The College of Tourism in Belgrade, Boulevard Zorana Djindjica 152 A, 11070 Belgrade, Serbia.

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The meeting was chaired by Nebojsa Zlatkovic, The College for Agriculture and Food, Prokuplje. His focus was on basic information presented on Moodle platform and discussion about implementation of the Moodle platform at project partners institutions. Issue was also what kind of the content and documents following realization of LANDS project should be presented on this platform and in what volume and form. One option is to make available the list of all courses for training entrepreneurs and trainers in agribusiness too in Serbia and Bosnia and Herzegovina.

Work package 2: Preparation of courses and seminars for agritourism issues focused on exchange of know-how, creativity and innovations was opened.

Milenko D. Djuric, The College of Tourism in Belgrade and Radomir Stojanovic, The College of Business and Techniques in Uzice, informed all participants about profile and number of suggested topics and models for introducing innovative courses and seminars within LANDS Project, and trainers for suggested topics.

More than 40 topics had been suggested with brief content for one day trainings and seminars. It is agreed to prepare inventory list of topics and classify them in familiar fields of knowledge and practical experience for the next meeting.

Milenko D. Djuric reported that on the basis of pilot research in the field of agritourism offer in Serbia, there was great interest among entrepreneurs in agritourism to attend one-day seminars and workshops and to improve their knowledge and practical skills in following three fields:.

- financing and budgeting development of village households agritourism offer and following information on the internet about available funds and submitting business plans with procedures for application for funds
- management of agritourism business
- creating and promoting unique tourist offer with specific program of activities and animation of visitors for engagement with works in the fields and local manifestation

It is necessary to develop creativity and motivation programs for creating unique offer and implementing new contents and activities in tourist offer (for disabled users of services, senior citizens and children) and introducing new technologies (multimedia in advertising, booking, website design, and new opportunities regarding local manifestations, local legends and storytelling, and training of local tourist guides for promotion of local tourist attractions.

The list of topics was updated with several new ideas and topics and will remain open for further updating.

Branislav Rabolic, The College of Tourism in Belgrade, suggested the program: Introduction to tourism and tourist business, with economic, social and anthropologic elements. Goran Jevic, The College of Tourism in Belgrade, suggested program: Vine Tourism. Milenko D. Djuric and Vladimir Pavkovic suggested program: Public Relations and Media Communication in Digital Age, and Jelena Jevic, The College of Tourism in Belgrade, suggested program: Adapting existing agritourism offer to the need of disabled visitors and special travel groups.



Radomir Stojanovic, The College of Business and Techics, Uzice, initiated concept of continual education and innovation of knowledge and skills within study visits and exchange of trainers and participants within ERASMUC PLUS programs.

Nebojsa Zlatkovic, The College of Agriculture and Food, Prokuplje, made final remarks and asked for all topics to be presented at the inventory list within fields of specific interests and available on the LANDS website.

The List of 24 PLUS one-day courses and seminars should be planned in accordance with time table and marked dates in calendar to suit the need of participants in different regions. Coordination should be organized in local regional centers with full cooperation with entrepreneurs, local development agencies and EU partners on the LANDS Project.

After the lunch break, the meeting took final session at 15.00 p.m. focused on discussion: Implementation and realization of tender documents and tender procedures for needed equipment of LANDS partners in accordance with their submitted lists. Session was chaired by Olgica Andrejevic, Chief of Accounting Department, The College of Agriculture and Food, Prokuplje

