



THE COLLEGE OF TOURISM
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INTERNATIONALISATION STRATEGY OF THE COLLEGE IN TOURISM, BELGRADE

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Pursuant to the Article 18 Paragraph 1 of the Statute of The College of Tourism, the Teaching Council of the College of Tourism, at the session held on February 18th 2019, unanimously adopts

INTERNATIONALISATION STRATEGY OF THE COLLEGE OF TOURISM, BELGRADE

○ Introduction

Internationalisation is the process of introducing international and intercultural elements in educational process at the institutions of higher education as well as research and development, i.e. related areas so that an academic institution participates in regional, European and global trends of sharing new knowledge and skills by respecting already adopted and internationally established values, achievements and quality standards so as to promote its own solutions and values abroad. Since tourism industry is, in its core, based on movement, broadening horizons and sharing experience, the Internationalisation Strategy is important in the process of development and professionalization of The College of Tourism.

Accordingly, The College of Tourism is dedicated to inclusion in regional, European and world streams in order to be more visible and primarily recognized as a renowned career-oriented institution in the field of tourism and hospitality. Also, since tourism is essentially interdisciplinary field of study, the synergy and fusion of diverse disciplines has opened the way for countless creative opportunities for developing innovative tourism products. Relying on the universal standards accentuated in the Internationalisation Strategy, the College of Tourism aimed at continuous professional development of the teaching staff and improvement of the teaching process in order to keep up with the changes on the global market

1. STRATEGIC ORIENTATION

The long-term commitment of the College of Tourism is making connections globally with academic institutions, organisations, companies in order to develop and improve relevant vocational programs through the exchange of knowledge,

professionals, resources and creativity. Consequently, development goals include the following priorities:

- Strengthening the academic position and international reputation of the College of Tourism;
- Raising Awareness on the importance of international, intercultural cooperation and academic mobility of students, teaching and non-teaching staff;
- Continuous improvement of teaching staff and study programs with regard to contemporary trends in tourism as well as related fields;
- Intensive exchange of knowledge, specific skills, creativity and innovative solutions through the mobility of students and teaching staff specifically oriented at the European educational area;

2. STRATEGIC GOALS

- Academic Mobility

Over the past few years, the College of Tourism in Belgrade has, as a partner in the ERASMUS FUSE project and other programs of regional and international cooperation, achieved certain academic mobility in cooperation with partners in Europe. The College of Tourism, within its Centre for Culture, Foreign Languages and Academic Exchange, is determined to improve and strengthen mobility capacities by participating in the ERASMUS + programs of the EU, and through bilateral agreements with related institutions to forge relations that will promote mobility at international level.

- Internationalisation and Curriculum

The College of Tourism in Belgrade will make efforts to build capacities to organize study programs in English language and modernize the offer of courses that would be attractive to international or domestic students who want to be involved in the international exchange process

In addition to introducing lectures in English language and accrediting adequate programs to build capacity for incoming mobility, our focus will be on organizing short intensive interdisciplinary vocational programs, educational workshops, training, panel discussions, seminars, on-site exercises, expert visits so as to encourage networking of students and teaching staff in the region and Europe as well as to enable international students to

gain insight into the culture, tradition, customs, features and possibilities of tourism development in our environment.

The implementation of this plan implies proficiency in foreign languages of both students and teaching staff. Thus, as part of the EU TEMPUS FUSE project, the College of Tourism in Belgrade organized intensive training of teaching and non-teaching staff in English language in order to be prepared for the process of internationalisation. The College will continue to support foreign languages courses and to provide linguistic support within the Centre for Culture, Foreign Languages and Academic Exchange to enhance academic mobility.

- Professional Guidelines in International Frameworks

Given that as an institution of higher education it is turning to vocational studies, the priority in the forthcoming period should be to provide support to students in terms of independent and successful development of their careers at the international level, which means their participation and acquaintance with the possibilities of employment within the tourist sector, partnership between institutions of higher education with the economic sector, building capacity through counseling and professional orientation in the context of global trends in tourism. In this regard, special attention should be paid to the fact that study programs follow changes in the labor market and, in line with this, modernize.

- Internationalisation, Research and Development

In the following period, the College of Tourism in Belgrade will intensify research activities on the international level in order to be more visible in the field it promotes. This involves organization of research and development programs, international conferences, seminars, professional congresses with partners from the region and abroad. Also, the College will update and improve the digital database of academic and scientific papers published in its Conference Proceedings as well as in a scientific journal of the College of Tourism.

- Joint Study Programs

We intend to explore possibilities in the future to launch joint new platforms - interdisciplinary study programs and create attractive innovative courses with international partners. We believe that newly created programs

and courses will contribute to the exchange of ideas, extracting out examples of good practice and creating opportunities in terms of professional development and creating specific products through networking of experts from different sectors and environments.

3. STRATEGIC POSITIONING

▪ **Regional Positioning**

Institutions of higher education, organizations, professional associations and institutes in the Region, in the Balkans, Southeast and Central Europe are natural partners of the College of Tourism, taking into account the historical context, linguistic similarities, geographical relations and common cultural heritage.

▪ **European Framework**

The Member States of the European Union, as well as the European countries in the wider sense of the word, are important partners of the College of Tourism in Belgrade since our priorities are oriented towards integration into the European educational area and keeping in line with modern trends in tourism and hospitality industry.

▪ **Global Networking**

- Signed international bilateral agreements of the College of Tourism with academic institutions around the world that educate future professionals in the field of tourism and related, interdisciplinary activities are the starting point for deepening existing ties with the aforementioned institutions.
- Participation and accession to various international associations is the basis for concluding new partnerships and expanding the network of institutions.

4. PLANNED ACTIVITIES

- Adoption of the Action Plan on Internationalisation of the College of Tourism in Belgrade;
- Participation in projects in the fields of higher education, tourism and hospitality, culture and all other related fields;
- Participation in EU mobility programs;
- Participation in mobility programs in international frameworks;

- Setting up bilateral and multilateral cooperation agreements between higher education institutions and organizations;
- Active participation and cooperation with a network of related, vocational higher education institutions and associations;

5. STRENGTHENING INSTITUTIONAL CAPACITIES FOR INTERNATIONALISATION

We are determined to implement the following measures to ensure the implementation of the Internationalisation Strategy.

- Empowering the Centre for Culture, Foreign Languages and Academic Exchange by involving a competent staff with clearly defined competencies in order to carry out the stated activities;
- Introducing periodic evaluation of the process of internationalisation;
- Sustainability of the process of internationalisation within the priorities and strategic goals of The College of Tourism;
- Introducing the internet platform to participate in the mobility process;
- Support to vulnerable social groups;
- Inclusion of students and Student Parliament to provide support in the mobility process (Buddy Programme);

6. INTERNATIONALISATION AUTHORITY

Particular decisions on the internationalisation of the College of Tourism will be delivered by the College Council with the operational support of the Centre for Culture, Foreign Languages and Academic Exchange of the College of Tourism.

Prof. Dr. Zoran Milenković



Zoran Milenković
Director