



Second Training Session (TS 3)

May 20-24, 2013

at the Faculty of Tourism and
Hospitality Ohrid, Macedonia and
Ohrid Region

Modules:

M3: Environmental and Quality Management in Tourism / Sustainable Management

M4: Tourism in sensitive landscapes and cultural areas

M8: Sustainable Destination Management

Lectures:

Prof. Dr. Hartmut Rein, www.hnee.de

Prof. Dr. Ivanka Nestoroska, www.ftu.edu.mk

Ralf Trimborn, www.inspektour.de

Ulrike Sassenberg, www.inspektour.de

Participants (alphabetical order):

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Preliminary Program (intern)

Date	Time	Themes	Lecturer
Monday, May 20	9.30-10.15 a.m.	(INTER-) CULTURAL COMMUNICATION Introduction to (Inter-) Cultural Communication	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de
	10.15-10.45 p.m.	<i>Coffee Break</i>	
	10.45-12.15 p.m.	Introduction to (Inter-)Cultural Communication in Macedonia. Part 2	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de
	12.15-12.45 p.m.	<i>Coffee Break</i>	
	12.45-2.15 p.m.	Marketing of Macedonia for Foreigners (Group Work)	PC-room 5 www.ftu.edu.mk , Participants
	2.15-2.45 p.m.	<i>Coffee Break</i>	
	2.45-4.15 p.m.	Marketing of Macedonia for Foreigners (Presentation of the Group Work)	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de
Tuesday, May 21	9.30-10.15 a.m.	SUSTAINABLE MOBILITY IN TOURISM Introduction to Sustainable Mobility in Tourism	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de
	10.15-10.45 a.m.	Coffee Break	
	10.45-11.45 a.m.	Sustainable Mobility in Tourism in Ohrid Region (Exercise)	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de , Participants Field Work Municipality Ohrid N.N., participants
	from 12.00 p.m.	Visit of the Department LER at the Municipality Ohrid	
	3.00-4.30 p.m.	Sustainable Mobility in Tourism in Ohrid Region (Group Work)	Classroom 5 Participants
Wednesday, May 22	9.00-10.00 a.m.	TOURISM IN UNESCO WORLD HERITAGE SITES Introduction to Tourism in UNESCO World Heritage Sites	Classroom 5 Prof. Dr. Hartmut Rein, www.hnee.de
	10.00-10.30 a.m.	<i>Coffee Break</i>	
		SERVICE QUALITY & QUALITY MANAGEMENT	

	<p>10.30-12.00 a.m. Service Quality in Tourism in Germany</p> <p>12.00-12.30 a.m. <i>Coffee Break</i></p> <p>12.30-2:00 p.m. Service Quality in Tourism in Germany (2nd part)</p> <p>2:00-2:30 p.m. Mystery Check as a Tool for Service Quality Check (Guidelines for the Working Task)</p> <p>from 2.30 p.m. Mystery Check in Ohrid / Ohrid Region (Exercise)</p>	<p>Classroom 5 Ralf Trimborn, Ulrike Sassenberg, www.inspektour.de</p> <p>Classroom 5 Ralf Trimborn, Ulrike Sassenberg, www.inspektour.de</p> <p>Classroom 5 Ralf Trimborn, Ulrike Sassenberg, www.inspektour.de</p> <p>Field Work Participants</p>
Thursday, May 23	<p>SERVICE QUALITY & QUALITY MANAGEMENT</p> <p>9.30-11.30 a.m. Mystery Check in Ohrid / Ohrid Region (Presentations)</p> <p>11.30-12.00 a.m. <i>Coffee Break</i></p> <p>TOURISM IN UNESCO WORLD HERITAGE SITES</p> <p>12.00-1.30 p.m. Ohrid as an example for problems between tourism development and preservation of UNESCO World Heritage Sites</p> <p>from 1.30 p.m. National Park "Galichica" as an example for problems between tourism development and preservation of UNESCO World Heritage Sites (Visit od the National Park "Galichica")</p> <p>from 4.30 p.m. Excursion to village Skrebatno, Eco-Dinner prepared by students of FTU Ohrid</p> <p>Evaluation of TS3</p>	<p>Classroom 5 Participants</p> <p>Classroom 5 Prof. Dr. Ivanka Nestoroska, www.ftu.edu.mk</p> <p>Field Work Oliver Avramoski, participants, www.ftu.edu.mk</p> <p>Field Work Participants</p> <p>Classroom 5 Participants</p>