

“THE DEVELOPMENT OF THE VALUE CHAINS IN TOURISM AND AGRO-BUSINESS SECTOR“

AGENDA

26.04.2018. – 28.04.2018. Hotel „Palma“

Iva Vizina 8, 85320 Tivat, Montenegro

Day 1 - 26.04.2018.

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| - 11:30 | Arrival and registration at the hotel |
| 12.00 – 13:00 | Lunch |
| 13.00 – 14.30 | Welcome and presentation of participants
Expert 1. SWG |
| 14.30 – 15.00 | Coffee break |
| 15.00 – 16.30 | Expert 2. SWG |

Day 2 - 27.04.2018.

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| 09.30 - 11.00 | Ivica Sivric, expert for rural development and leader of the sector in REDAH – The importance of mapping and analysis of agricultural and tourist resources in the cross-border region „KRSH“ |
| 11.00 – 11.30 | Coffee break |
| 11.30 – 13.00 | Ivica Sivric – The role and importance of the all stakeholders in the development of the Agroturistic potentials of the region „KRSH“ |
| 13.00 – 14.00 | Lunch |
| 14.00 – 15.30 | Ratko Batakovic – The importance of the value chain analysis in agrotourism and the skills for its improvement |
| 15.30 – 15.45 | Coffee break |
| 15.45 – 17.15 | Ratko Batakovic - Skills for adjusting the value chain and the role of the marketing activities in the process of branding the agro-tourism destination |
| 19.00 | Dinner |

Day 3 - 28.04.2018.

10.00 – 13:00

Example of the good practice. Visit Farm Moric

Ilija Moric - Management skills of an agro-tourism household. Skills of creating added value to agricultural products through the provision of services in tourism. Own example

13:00

Snack and refreshment