

- Visegrad Fund



Empowering Open Innovation  
Tourism Networks

# INNOVATION-BASED COLLABORATION OF STAKEHOLDERS IN TOURISM DESTINATION OF VRNJAČKA BANJA



Faculty of Hotel Management and Tourism in Vrnjačka Banja

# Tourism of Vrnjačka Banja

Vrnjačka Banja is one of the most famous spa destinations in South-East Europe with a tradition tracing to Roman times and use of swimming pool with hot mineral spring.

The spa is widely known for treating diabetes, digestive diseases, liver diseases, urinary tract diseases, skin diseases, eye diseases and nervous system diseases.



# Tourism of Vrnjačka Banja

Nowadays, Vrnjačka Banja attracts many people with diverse motivations, from desire to escape from the city, indulging in wellness and spa treatments, attending business and other types of events, having weekend vacations for families with children and other and one-day trips for numerous domestic tourists.

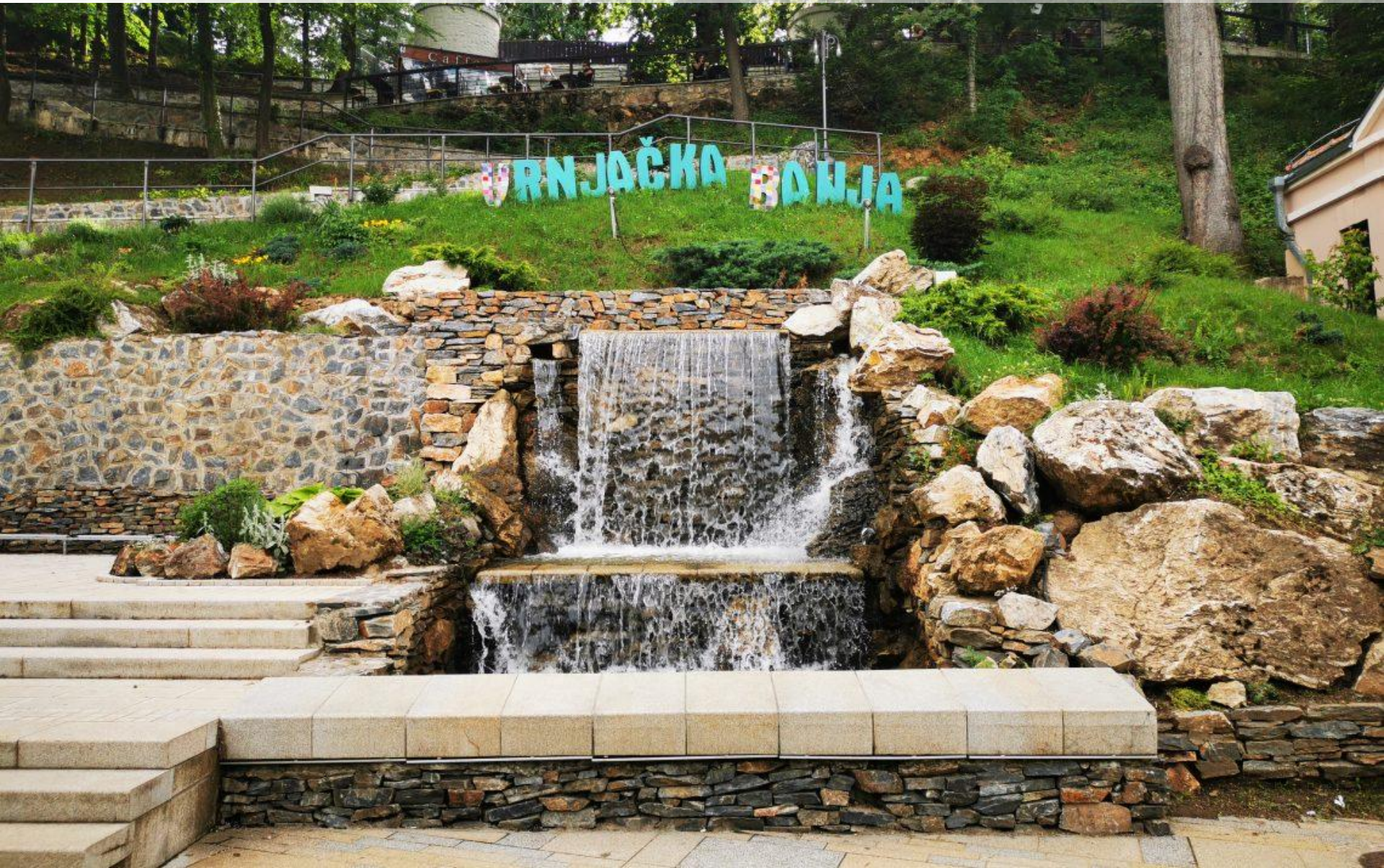


















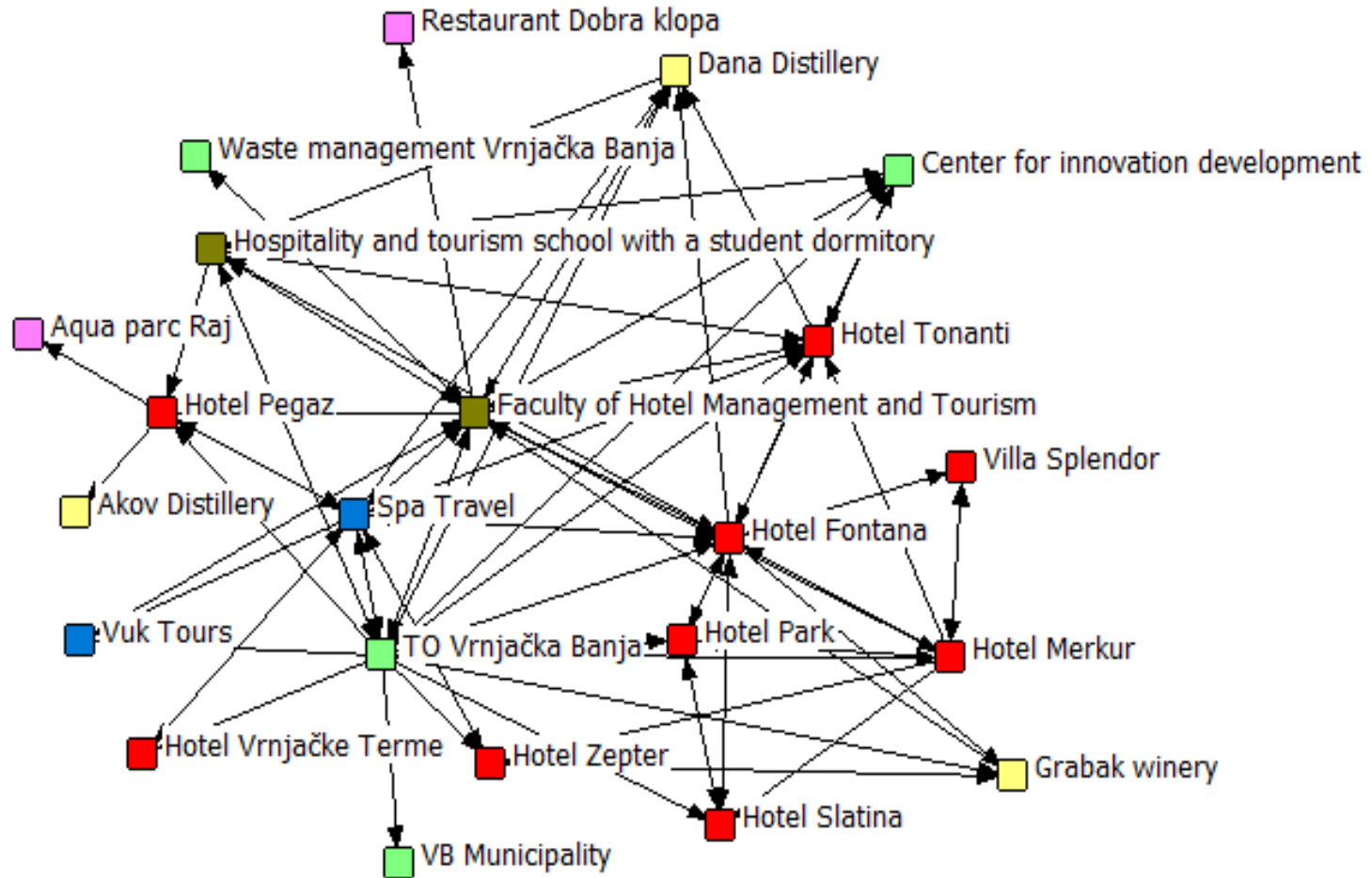






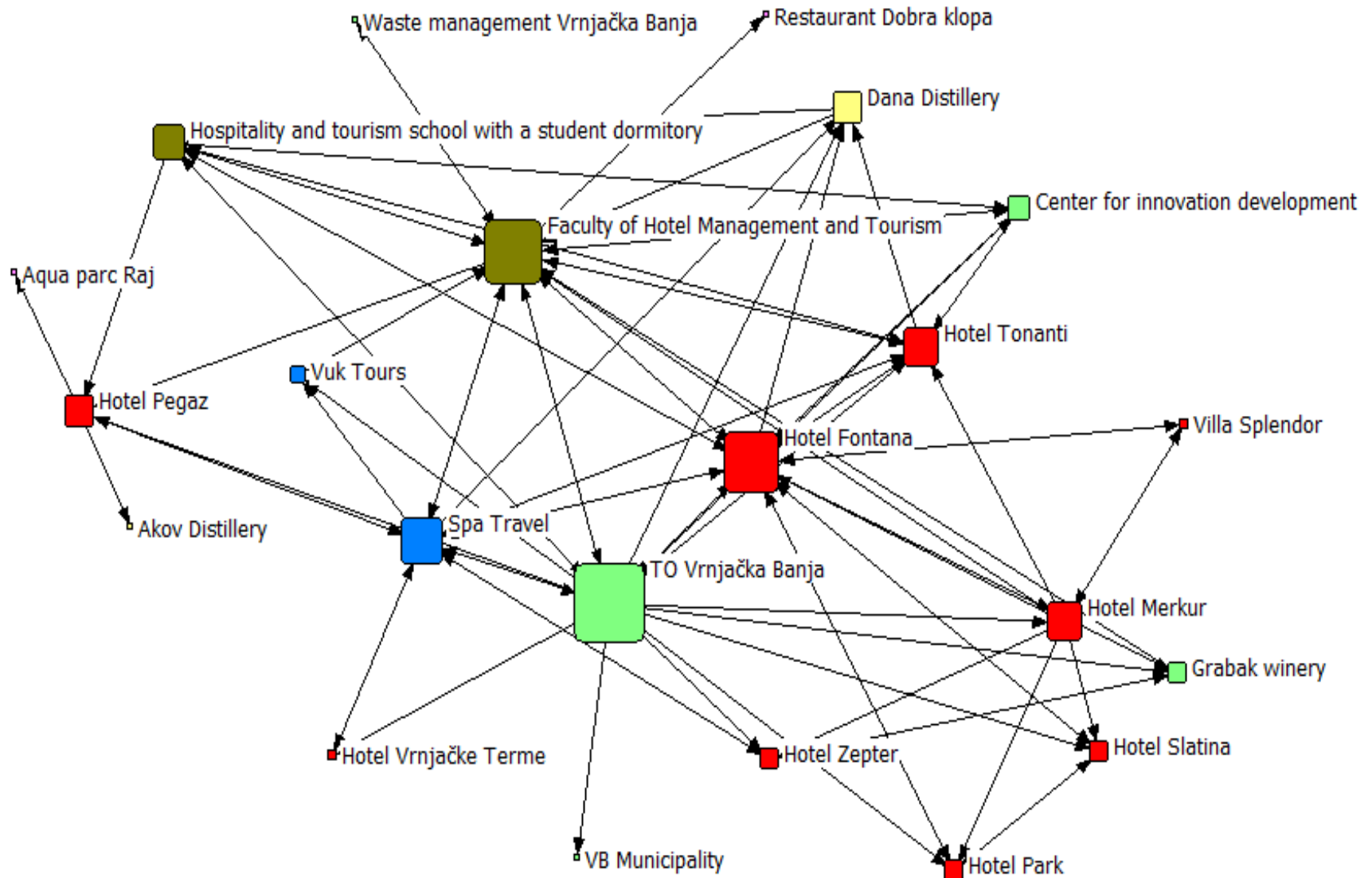
# Development of a collaborative innovation network in Vrnjačka Banja

# Structure of the collaborative innovation network in Vrnjačka Banja



	Winery and distillery		Education institutions		Government state-owned institutions
	Accommodation facilities		Travel agencies		Hospitality and entertainment facilities

# Central actors in innovation collaboration tourism network of Vrnjačka Banja

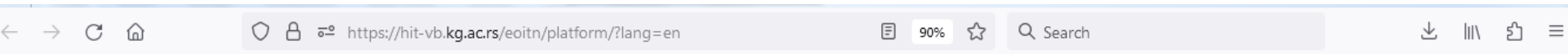


# Project activity

## Study visit to Krakow







- Srpski
- English**
- Polski
- Čeština
- Magyar

## Connecting **tourism and innovation**

**A platform of the Faculty of Hotel Management and Tourism connecting real-world challenges with innovative solutions**

A platform of the Faculty of Hotel Management and Tourism in Vrnjačka Banja that connects hotels, restaurants, travel agencies, attractions, destination management organisations, local municipalities and other organisations with students, teams and innovation centres that develop solutions to their real-world problems.

[Register as a solution seeker](#)

[Register as a solution provider](#)

(You choose the account type in the registration form.)

### What do you gain by using the platform?

- Organizations receive concrete, innovative solutions for real challenges.
- Students and teams work on practical projects and build their portfolio.
- The faculty strengthens cooperation with industry and encourages entrepreneurship.



## Welcome, Star

Here you can browse open problems, submit expressions of interest and track the status of your applications.

### Problems available for application

ID	Title	Short description	Category	Location	Object size	Deadline	Problem status	My application	Client contact	Action
11	Sve veća konkurencija online platformi	Klijenti često istražuju destinacije u agenciji, a zatim rezervišu sami preko online platformi ili aplikacija.	turisticka_agencija			Not specified	open	No application	Contact details will be available after acceptance and payment.	<a href="#">Send application</a>
10	Veliki broj administrativnih poslova	Zaposleni troše mnogo vremena na fakture, ugovore, vaučere, potvrde rezervacija, osiguranja i unos podataka.	turisticka_agencija			Not specified	open	No application	Contact details will be available after acceptance and payment.	<a href="#">Send application</a>

## Expression of interest for a problem

[← Back to problem list](#)

### Sve veća konkurencija online platformi

Klijenti često istražuju destinacije u agenciji, a zatim rezervišu sami preko online platformi ili aplikacija.

#### Detailed description:

Digitalizacija turističkog tržišta značajno je promenila ponašanje potrošača. Klijenti danas veoma lako mogu da pronađu informacije o destinacijama, uporede cene i izvrše rezervaciju putem različitih online platformi i aplikacija. Česta pojava jeste da klijenti dolaze u turističku agenciju kako bi dobili informacije, preporuke i savet zaposlenih, a zatim nakon istraživanja samostalno izvrše rezervaciju putem online sistema koji nude niže cene ili jednostavniji proces kupovine. Ovakva situacija stvara problem za tradicionalne turističke agencije jer one ulažu vreme i stručne resurse u komunikaciju sa klijentima, a prihod od rezervacije na kraju ostvaruju druge platforme. Pored cenovne konkurencije, online sistemi često nude dodatne funkcionalnosti poput personalizovanih preporuka, automatskih sugestija, korisničkih recenzija i dostupnosti usluga 24 časa dnevno.

**Category:** turisticka\_agencija

**Location (description):**

**Property size:**

**Deadline:** Not specified

**Published on:** 2026-05-21 16:04:29

### Your expression of interest

Briefly describe who you are, what you do, and how you would roughly approach solving this problem. Do not disclose your full solution at this stage – the goal is for the problem owner to understand your profile and way of thinking.

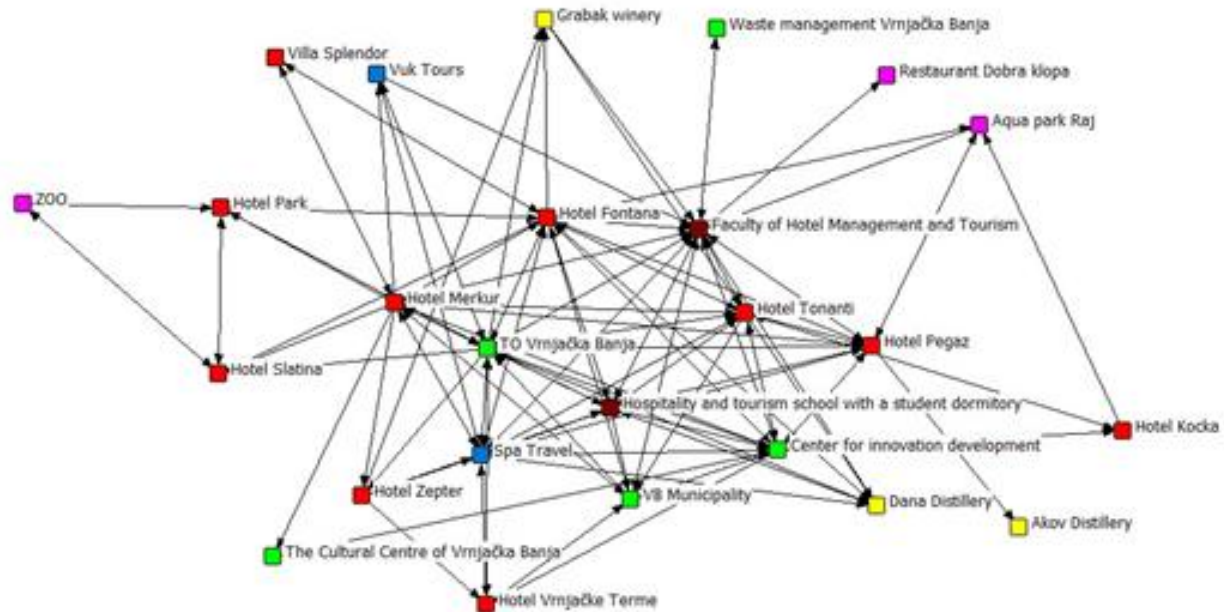
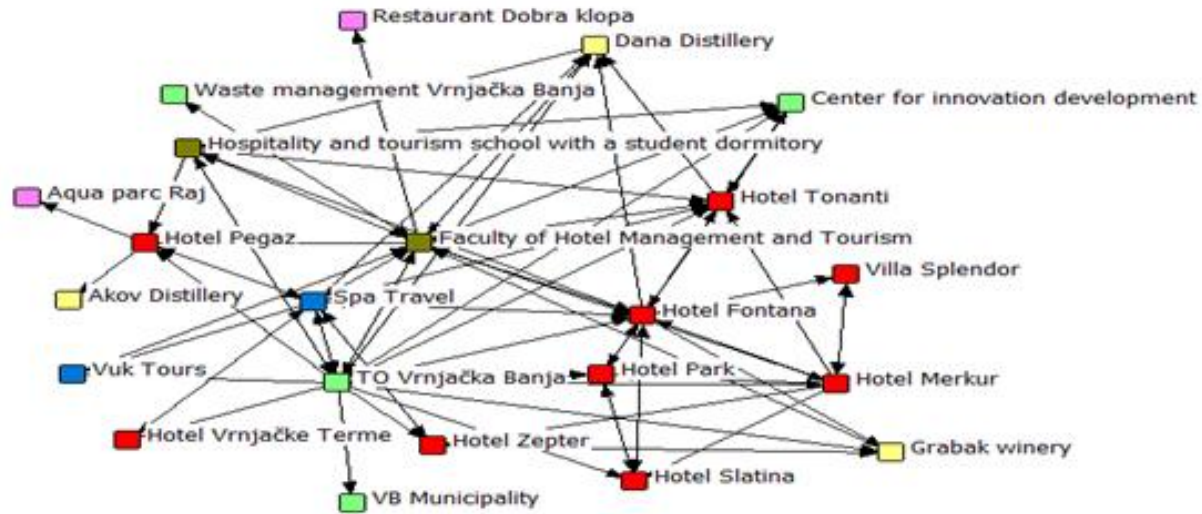
# Project activity

## Roundtables with tourism stakeholders

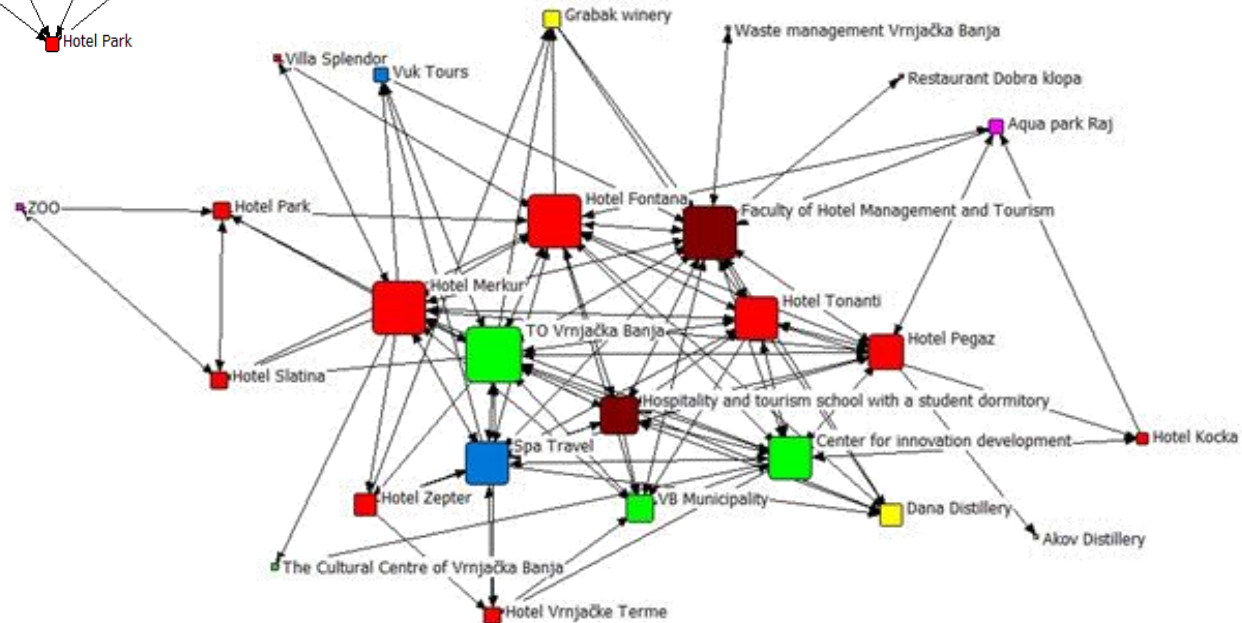
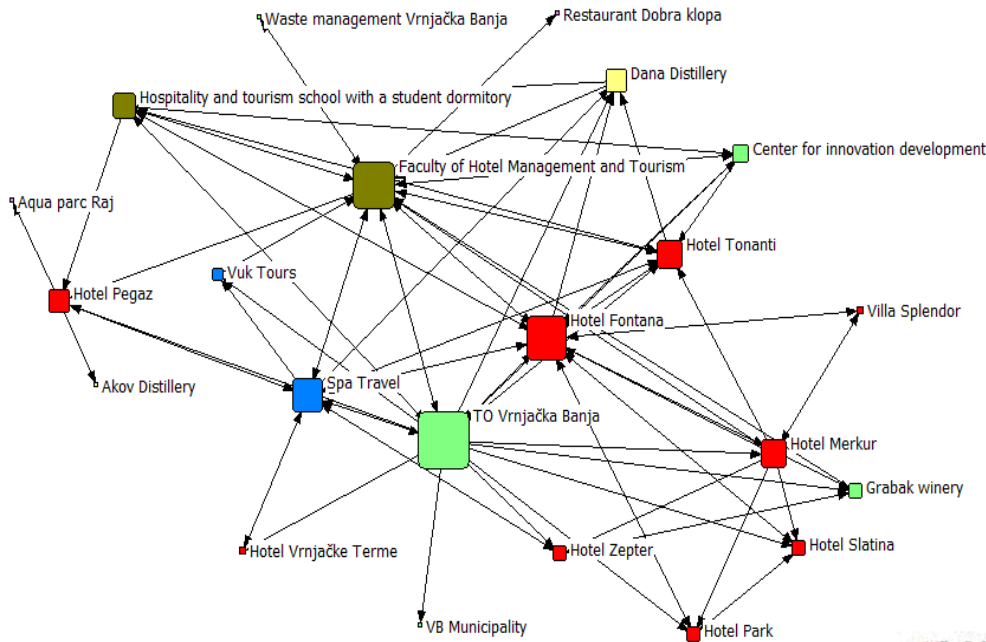








# Betweenness centrality analysis



1. Expand network diversity (NGOs, IT companies, creative industries, and cultural organizations) and integrate peripheral actors.
2. Institutionalize collaboration mechanisms and undertake joint innovation projects.
3. Destination Management Organization (DMO) remains highly desirable.
4. Encourage bottom-up approach to innovation.



# • Visegrad Fund

The project is co-financed by the governments of Czechia, Hungary, Poland and Slovakia through Visegrad Grants from the International Visegrad Fund. The fund's mission is to advance ideas for sustainable regional cooperation in Central Europe.

<https://hit-vb.kg.ac.rs/eoitn/>