

**TIM  
SERBIA**



TOURISM INNOVATION  
MISSION-SERBIA

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*The Leading Experts  
in Tourism Innovation*

## **ABOUT US**

TIM-Serbia was created in 2017 and consists of a group of experts of various profiles from several countries: Serbia, Austria, Netherlands, Germany... The group is made up of people who hold a common passion for tourism and believe Serbia and the surrounding countries have great potential for development. They decided to bring decades of experience in tourism, hotel management, and related sectors, gained throughout the world, together to contribute to the development of the region.

Nenad Vukašinić is the founder and CEO of TIM-Serbia. After completing graduate and post-graduate studies at the Faculty of Organizational Sciences, University of Belgrade, he began his career in sales in the 90s of the 20th century. Later it remains in sales, but it also starts working in the hotel industry. He worked in the positions of executive director for sales and marketing, at Hotel "Palisad" in Zlatibor, and director of "Elite Palić" - hotels and restaurants, in Palić. As a hotel manager in Serbia and Montenegro, he spent some time in Germany on professional development at Maritim Hotels.

Having spent more than ten years in hotels, Nenad switched to tourism in order to use his knowledge and experience to contribute to the development and well-being of the wider community.

For the creation and development of TIM-Serbia (TS), it is particularly important to emphasize the cooperation between Nenad and Mr. Andreas Vögl, which has lasted since 2005. Mr. Vögl is one of the most famous consultants in the field of tourism and hotel industry. With his unreserved support, they jointly founded TS in 2017. The work based on Austrian know-how was established as one of the principles of TS. We consider Austria to be one of the top countries on the planet in terms of utilizing its tourism potential to its full potential. As for their knowledge and experiences, both Serbia and the continental region can benefit from them.

TS's business and interests are shifting by 2020 from tourism to the triangle of Tourism-Ecology-IT, focusing on Green Travel, Sustainable Development Goals, and renewable

energy. It is our belief that only those players in tourism who adhere to the goals of sustainable development will survive in the future.

LinkedIn has become our primary platform for writing about tourism, ecology, lesser-known tourist sights in Serbia, and our work since September 2019. We have created a network of several tens of thousands of followers from all over the world and in 2022 we will achieve over 3.5 million views of our posts.

## **Realized TIM-Serbia projects**

### **TOURISM DEVELOPMENT PROGRAM OF THE MUNICIPALITY OF KUČEVO 2019-2025**

September-December 2019

- Introduction
- Tourism - a global phenomenon
- Implementation of the Tourism Development Strategy of the Republic of Serbia (2016-2025)
- Tourism in Serbia and neighboring countries - comparative analysis
- Tourist potential of Kučevo - current state
- Kučevo - Marketing MIX 7P
- Suggestion of next steps
- Conclusion

### **TRAINING OF LOCAL GOVERNMENT EMPLOYEES FOR THE IMPLEMENTATION OF THE TOURISM DEVELOPMENT PROGRAM OF THE MUNICIPALITY OF KUČEVO**

September 2020

- Presentation of the program to local self-government employees whose role is significant and important for implementation
- Understanding the goals of the program
- Understanding the way to achieve them
- The role of the Kučevo Tourist Organization
- The role of the Municipal Council
- The role of cultural workers and the importance of connecting tourism and culture
- The importance of connecting sports and tourism
- The importance of tourism development for the overall development of the municipality

# **TRAINING OF LOCAL COMMUNITIES OF THE MUNICIPALITY OF KUČEVO FOR THE IMPLEMENTATION AND REALISATION OF THE TOURISM DEVELOPMENT PROGRAM OF THE MUNICIPALITY OF KUČEVO**

June-August 2022

- Meeting with representatives of all local communities
- Lectures in locals communities
- Final conference

## **Content of the training**

- Introduction
- Brief overview of previously implemented activities
- Overview of the next activities
- Goals of the Kučevo Municipality Tourism Development Program
- Potential for the development of tourism in Kučevo and its surroundings
- The potential of specific local communities for the development of tourism
- USP - concept and importance
- Significance and benefits for local people from tourism development
- The tactics of the next step in achieving the goals
- Defining the first step
- Questions and answers
- Final word

# **CAMPING TOURISM DEVELOPMENT PROGRAM IN THE MUNICIPALITY OF POŽEGA (2020-2025)**

February-June 2020

- Introduction
- Tourism - a global phenomenon
- Implementation of the Tourism Development Strategy of the Republic of Serbia (2016-2025)
- Tourism in Serbia and neighboring countries - comparative analysis
- The potential of the municipality of Požega for the development of tourism
- Potential for the development of transit and camping tourism in the municipality of Požega
- Possibilities of further development of tourism in this area
- Conclusion

## **TOURISM DEVELOPMENT STRATEGY OF THE REPUBLIC OF SERBIA (2016-2025)**

March 2016

*\*The strategy was made for a client - a political organization and was published eight months before the official Strategy*

- Introduction
- Tourism in Serbia and neighboring countries - comparative analysis
- Tourism in Serbia in the period from 2002-2015. years
- Tourism in Serbia - Marketing MIX 7P
- Objectives of the Tourism Development Strategy
- Conclusion

## **CONFERENCE INNOVATION IN TOURISM - INFORMATION TECHNOLOGY - IT ZLATIBOR 2017**

May 2017

### **Lecturers**

- Andreas Vögl – TIM-Serbia, Austria
- PhD Zvezdan Horvat - Adige Institute, Belgrade
- PhD Aleksandar Marković, full professor - FON, Belgrade
- PhD Sanja Marinković, associate professor - FON, Belgrad
- MSc Nenad Vukašinić – TIM-Serbia, Belgrade

### **Focus**

- Innovations in tourism and hotel industry
- Application of information technologies in tourism and hotel industry
- Potential for tourism development in Serbia and surrounding countries

### **Participants**

- Serbia
- Montenegro
- Bosnia and Herzegovina

## **QUALITY FIRST IN HOTELS AND TOURISM FORUM - BELGRADE 2018.**

September 2018

### **Lecturers**

- Andreas Vögl – TIM-Serbia, Austria
- PhD Slavica Cicvarić Kostić, full professor - FON, Belgrade
- PhD Milan Okanović, assistant professor - FON, Belgrade
- MSc Nenad Vukašinić – TIM-Serbia, Belgrade

### **Focus**

- Defining products in the hotel industry and tourism
- Digitization in the hotel industry and tourism
- The future of the international service market. A chance for Serbia and neighboring countries

### **Participants**

- Serbia
- Montenegro
- Bosnia and Herzegovina
- Croatia

## **CONSULTING SERVICE FOR INVESTORS**

January-August 2019

### **Investor**

Company from Guangzhou, China

### **Field of business**

Medical tourism

### **Place of investment**

Serbia, Montenegro, BiH

### **Activities**

- Analysis of the development of medical tourism in Serbia, Montenegro and Bosnia and Herzegovina
- Benchmarking analysis: Rogaška Slatina, thermal baths Olimija, thermal baths Krka and Dolenjeske Toplice – Slovenia
- Benchmarking analysis: Clinic Nordent – Subotica
- Defining three optimal locations for investment

## **CONSULTING SERVICE FOR INVESTORS**

March-November 2019

### **Investor**

Company from Amsterdam, Netherlands

### **Field of business**

International trade

### **Place of investment**

Belgrade, Serbia

### **Activities**

- Analyzing the possibilities for product placement on third markets

## **LINKS**

- <https://www.linkedin.com/in/nenad-vukasinovic/>
- <https://www.linkedin.com/company/tim-serbia/>
- <https://tim-serbia.rs/en/home/>
- <https://www.voegl.at/en/>