

20. IZAZOVI UPRAVLJANJA KVALITETOM REGIONALNOG CENTRA IZVRNOSTI U AGROTURIZMU

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SAŽETAK

Panonski regionalni centar izvrsnosti Panonika zamišljen je kao mjesto izvrsnosti u strukovnom obrazovanju i osposobljavanju u podsektoru poljoprivrede i turizma, gdje se uz osnovnu djelatnost strukovnog obrazovanja koja uključuje provedbu učenja temeljenog na radu, osposobljavanje i druge aktivnosti te druge aktivnosti koje doprinose poboljšanju kvalitete strukovnog obrazovanja. osposobljavanje i njegovu prilagodbu potrebama gospodarstva i tržišta rada. Jedna od aktivnosti je i provedba edukacije djelatnika koji će sudjelovati u upravljanju i donošenju odluka u okviru funkcioniranja Centra. Istraživanje vezano uz analizu potreba za znanjima nužnim za kvalitetno upravljanje poslovanjem provedeno je kombiniranom kvantitativnom i kvalitativnom metodologijom. Ovakav pristup odabran je zbog mogućnosti dubljeg uvida koju donosi kvalitativna metodologija, odnosno potrebe za generalizacijom rezultata potrebnih u ovom projektu. Studije su poslužile za prve slučajeve (eng. *case study*), a za drugu CAWI (eng. *Computer Assisted Web Interview*) anketno istraživanje. U ovom radu prikazani su samo glavni nalazi.

Ključne riječi: menadžment; regionalni razvoj; regionalni centar izvrsnosti; potencijali; obrazovanje; agroturizam

THE CHALLENGES OF QUALITY MANAGEMENT OF A REGIONAL COMPETENCE CENTRE IN AGRITOURISM

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ABSTRACT

The Pannonian Regional Competence Centre Panonika is conceived as a place of excellence in vocational education and training in the agricultural and tourism subsector, where in addition to the basic activity of vocational education, which includes the implementation of work-based learning, training and other activities and other activities that contribute to improving the quality of vocational education. training and its adaptation to the needs of the economy and the labour market. One of the activities is the implementation of training for employees who will participate in the management and decision-making within the functioning of the Centre. Research related to the analysis of knowledge needs required for quality business management was conducted using a combined quantitative and qualitative methodology. This approach was chosen because of the possibility of in-depth insight brought by the qualitative methodology, i.e. the need to generalize the results required in this project. Studies served the first purpose cases (Case Study), and for another CAWI (Computer Assisted Web Interview) survey research. In this paper are presented only major findings.

Keywords: management; regional development; regional competence center; potentials; education; agritourism