



PROMOTION AND STRENGTHENING OF VOCATIONAL COMPETENCIES FOR TOURISM 2016.

An aerial photograph of a school courtyard. A large group of students is gathered in the center, forming a human pyramid. The students are wearing colorful clothing, and the pyramid is composed of several layers. The courtyard is paved, and there are trees and a white building in the background.

Terra Incognita

Project on including education in preserving and promoting our intangible cultural heritage
– the glagolitic script

TERRA INCOGNITA - Secondary school Hrvatski kralj Zvonimir, Krk

- To contribute to the tourist offer of the town of Krk in accordance with the Tourism Development Strategy 2020
- To create a new product which will enrich Krk's tourism services
- Partnership and long-term cooperation of our school and the local community and its institutions



Specific aims

- Promotion of the town's historical / cultural attractions and its diversified tourist offer
- Production of promotional video of the island - AZ
- Production of an multimedia tourist brochure
- Production of an e-Cookery book with traditional dishes AZ
- Creating a trilingual web application which presents selected tours - Glagolitic path
- Shooting and editing video, timelapse contributions, panoramic images and their adaptation to the application
- Creating and publishing videos for the purpose of promoting cultural tourism
- Development and maintenance of the members part of the application

- The making (shooting and editing) of video AZ, Glagolitic cod fish, Traditional pastries from island of Krk
- The making of a promotional brochure Terra Incognita
- The making (shooting and editing) of an e-Cookery book
- Posting the video to website with the aim of promoting and protecting the tourist product
- Uploading to Facebook and other social networks
- Uploading of tourist promotional video to YouTube



We made a web application with multiple uses:

- It presents the most attractive tours in the area
- It gives all relevant information on tours
- It presents the most important cultural and historical monuments and tourist offer in the vicinity of individual tours
- It presents all important information on the project
- All content is published in three languages : Croatian, English and German
- The address of the web application is: <http://sshkz.hr/terra-incognita/>

- We purchased the needed equipment
- Purchased the web hosting and domain
- We toured and recorded all the planned tours and gathered information about tours, cultural - historical sites and tourist offer related to each tour
- We made videos and panoramas
- We designed, developed and published the website (application) with the translation of materials into German and English



MAIN PROJECT ACTIVITIES

- Research and gathering data about destination
- One-day educational tour of the town of Krk
- Collected data processing and analysis
- Tourism product development
- Creating a social network page and project website
- Promotional activities
- Presentation of the project to all the partners

The project Terra Incognita presents the tourist offer of the town of Krk in a modern way; it is tailor-made for a new generation of tourists, with the possibility of interactive data base search by means of photographs, multimedia view of historical-cultural heritage, gastronomy guide and video presentation of the making of local gastronomic specialties.



- Media: radio station Otok Krk; printed media: Novi list, Krčki val; Grad Krk website
- Presenting the product to the public:
- May 19th – Decumanus Gallery Krk – the project Terra Incognita was introduced through the exhibition of photographs by students of secondary school Hrvatski kralj Zvonimir Krk – a project for promotion of historical and cultural heritage and folklore of the island of Krk
- June 3rd– School day, 4 June St. Quirinus Day – events commemorating the town of Krk
- July 24th – 30th – Exhibition in Vrbnik
- September 9th – Glagolitic week – Glagolitic cinema
- September 27th – Tourism Day





TERRA INCOGNITA





SLOVIM

I

GLAGOLJAM



- The town of Krk
- Cultural Centre in Krk
- The island of Krk Tourist Board
- The town of Krk Tourist Board
- Vrbnik Tourist Board
- Vrbnik Frankopan society
- Čakavski sabor society, Kornić
- Photostudio Brujo

KRK SREDNJOŠKOLSKI PROJEKT PRETOČEN U IZLOŽBU

Učenci ovjekovječili glagoljsku baštinu

Prezentacijom fotografija, videoradova, crteža i skulptura te instalacije »Glagoljske fraške« otočanima je u galeriji Decumanus predstavljen rezultat cjelodoljnijeg školskog projekta »Slovim i glagoljam« inspiriranog otočnom glagoljskom tradicijom

Školnik TRMAČIĆ

Krk – Kao uvod u program kojim se razmatraju dva važna aspekta kulture i jezika, srednjoškolski projekt »Slovim i glagoljam« inspiriranog otočnom glagoljskom tradicijom, predstavljen je u Galeriji Decumanus u Vrbniku. Projekt je realiziran u suradnji s lokalnim institucijama i stručnjacima, a njegovi rezultati su predstavljeni u izložbi koja se održava do 10. listopada.

STROJARI

Učnici strojarstva razreda izložili su u obitelji svojih stjetlinim crtežima

Glagoljska priča krčkih srednjoškolaca ispisana u Galeriji Decumanus

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