

Ministry of Tourism – High school Zabok

Project

*Pozivnica za Štruklijadu*

# Content

- Studying the tender
- Project content and topic selection
- Creating project offer
- Project activities planning
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- Project analysis
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# Studying the tender

- Students have:
  - Studied Promotion and Strengthening of Vocational Competencies 2016 tender
  - Studied Tourism Development Strategy until 2020
  - Written essays following tender criteria
- Debated possible project topics:
  - New products
  - Creative workshops
  - Traditional souvenir making
  - Park and promenade planning and developing
  - Environment protection

# Project topic and content selection

- Interesting suggestions:
  - To research the origin of name *Slani potok*
  - To plan and grow school herbs garden for the school workshop
  - To continue with our trademark project *Medenjak uz kavicu (Gingerbread with Coffee)* and obtain a patent for it
  - Exchange experience and skills with our peers from other Croatian regions

# Creating project offer

- Our offer consists of:
  - Traditional štruklji:
    - Bučnica – pumpkin štruklji
    - Cheese štruklji
  - Innovative štruklji:
    - Apple and poppy seed štrukljeci
    - Apple and walnuts štrukljeci
    - Nettle and cheese štrukljeci
    - Barley and mushroom štrukljeci
  - Presented as finger food and street food



# Project activities planning

- The agreement of drafting a list of tasks and responsibilities
- Selection of project team members and their roles
- Agreement on activities plan development
- Questionnaire preparation
- Workshops
- Presentations
- Tasting



# Activities during project implementation

- 1st workshop: Štruklijada in Krapinske Toplice
- show cooking – štrukli presentation and tasting during 8th Štruklijade in Krapinske Toplice on 14 May 2016





<http://www.kzz.hr/najbojle-strukle-pripremio-zebrano>



# Activities during project implementation

2nd workshop in our school

- for our teachers and peers who tasted and evaluated our štruklji



# Activities during project implementation

3rd workshop: *Zagorski gospodarski zbor* (*Zagorje Economic Assembly*) in Krapina

- show cooking – štruklji presentation and tasting during 24th *Zagorski gospodarski zbor* in Krapina within Kajkavian Culture Week on 8 and 9 September 2016

<https://www.facebook.com/zagorjecom/videos>

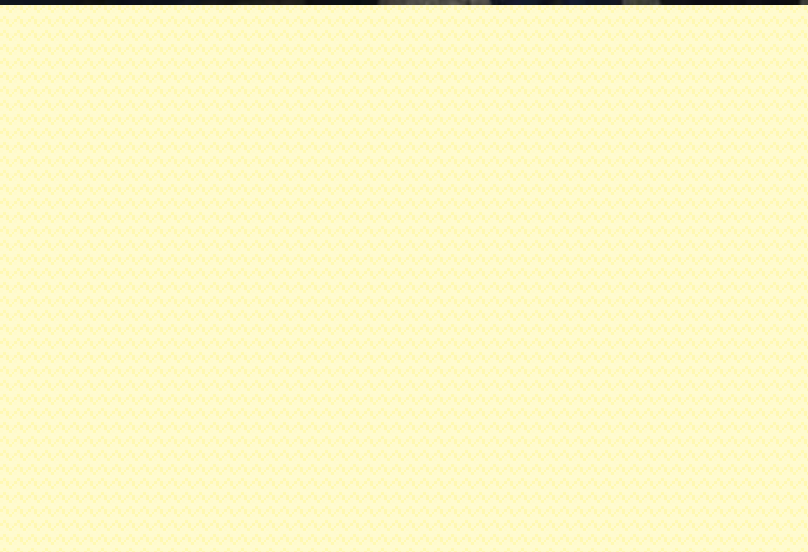




# Activities during project implementation

4th workshop: presentation and štruklji tasting at *100% Zagorsko* in Zagreb on 16 September 2016

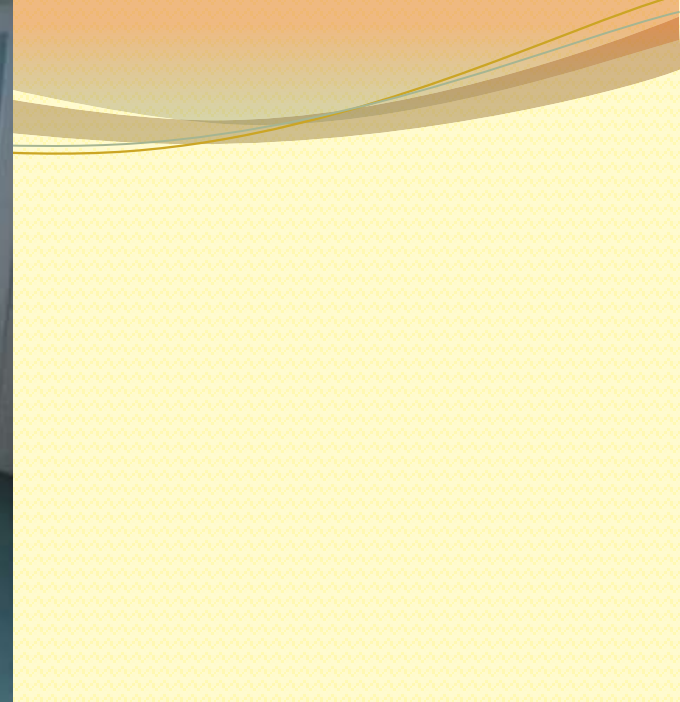




# Activities during project implementation

5<sup>th</sup> workshop: presentation and tasting of štruklji in the meeting of Presidency of Zajednica ugostiteljsko turističkih škola RH 21/09/2016







# Activities during project implementation

- Promotional activities through newspapers and social networks
- Questionnaire implementation, questionnaire evaluation and drawing conclusions on the basis of the questionnaire



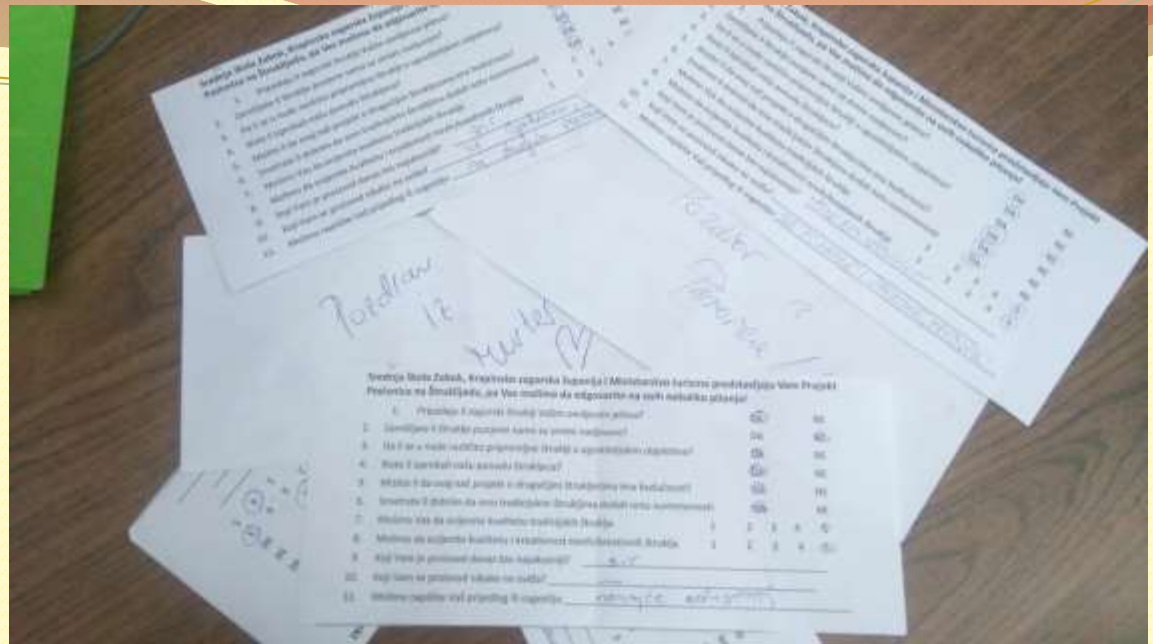
# Project analysis

- According to our questionnaire results
- Traditional štruklji
  - 73<sup>0</sup>% guests gave the highest mark (5)
  - 27<sup>0</sup>% guests gave the second best mark (4)
- Innovative štruklji
  - 74<sup>0</sup>% circled 5
  - 24<sup>0</sup>% circled 4
  - 2<sup>0</sup>% circled 3
- WE DID NOT GET ANY NEGATIVE COMMENTS

# Project analysis

- Tasters' ideas:
  - Štruklji with various fruit
  - Cheese štruklji with bacon and greaves
  - Štruklji with minced meat and prawns
  - Štruklji with thick pastry





**Srednja škola Zabok, Krapinsko zagorska županija i Ministarstvo turizma predstavljaju Vam Projekt Pozivnica na Štruklijadu, pa Vas molimo da odgovorite na ovih nekoliko pitanja!**

1. Pripadaju li zagorski štruklji Vašim omiljenim jelima? DA NE
2. Zamišljate li štruklje punjene samo sa sirnim nadjevom? DA NE
3. Da li se u nude različito pripremljene štruklji u ugostiteljskim objektima? DA NE
4. Biste li isprobali našu ponudu štrukljeca? DA NE
5. Mislite li da ovaj naš projekt o drugačijim štrukljecima ima budućnost? DA NE
6. Smatrate li dobrim da smo tradicijskim štrukljima dodali notu suvremenosti DA NE
7. Molimo Vas da ocijenite kvalitetu tradicijskih štruklja 1 2 3 4 5
8. Molimo da ocijenite kvalitetu i kreativnost novih/kreativnih štruklja 1 2 3 4 5
9. Koji Vam je proizvod danas bio najukusniji? \_\_\_\_\_
10. Koji Vam se proizvod nikako ne sviđa? \_\_\_\_\_
11. Molimo napišite Vaš prijedlog ili sugestiju \_\_\_\_\_

# Project results

- Presentation of the traditional preparation of Zagorje štruklji
- Introduction of innovative types of štruklji
- Collecting the opinions of different people about zagorje štruklji
- All of our students know how to make Zagorje štruklji



# Izrada štruklja





# Conclusion - We are proud of:

- Participating in the most meaningful events in our region as well as in Zagreb
- Our contribution to branding of our region
- The fact that our ideas have been accepted and everyone we asked offered their help and support
- Successfully presenting how to make Zagorje štruklji and conducting our workshops
- The fact that all of our students know how to make Zagorje štruklji



# Appreciation note

- Ministry of Tourism
- Tourist Board of Zabok
- Krapina-Zagorje County
- Aqua centre Krapinske Toplice
- Zagorski gospodarski zbor
- Radio “Kaj”
- Udruga Tradicija Zagorja

