

**PROMOTION AND** STRENGTHENING OF **VOCATIONAL COMPETENCIES FOR TOURISM 2015** 

reliving the past



## **PROJECT AIMS**

### **General aims**

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 a promotional short film "A Walk Around Krk"

Production of a multimedia tourist brochure "A Walk Around Krk"

Production of an e-Cookery book with traditional dishes









# The influence of promotional tourism film on tourist

- It affected their decision where to travel 62%
  - Stimulated visiting destination websites 44%
  - They became familiar with an unknown destination 41%
  - They were encouraged to consider the destination advertised in the promotional film 39%

Source: Research The 2013 Traveler's Road to Decision: Affluent Insights, thinkinsights Google 2014 showed categories that took certain steps after seeing promotional tourism films



## Multimedia sources used by tourists deciding about their holiday destination

Social networks 21%
 Tourist destination websites 34%
 Blogs, forums, websites containing other tourists' experiences
 Hotel websites 55%
 Internet search engines 62%

Izvor: p://federicgonzalo.com/en/2012/09/11/how-travelers-use-online-sources-for-travel-decision-making/

# Advantages of using videos in the promotion of tourist destinations

- Travelling is an experience that affects all our senses, making it very personal and emotional for the traveller
- Before booking a trip, tourists must be able to visualize their visit and activities during their stay
- Promotional videos and the Internet help tourists visualize their stay at a certain destination
- Promotional videos educate tourists, raise their awareness about the unknown destination and help them shape a positive attitude towards the presented destination



## ARMCHAIR TRAVEL

- A promotional video 'A Walk Around Krk' shows all the attractive sights and thereby promotes the destination
- This destination video guide includes a relived town history, everyday life in the town of Krk, natural and cultural sights, art, gastronomy, accompanied by musical background

# PLANNING AND DEVELOPMENT OF A NEW TOURIST PRODUCT

- The making of a tourist promotional video 'A Walk Around Krk' secondary school students as tourists guides take up the roles of historical
  figures and take the visitors for a sightseeing tour of the town of Krk,
  marking all important places and prominent historical and cultural sights
- The making of a tourist brochure within the presentational programme Prezi
- The making of an e-Cookery book containing traditional dishes of Krk





## MAIN PROJECT ACTIVITIES

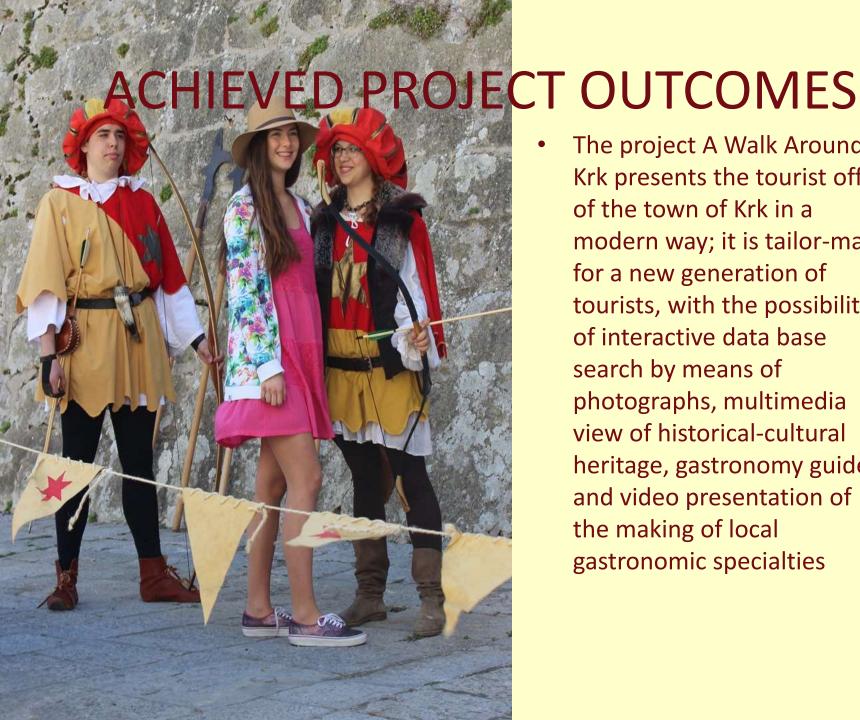
- Research and gathering data about destination
- One-day educational tour of the town of Krk
- Collected data processing and analysis
- Tourism product development
- Creating a social network page and project website
- Promotional activities
- Presentation of the project to all the partners





# APPLICATION OF INFORMATION TECHNOLOGY

The making (shooting and editing) of video A Walk Around Krk The making of a promotional brochure A Walk Around Krk The making (shooting) and editing) of an e-Cookery book Posting the video to school website with the aim of promoting and protecting the tourist product Uploading to Facebook and other social networks Uploading of tourist promotional video to Yo



The project A Walk Around Krk 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

## Video tutorial: Xmas cookies and cakes of the island of Krk



## PRODUCT LAUNCH

- Media: radio station Otok Krk; printed media: Novi list, Krčki val; Grad Krk website
- Presenting the product to the public:
- 19 May Decumanus Gallery Krk the project A Walk Around Krk was introduced through the exhibition of photographs Zasopimo, zakantajmo, zatancajmo (Let's play, sing and dance) 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
- 3 June School day, 4 June St. Quirinus Day events commemorating the town of Krk
- 27 September Tourism Day

### Dir po Krku ili oživljena povijest grada

Ministarstvo turizma potiče krčke srednjoškolce

Faite impri take omitte grabi pro-Zeu buliúrioso repromato sicilia-paci nelles, a e drago etrano se veli-eraciet a verenen, laste se dalebo les melhadacted raud by meletas, no title tiaco ne branti da se sentimo e prodest. Na-Nadano reforța je si gradu Krku obeljeno

Kočki seobskiškeki odkreni u kostina iniatifi sa ugodu stang Krka i spribili erico Grada sabasere Lako ir rostaisdente rimito marfe municipium kag ra njegovi stanovnici i ponesom nuti-ali Splendidosima Civitas Konyctanom. pretiatel grad Kritanic halos Ottorio wa ersons nativise a moletha IV, stollera Annualis Localy Scho-Roomer From equest, peologia en se 12, stoljeću su obali puterdeni kaitel s četirimi kulova na

embernih premanja, Weisterstve temaje ove godine vedajim strakovalen unictedian ikelatu dediciks 17 tamifika mookin. Mula mibrarim vacitama je i Div po Krica Svodnje Stalia month keet Zwomeir it Rida, a score a malicacie Skololog progleta Mirestan no je dedicilis ikoli 13.000 kana bepe-

Septina Bota Hevania kralji Zvenova e iei indoore dehda potvedie kvalitetsog eleja Kiellier emmande loor in Ministaret o ness 2013/14 goden sorobo mela najbolje šimbila projekta, po drugi pat so redom, projekt kreka škala žita po Krika. also se mela radrifirm sé disdiretak finalmii produte u programi Promania koor maala penedata za tari

Sensors to elected politeral below i sup-

skim projektom Die po Krku prikapit iz i muktaminiti sielekan o kulturnoj baltim. sky pougli grade keta te fi sa meistire turnicking webtie to good Krk, presents

Bljed je u praniktu kojitu (v se kokalen) najednici. Razisticas i posjetiteljima grade Krika prezentinati turisticha porsodo grada Krig as moderne sucio, peragoden noof generacije terista as megadoseni inte raliticus pretrainania base podetala i proficia initione povience builting ga

arade actolerant patra specialists.

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Olive to salego mobility on security alterat kne key stract betriento tenstifuti carrelo missionario vel stolena sky vocitere. Projekt je za suspice Mesternatrineg jezika i dipl. Imidenčarka Me-jana Komadina Siengl, oznadivili ga u saodek a resourcitour Donform Conlatic, gred, posiçuté Gordison Marties. prof. informatike i pedagograpon Assen-Pourse to Meri Tomasic, prof. strakovnih enima irdir ambie šiole.

reda i númici 3. raceda agostitelia hoji i meseguciero reliand tends in his slatter inferenna, smokrenjala i feta koje m or pripreealt i atomi at ponoc' ovojit sterentu - jeza i propoda profesorat urbernatile : polapojinje - jeli njihov znal











Dum Bicole: Precistavijeni interesi i godilinje aktivnosti

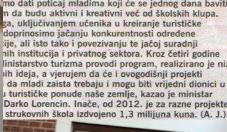
paletu i Đir po Krku OPATIJA/KRK » Ugostiteljska škola Opatija dobila je od Ministarstva turizma bespoyratno 14,000

kuna za projekt Opatijsk paleta, dok je Srednja škola hrvatski kralj Zvonimir dobila 15.000 kuna za projekt Đir po Krku. Ove su škole,

među 22 srednje škole koje Ministarstvo turizma s gotovo 396 tisuća kuna bespovratnih sredstava. atne potpore namijenjene su projektima koji se na stvaranje turističkih proizvoda, promociju i e IT komunikacijske tehnologije, kao i razvijanje nih obrazovnih centara te suradnju s međunarodnim a izvrsnosti. mo dati poticaj mladima koji će se jednog dana baviti n da budu aktivni i kreativni već od školskih klupa.

MINISTARSTVO TURIZMA POTPORE ŠKOLAMA

Novac za Opatijsku







Bila je to mion

grada Kela da ga la

nik marrenbott





## **Bodulska baština** očima krčkih srednjoškolaca

Onimiliyo kako to samo mladi otocani znaju fotografijom, crtežima, ali i pjesmom te sopnjom, predstavljeni su neki od najprepoznatljivljih elemenata otočne folklorne baštine, ponajprije nošnje

#### Miscen TRINALISTIC

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Uteráci extelepytectili i otočne otočnie

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#### Potpora Ministarstva

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Revisateljice prof. Durky Cvittorisi i flamme Skehleng more na otvornje izložbe

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paredah matai i sasedan si kuli de noti sa'esso parese

ZASOPIMO, ZAKANTRJNIO, ZADANCAJNIO ■ KRČKA SREDNJA ŠKOLA HRVATSKI KRALJ ZVONIMIR OΦILJEŽILA SVOJIDAN

## Krčki srednjoškolci u brojnim projektima

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Svejanost u moloj sportskoj dvamesi lording

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ie, ponapitie imo sie učista-

the inicidents presentings

### Moje ideje za bolju Europu

Dvýs tribu prah jelitele, vitore taj je osnojo primetje. na antivitajo «Mogo Ideje sa Invije Europu» Uroda za Informirange Europeling partiements, resigns as exceeded a biological giranticiona principie determinant because to thenbuseys. Wet drags godine spredom, peters brikin awatejalkolana sudjeterale je i u projektu «Vlak općarga» u objete majakounga a kommunisaji paramiteng Sifvaria Asadinsh sa, majanda je reventrijina Emmajai:

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- Om Bobba griften, inta-His je pred Durdica Cellinfac, horreste le ma regliopia recens rathe - sabricer satile standare o dvanstra skole direction to know priklych. I medicionalise immunici discretarionale chiadrachie I dooneroor Orlan, U. skieps agénélog nepélo Noving Both I DNA or correjents— Talk Bill priparljenu radio. nog prena trovermen sko-

projekty na Okača je svejim filiprints Od pvordo sira-lata state otata kika-mroplicna gradu u morden kimberer est tok 36 State Hibrarici na dronicos producit.) Michanordai dan teleransiy turadrugačija koš tin ir doda prior regions is kombarenità

M. TRINALETTIC



## WE COOPERATED WITH:

- The town of Krk
- Cultural Centre in Krk
- The island of Krk Tourist Board
- The town of Krk Tourist Board
- Vrbnik Tourist Board
- The Frankopan Dukes of Krk Association





Photostudio Brujo

Caffe bar Volsonisi









