



# 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







## KULA NA OBALI

ŠESTEROSTRANA UGAONA KULA  
SREDNJOVIJEKOVNOG ZAPADNOG  
I JUŽNOG DIJELA ZIDINA. DAO  
JU JE IZGRADITI KNEZ NIKOLA  
FRANKOPAN 1407. O TOME GOVORE  
NATPIS I GRB OBITELJI  
UKLESANI NA RIMSKOJ STELI IZ  
I. STOLJEĆA S PRIKAZOM  
SUPRUŽNIKA.

## SEAFRONT TOWER

IS LOCATED AT THE INTERSECTION  
OF THE SOUTHERN AND WESTERN  
WALLS. THE INSCRIPTION AND  
COAT OF ARMS INDICATE THAT THE  
TOWER WAS BUILT BY THE ORDER OF  
NIKOLA FRANKOPAN IN 1407.  
THE INSCRIPTION WAS CARVED  
INTO A ROMAN TOMBSTONE  
FROM THE 1ST CENTURY.







**KRUŠIJA**

PREMA TALIJANSKOJ RIJEČI CORSO - TIJEK, KRUŠIJA JE IZGRADENA NA UŠĆU PONORNICE PONIKVE U MORE. JOŠ U XX. STOLJEĆU ŽENE SU, NOSEĆI PUNE KABLOVE NA GLAVI, DOLAZILE OVAMO ISPIRATI RUBLJE.

**KRUŠIJA**

THE NAME IS DERIVED FROM THE ITALIAN CORSO, MEANING "TO FLOW". AS KRUŠIJA IS LOCATED AT THE MOUTH OF AN UNDERGROUND STREAM, UP TO THE 20TH CENTURY, WOMEN WOULD COME HERE TO RINSE BUCKETFULS OF LAUNDRY.







# RESEARCH HYPOTHESIS

Multimedia promotion of a tourist destination increases the interest of tourists in visiting the destination

Promotion of a destination through short films and videos lead to a growing demand on the tourism market



# 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/](http://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





### VENERIN HRAM

OSTACI RIMSKOG HRAMA IZ 1. ST. P. N. E. POSVEĆENOG VENERI, RIMSKOJ BOŽICI LJUBAVI. BUDUĆI DA SE VENERA SMATRA PRARODITELJICOM RIMSKE PATRICIJSKE LOZE JULIJEVACA, NJENI HIRAMOVCI MOGLI SU SE GRADITI SAMO ODOBRENJEM TE OBITELJI I ZATO SU VRLO RIJETKI. POZNATO IH JE SVIĐA DESETAK. OČITO JE STOGA DA JE NA OVOME MJESTU ŽIVIO NETKO IZ LOZE JULIJEVACA.

### THE TEMPLE OF VENUS

THE RESTS OF ROMAN TEMPLE FROM THE 1ST CENTURY B.C. DEDICATED TO VENUS, THE ROMAN GODDESS OF LOVE. AS THE JULIANS, ROMAN PATRICIAN FAMILY, PROCLAIMED VENUS FOR THEIR ANCESTRESS, TEMPLES DEDICATED ONLY BY THEIR PERMISSION. THAT'S WHY THEY ARE FEW AND FAR BETWEEN.





# 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 YouTube



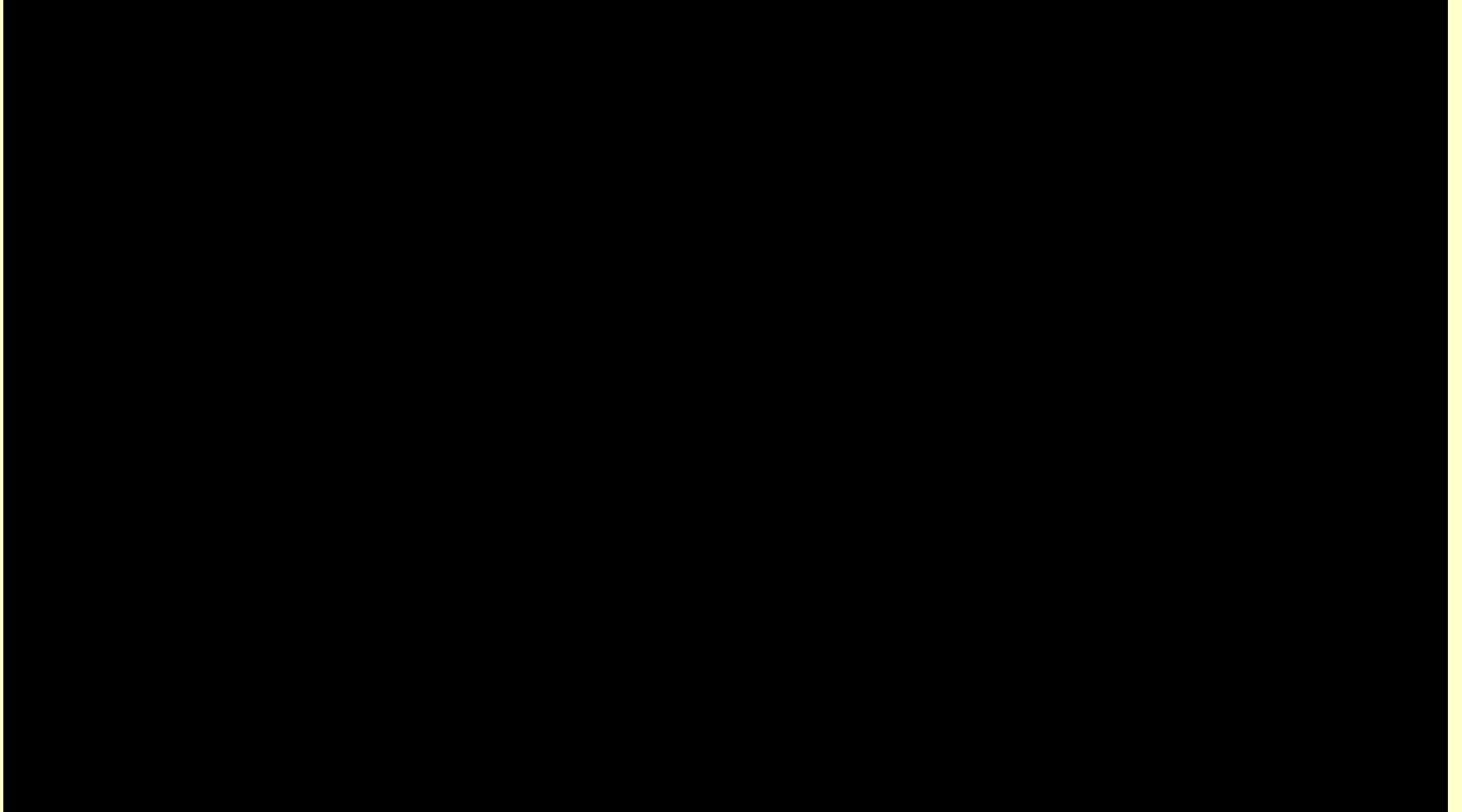
# ACHIEVED PROJECT OUTCOMES



- 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









Školske fotografije i crteži učenika 5B –hrvatski kralj Zvonimir– privlače pažnju običana, 5B i sve brojni šteta

# Bodulska baština očima krčkih srednjoškolaca

Domljivo kako to samo mladi obočani znaju, fotografijom, crtežima, ali i pjesmom te sopnjom, predstavljaju su neki od najprepoznatljivijih elemenata otočne folklorne baštine, ponajprije nošnje

### Mladi TRINAJSTIC

NIKI su Krčki na srednjoškolskoj razini nastupili s iznimno kreativnim i originalnim projektima. Na izložbi su predstavili svoje radove u obliku fotografija, crteža, pjesama i pjesmice. U sklopu projekta su se bavili i tematikom narodne baštine, posebno nošnje. Učenici su prikazali kako izgledaju tradicionalne odjele i kako se nose. Također su napisali pjesme i pjesmice koje govore o važnosti očuvanja i promicanja folklorne baštine.

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Učenici se bavili i tematikom narodne baštine, posebno nošnje

### Potporna Ministarstva

Učenici su se bavili i tematikom narodne baštine, posebno nošnje. Učenici su prikazali kako izgledaju tradicionalne odjele i kako se nose. Također su napisali pjesme i pjesmice koje govore o važnosti očuvanja i promicanja folklorne baštine.



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# vi list dodatni

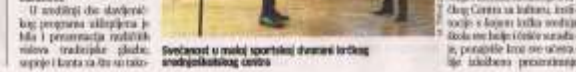


# Krčki srednjoškolci u brojnim projektima

Učenici su se bavili i tematikom narodne baštine, posebno nošnje. Učenici su prikazali kako izgledaju tradicionalne odjele i kako se nose. Također su napisali pjesme i pjesmice koje govore o važnosti očuvanja i promicanja folklorne baštine.

### Moje ideje za bolju Europu

Učenici su se bavili i tematikom narodne baštine, posebno nošnje. Učenici su prikazali kako izgledaju tradicionalne odjele i kako se nose. Također su napisali pjesme i pjesmice koje govore o važnosti očuvanja i promicanja folklorne baštine.



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Učenici su se bavili i tematikom narodne baštine, posebno nošnje



# 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
- Dance group Povero Keko
- Archery club Maura Kal
- Photostudio Brujo
- Caffe bar Volsonis





# SCHOOL PROJECT TEAM





THANK YOU FOR YOUR ATTENTION

