

DON'T MISS KLISS!

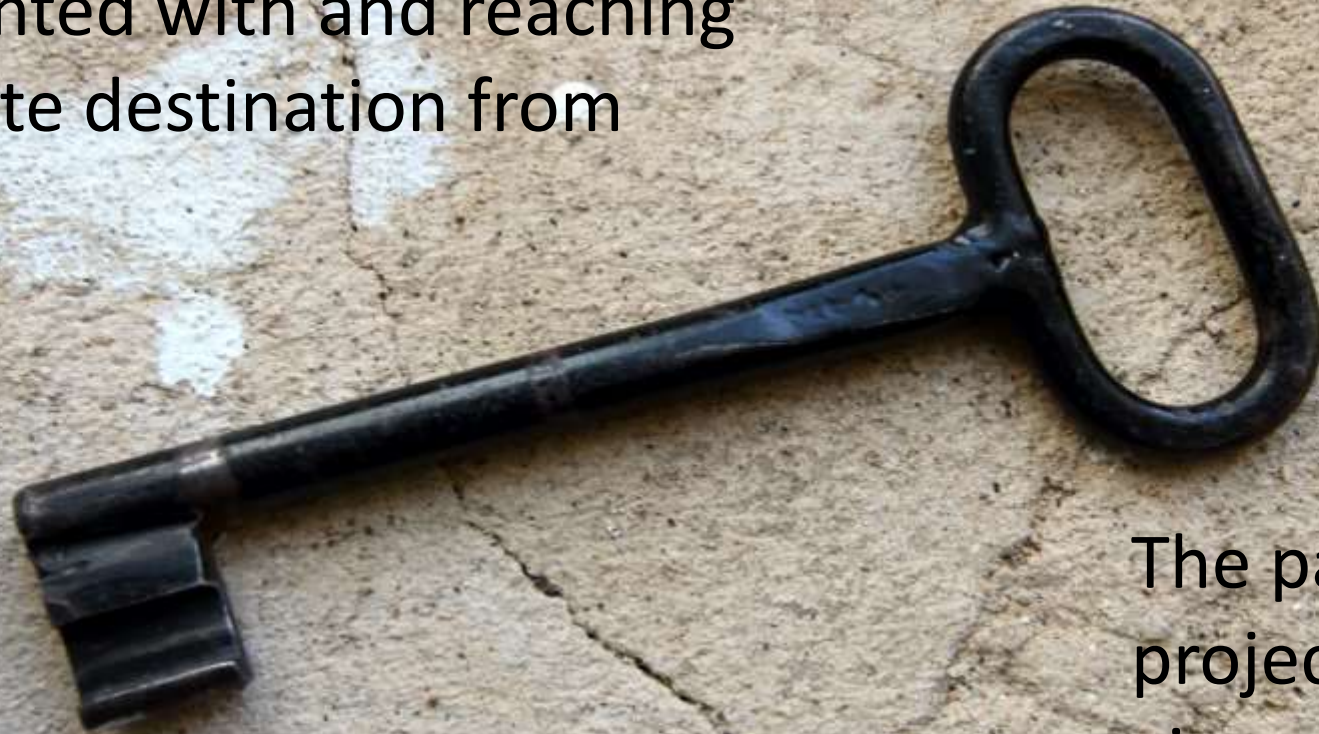
A project made by a group of secondary school senior students from:

Tourism ad Catering School Split

Mentor: B.Sc.Econ. Miranda Matković

Don't miss Klis is:

a project aiming at getting potential tourists acquainted with and reaching *Klis* as a separate destination from Split.



The participants of the project have been vigorously working on evaluating *Klis* and its tourist offer.

HOW HAS IT ALL STARTED?

- At the beginning of the scholastic year, while studying Marketing as a school subject, a handful of students volunteered working on the project
- In accordance with the matter exploited, everything we have learnt is put into effect in the project
- Encouraged by our teacher Ms Matković we applied for a publically announced invitation sent to secondary vocational schools, in order to improve competences through creating projects in tourism.

What have we done for the benefit of the project?

- We filled out a project application form
- Using public means of transport we visited ***the fort of Klis***
- We made a sightseeing tour of ***the fort and its location*** in order to get familiar with it

- We paid a visit to the Community of Klis and Klis Tourist Board
- We also visited Craft Engineering School Split



We pointed out how extremely important is gastronomy and agriculture of *Klis* and we paid much attention to megapopular series

Game of Thrones which was spotted there and thus has made Klis recognizable to millions of viewers throughout the world.



For realization of this project we demanded 25.000,00 HRK the sum which has been granted to us and later received. We also made up a slogan ***Don't miss Klis*** which has become an official name of the project.

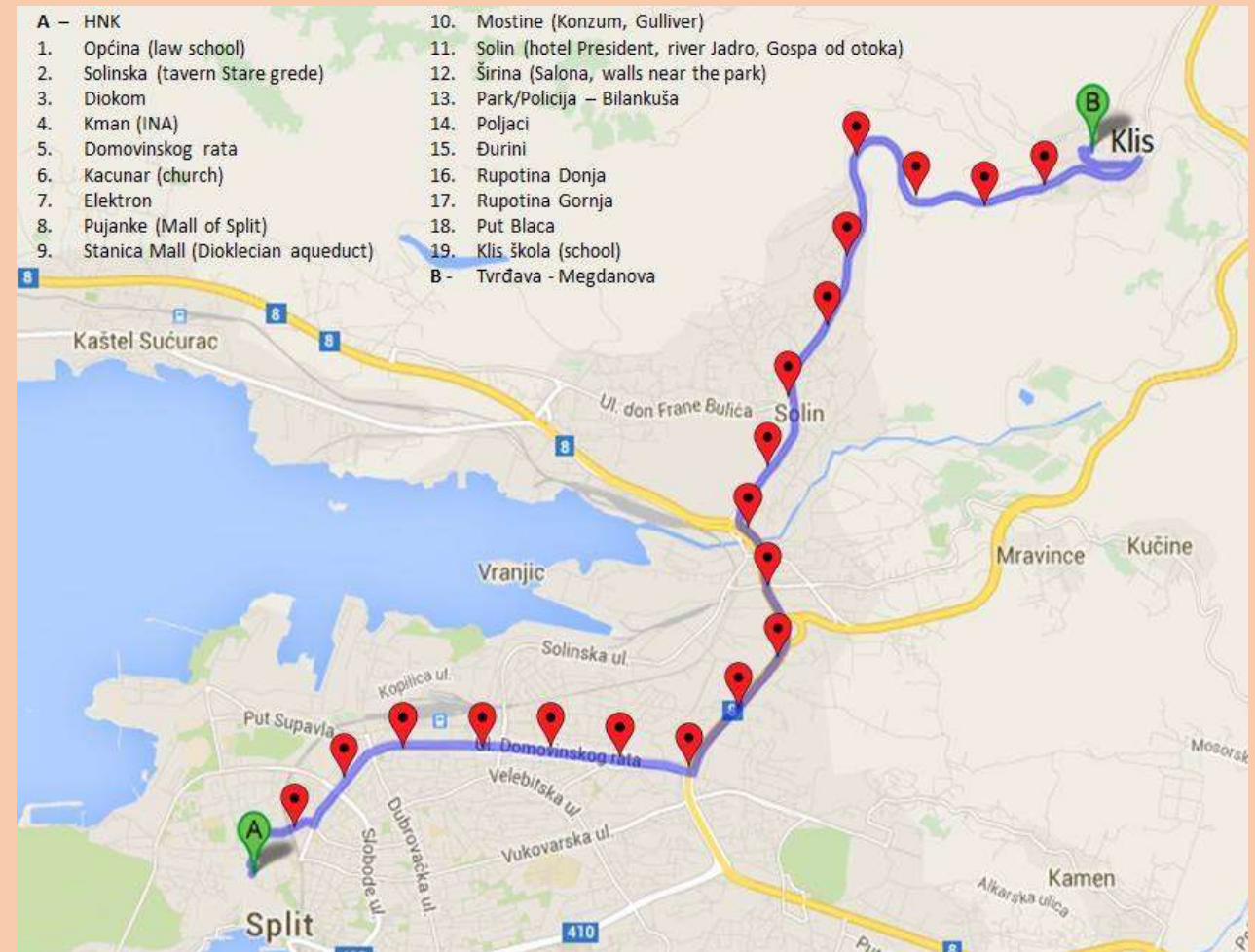
2. A VISIT TO THE FORT OF KLIS



•By using public means of transport we were able to estimate how long it will take us to get there by bus from these starting points:

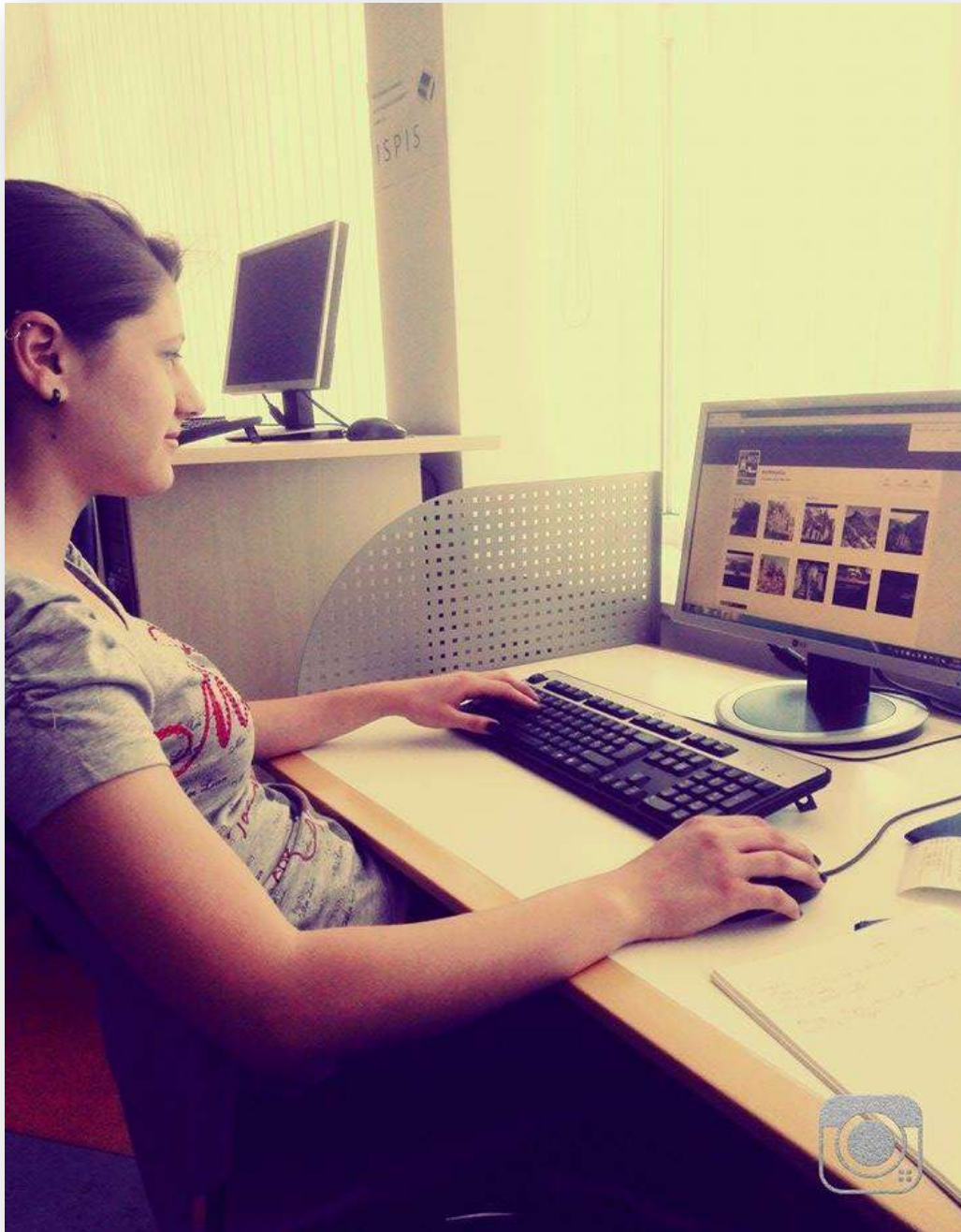
1. Croatian National Theatre Split –Klis
2. Airport of Split-Klis

•We did it by counting and putting down each bus stop.





- We were accompanied by a girl student who does photos very well and she helped us in creating flyers.



3. MAKING PRESENTATION

Despite terrible weather that day, we managed to gather and finished the presentation which was presented several days later at Business incubator KLIS.



The strongest bora wind since 2004 has been blowing in Split hitting up to 140/km per hour. Elsewhere in Dalmatia is even worse, while at the foot of Velebit mountain it reaches hurricane blows of over 200 km per hour.



4. VISITING BUSINESS INCUBATOR KLIS

We were met by Ms Maja Zelić, the manageress, and we introduced her with our ideas and visions for the future and also discussed the problems concerning little interest of the local people shown in tourist prosperity o Klis and poor transport accessibility of the place.



" Don't miss Klis": the way the young are branding their Community"

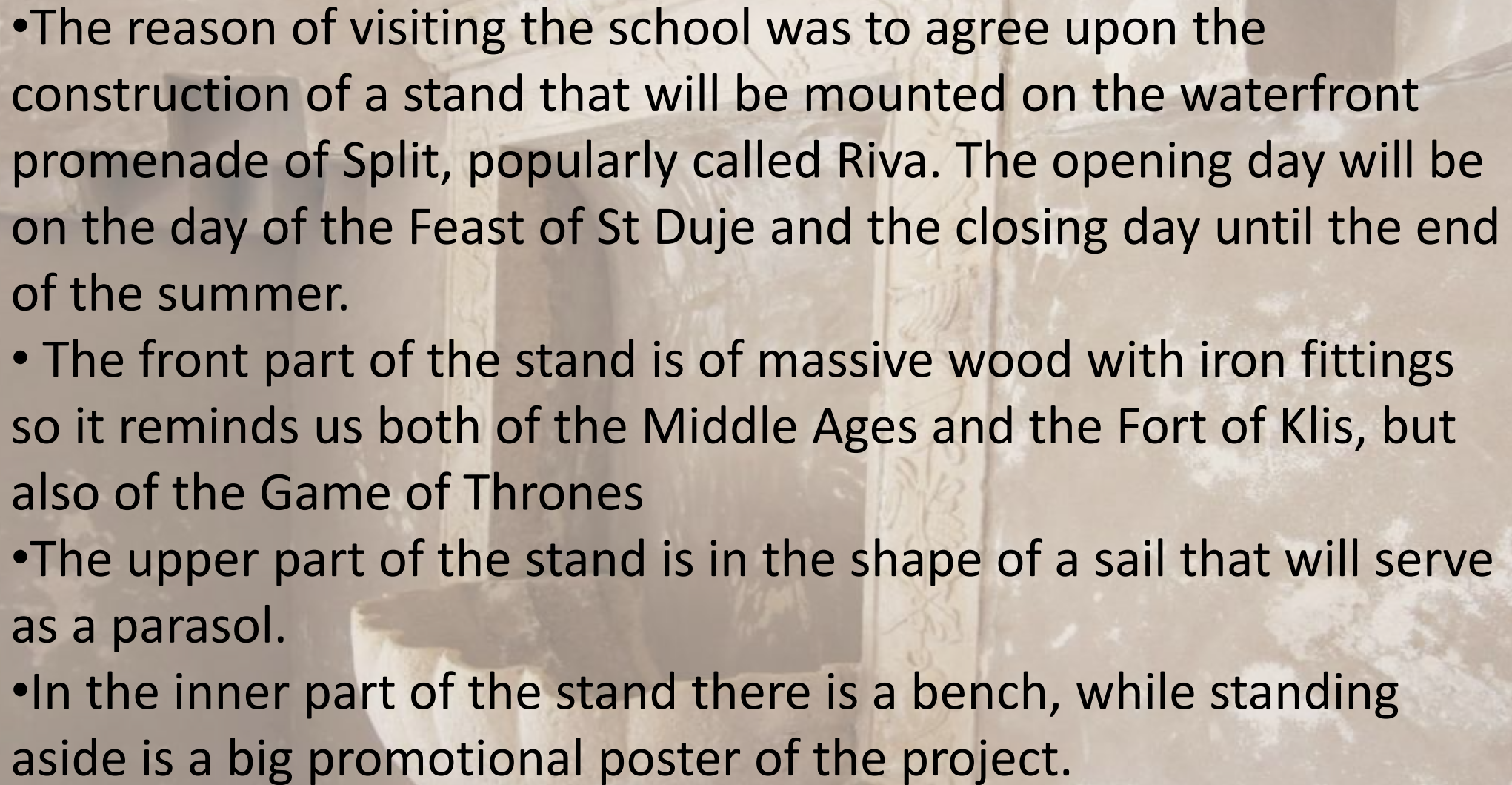
The project has been approved and financed by the Ministry of Tourism, branding *Klis* as a destination is one the main development branches of the Community

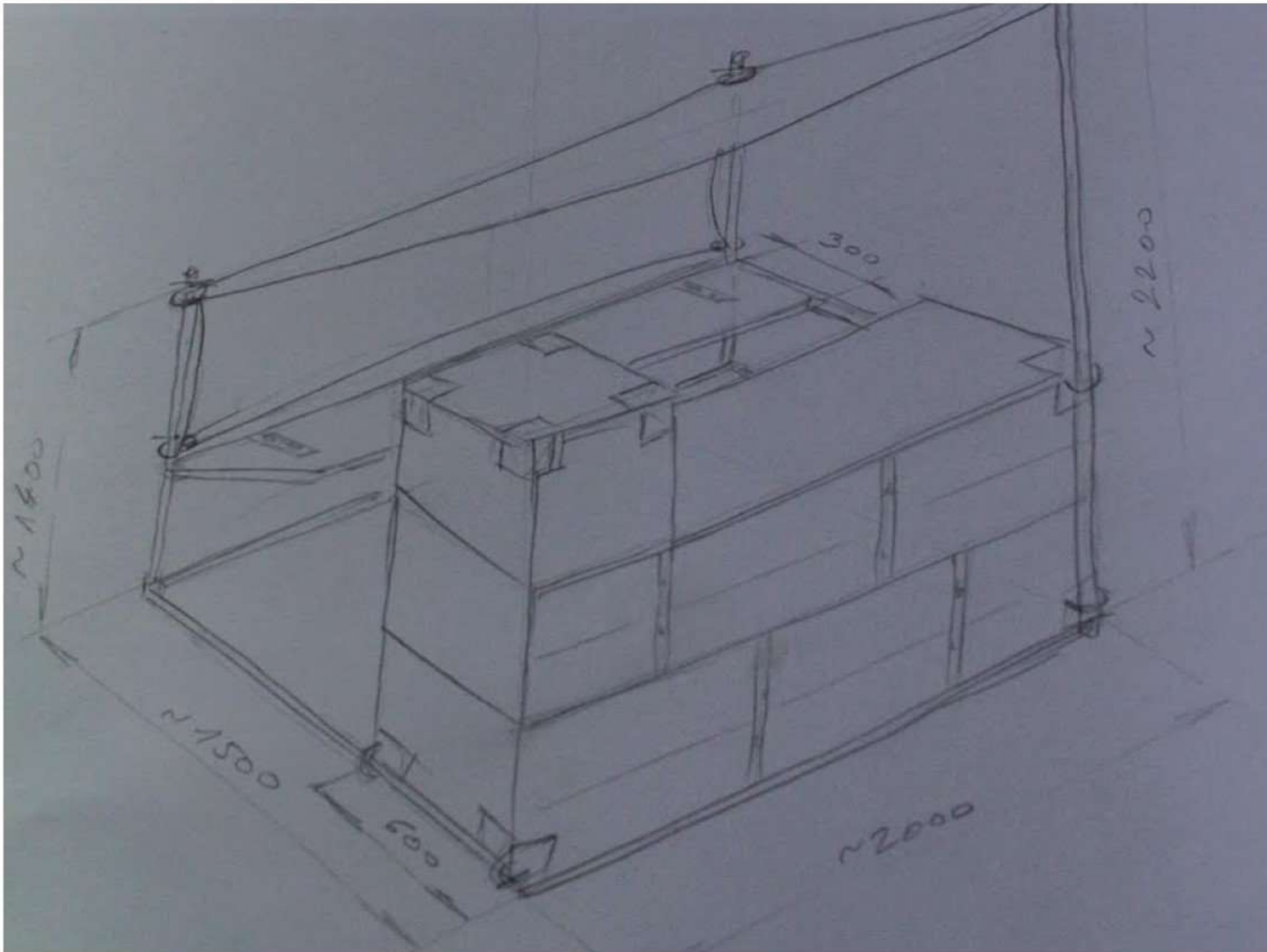
30.03.2015. u 00:21h

D.N.



**5. A VISIT TO
CRAFT
ENGINEERING
SCHOOL SPLIT**

- 
- The reason of visiting the school was to agree upon the construction of a stand that will be mounted on the waterfront promenade of Split, popularly called Riva. The opening day will be on the day of the Feast of St Duje and the closing day until the end of the summer.
 - The front part of the stand is of massive wood with iron fittings so it reminds us both of the Middle Ages and the Fort of Klis, but also of the Game of Thrones
 - The upper part of the stand is in the shape of a sail that will serve as a parasol.
 - In the inner part of the stand there is a bench, while standing aside is a big promotional poster of the project.



**CONCEPTUAL
SCHEME OF
THE STAND**





6. A VISIT TO SCHOOL FOR GRAPHIC DESIGN AND SUSTAINABLE CONSTRUCTION SPLIT

The reason of the visit is an agreement upon the layout of promotional leaflets (that will be delivered at the stand and at the Split airport) and about the realisation of the logo that we have designed.

The leaflet is titled "WHY IS KLIS THE THRONE OF CROATIAN HISTORY?" and "WHY YOU SHOULDNT MISS KLIS?". It features several text blocks and images:

- WHY IS KLIS THE THRONE OF CROATIAN HISTORY?**
 - It is frequently called "*The Key of Dalmatia*" because of the giant reef which has been the barrier between the northern and the southern parts of Croatia. The history of Klis begins with the arrival of the Illyrians to these areas in 2000 B.C.
 - The fort of Klis was mentioned for the first time in the year 614, when the Avars broke in and destroyed Salona. With the arrival of Croats to these areas, Klis has been declared the capital of the region of Klis at that time. In the declaration of count Trpimir from 852 Klis is mentioned as a royal property of the Trpimirović dynasty.
 - In the 16th century it gained a special importance in the time of captain and count Petar Kružić who resisted the attacks of the Turkish army along with the Kliški uskoci. Kružić died on the 12th of March 1537 under the blade of Turkey, whose soldiers took his decapitated head to Klis as an affirmation that Klis had fallen. In memoriam of that tragic moment, there exists a special historical army unit called "Kliški uskoci" that gives honor to their honorable captain.
- WHY YOU SHOULDNT MISS KLIS?**
 - Try homemade dessert Ujengik
 - Try traditional dish lamb
 - Drink Travarica
 - Visit Weapon Museum
 - Enjoy nature and beautiful scenery
 - Road biking
 - Visit ethno-eco village Orstanova
 - Visit "Oprah Tower"
- EVEN GAME OF THRONES DIDNT MISS KLIS**
 - The great potential and the appearance of the fort of Klis have intrigued the producers of the world megapopular series "Game of Thrones". Hence, they chose Klis as a location for filming many important scenes there. Over 14 million people have witnessed what kind of importance Klis plays in the series, and so can You! Live!
- Other text blocks:**
 - The fort of Klis is proudly guarded by the historical army unit of Kliški uskoci which, by their sole existence and activities, enrich the national cultural and historical heritage. In terms of tourism, a special place holds the Uskocki boj and the fair of old craftwork which are held in the summer time.
 - Uskoci kl boj is a reconstruction of the historical battle between the Uskoci and the Turkish army. More than 250 participants from Croatia, Slovenia, Slovakia and Hungary take part in this historical battle every year.
 - At the same time, a medieval fair is being held, where handcrafted items, traditional cuisine, knight tournament and other important activities are being presented.

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WHY IS KLIS THE THRONE OF CROATIAN HISTORY?

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The fort of Klis is proudly guarded by the historical army unit of Kliski uskoci which, by their sole existence and activities, enrich the national cultural and historical heritage. In terms of tourism, a special place holds the Uskocki boj and the fair of old craftwork which are held in the summer time.

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WHY YOU SHOULDNT MISS KLIS?

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- Try traditional dish lamb
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- Enjoy nature and beautiful scenery
- Road biking
- Visit ethno-eco village Britanova
- Visit "Oprah Tower"

EVEN GAME OF THRONES DIDN'T MISS KLIS

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WHY IS KLIS THE THRONE OF CROATIAN HISTORY?

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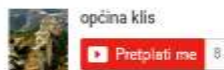
The content of the
leaflet

**THE HISTORY OF KLIS
ABOUT THE SERIES GAME OF THRONES
ABOUT THE BATTLE OF USKOCI AND FAIR DAY
" WHY YOU SHOULDN'T MISS KLIS!"
ABOUT CUISINE
BUS TICKETS (HNK-KLIS, AIRPORT-KLIS)
LINKS OF SOCIAL NETWORKS FOR MORE
INFORMATION
(FACEBOOK,TWITTER, INSTAGRAM, YOUTUBE)
LOGO OF THE PROJECT**

Youtube



Zemlja čudesa - "DON'T MISS KLIS"



15 prikaza

+ Dodavanje na popis Podijeli Više



Projekt NEET "New Eyes and Toys"



22 prikaza

+ Dodavanje na popis Podijeli Više



Students **Dora Alfirević** and **Lea Meštrović** have also given their statements to:

➤ **Radio Split**

➤ **Radio Dalmacija**

Spalatum EXPO: Od igle do bicikle

Danas završava sajam koji za cilj ima prezentaciju bogatstva turističke ponude



U obilasku sajma Spalatum Expo 2015, prvog festivala destinacije ne mogu se zaobići tri šarmantne maturantice na samom početku Rive, koje promoviraju projekt 'Don't miss Klis' u kojem su zajedno s kolegama sudjelovale. Učenice 4. razreda Turističke škole **Lea Meštrović**, **Dora Alfirević** i **Kristina Ivkošić** na štandu uređenom u srednjovjekovnom stilu informiraju zainteresirane o Klisu kao turističkoj destinaciji i uz pomoć letka kojega je osmislila Škola za dizajn, grafiku i održivu gradnju.

- Cijela ideja je potekla na satu marketinga u razgovoru s profesoricom **Mirandom Matković**. Potom smo razradili ideju, ispunili milijun formulara za natječaj kojega je raspisalo Ministarstvo turizma, dobili sredstva i sad samo želimo da projekt zaživi - govore maturantice.

Općina Klis im je i omogućila izlaganje na Rivi. Zajedno do kraja.

Instagram



Instagram

Log in



dontmissklis

Facebook: Don't Miss Klis

11 posts

36 followers

40 following

May 2015



April 2015



Twitter



Search Twitter



Have an account? Log in



Don't miss Klis!

@DontMissKlis

Photos and videos



TWEETS
6

FOLLOWING
17

FOLLOWERS
2

Follow

Tweets

Tweets & replies

Photos & videos



Don't miss Klis! @DontMissKlis · May 10

"Učenci 4.c razreda Turističko-ugostiteljske škole na štandu uređenom u srednjovjekovnom stilu informiraju... fb.me/1WJN3pSbQ



[View summary](#)



Don't miss Klis! @DontMissKlis · May 7

Škola za dizajn, grafiku i održivu gradnju Split realizirala je letak kojeg su osmislili učenici iz našeg... fb.me/1R3qa8uyh



Don't miss Klis! @DontMissKlis · May 1

Take advantage of Labor Day and peek in ethno village "Zagora" in Mihovilovići(Klis). #dontmissklis fb.me/27Esth1ti



New to Twitter?

Sign up now to get your own personalized timeline!

[Sign up](#)

Trends · [Change](#)

#MondayMotivation

Danny Ings

#WorldOceansDay

#confessionnight

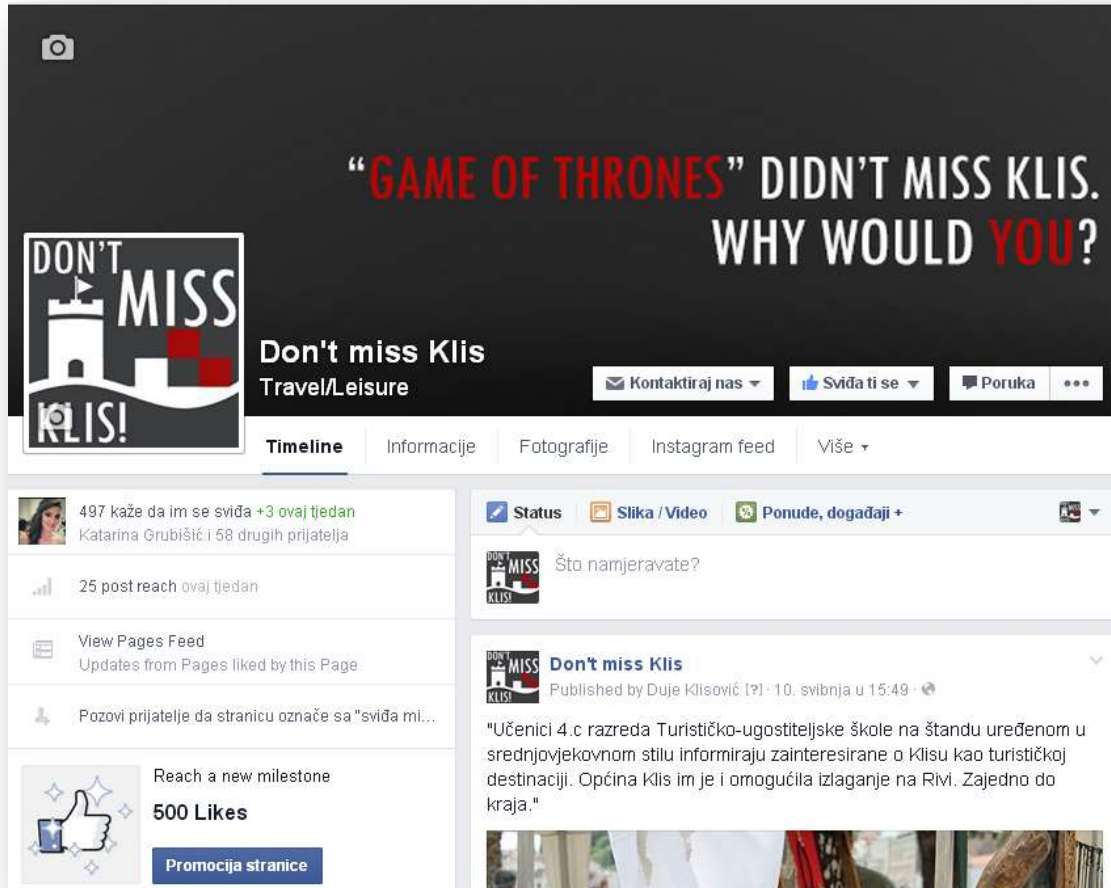
#DespiteBeingAWoman

Sol Campbell

#NRLEelsCowboys

Harry Redknapp

Facebook



"GAME OF THRONES" DIDN'T MISS KLIS. WHY WOULD YOU?

DON'T MISS KLIS!
Travel/Leisure

Kontaktiraj nas Sviđa ti se Poruka

Timeline Informacije Fotografije Instagram feed Više

497 kaže da im se sviđa +3 ovaj tjedan
Katarina Grubišić i 58 drugih prijatelja

25 post reach ovaj tjedan

View Pages Feed
Updates from Pages liked by this Page

Pozovi prijatelje da stranicu označe sa "sviđa mi..."

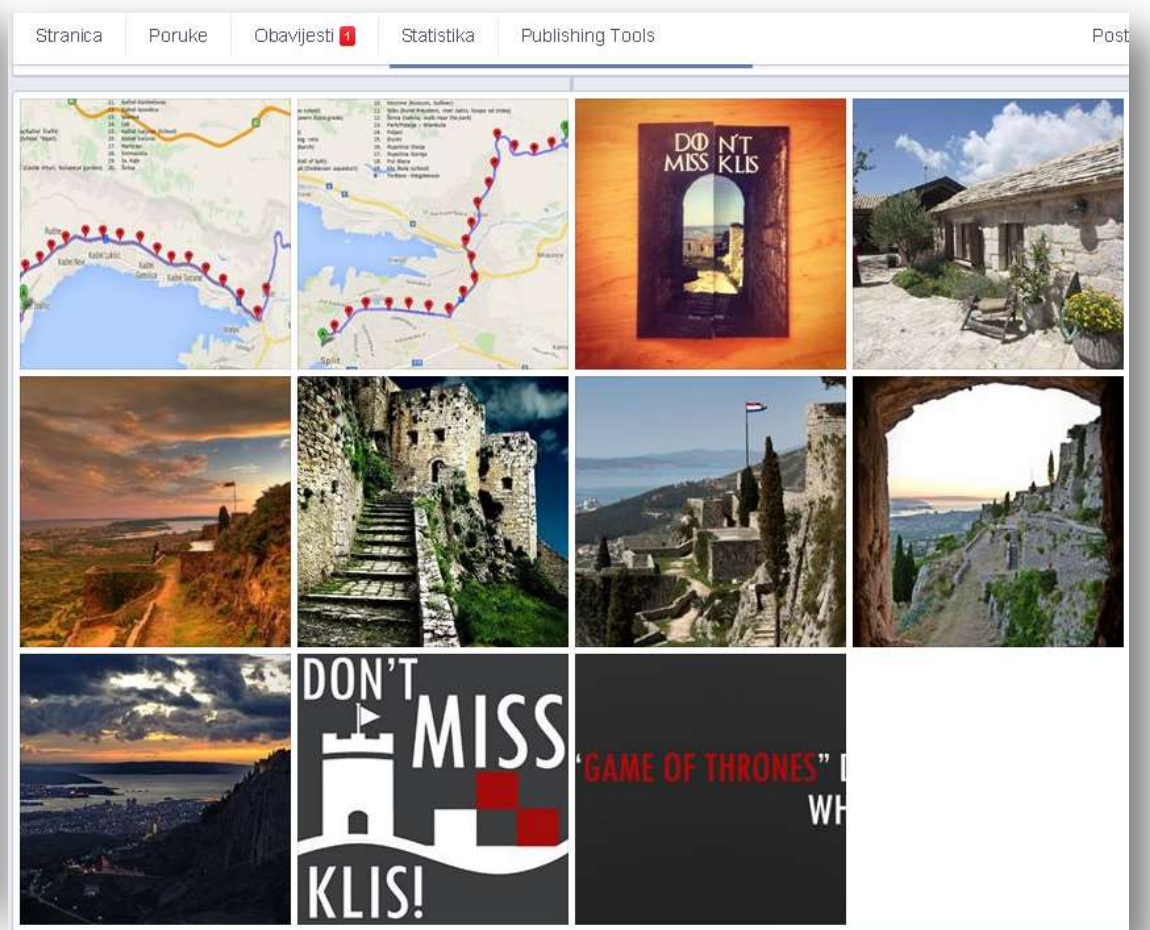
Reach a new milestone
500 Likes
Promocija stranice

Status Slika / Video Ponude, događaji +

Što namjeravate?

Don't miss Klis
Published by Duje Klisović [?] · 10. svibnja u 15:49 ·

"Učenci 4.c razreda Turističko-ugostiteljske škole na štandu uređenom u srednjovjekovnom stilu informiraju zainteresirane o Klisu kao turističkoj destinaciji. Općina Klis im je i omogućila izlaganje na Rivi. Zajedno do kraja."



Stranica Poruke Obavijesti 1 Statistika Publishing Tools Post

Grid of images including:

- Two maps showing routes around Klis Fortress.
- A wooden door with a window showing a view of the fortress, with the text "DON'T MISS KLIS" above it.
- A stone building with a tiled roof.
- A sunset view over a landscape.
- A stone staircase leading up to a fortress wall.
- A view of the fortress from a distance.
- A view of the fortress through an archway.
- A sunset view over a city and water.
- A large graphic with the text "DON'T MISS KLIS!" and a castle tower logo.
- A large graphic with the text "GAME OF THRONES" and "WHY WOULD YOU?"



Students who have participated in the project:
**Duje Klisović, Katarina Grubišić, Kristina Ivkošić,
Marijana Jozić, Dora Alfirević, Iva Kegalj, Ilija
Krišto, Petar Gudelj, Lea Meštrović**
Mentor: B.Sc.Econ. **Miranda Matković**

