DO NT MISS KLIS

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 beginnig of the scholastic year, while studying Marketing as a school subject, 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 Engeering School Split

MINISTARSTVO TURIZMA

8

Javni poziv srednjim strukovnim školama za jačanje kompetencija strukovnih zanimanja kroz izradu projekata za turizam

PROMOCIJA I JAČANJE KOMPETENCIJA STRUKOVNIH ZANIMANJA ZA TURIZAM

2015.

Opisni obrazac prijave

Datum raspisivanja javnog poziva

30. siječnja 2015.

Rok za dostavu prijava

02. ožujka 2015.

	zastupanje i dužnost koju obavlja					
6.	Telefon		7.	Mobitel		
8.	Telefaks		9.	Adresa e-pošte		
10.	Internetska stranica					
11.	Brojžiro-računa i naziv banke					
12.	OIB (osabni identifikacijski broj)					
II.	PODACI O PROJEKTU	•				
1.	Tema na koju se projekt referira sukladno Uputi za prijavitelje					
	Promocija Klisa kao turističke destinacije					
2.	Naziv projekta					
	Don't miss Klis!					
3.	Opis projekta – povezati s prioritetima nav	vedenim u Uputama za	prija	vitelje(ne nejuše tristre	anice teksta)	
	smo sada?					
Klis	kao tron ranosrednjovjekovne hrvatske	povijesti u turističko	m p	ogledu biva neisl	korišten, unatoč	velik

Klis kao tron ranosrednjovjek ovne hrvatske povijesti u tunistickom pogledu biva neskonisten, unatoč velikom potencijalu i ponudi koja bi se ondje mogla izradti. Danas na Klisu postoji manje od 10 smještajnih kapaciteta, promocija koja bi turiste trebala privuči jako je oskudna, a ako i požele, turisti ne mogu lako posjetiti mjestozbog loše prometne povezanosti i manjka prometnih smjernica.

Klis je često nazivan ključam Dalmacije zbog velke hridine koja je bila prepreta između sjeverne i južne strane. Kliška povijest započinje dolaskom lima na ova područja već od 2. stoljeća pr. Krista. Utvrđuju svoje gradine o čemu svjedoče reljefi na oklonim liticama. Kliška tvrđava spominje se prvi put 614. godine za vrijeme provale Avara na ove prostore uništenja Salone. Sami Hrvati došli su preko Klisa po prvi puta na prostore današnje županije te se nastanili u Klisu i imenovali ga glavnim gradom tadašnje Kliške županije. U ispravi kneza Trpimira iz 852. godine spominje se Klis kad vladarski posje (curis) Trpimirovča.

Poseban značaj dobiva u 16. stoljeću, za vrijeme kapetana i kneza Petra Kružića koji je zajedno sa kliškim uskocima odolijevao napadima turske vojske. Odniče se titule senjskog kneza i postaje kliškim. Kružić pogiba 12. ožujka 1537. godine pod turskom ožiricom pa je istim danom pao i Klis. U spomen na taj tragičan događaj dandanas postoj Povijesna postrojba kliški uskoci koja odaje počast slavnom kapetanu.

Gdje želimo biti?

Nalyeči je, ali i najvažnji zadatak, u odpunosti cižvjeti i valorizirati ono što Kis može ponudit. Najprije želimo istaknuti i promovirati Kils kao turističku destinaciju. Zelimo turistima ispričati zarinljive priče koje, nažalost, malo cijenimo Pritom misimo na brojne legende, priču o knezu Trpimiru koji bi turistima bio zarimljiv, posebice jer je Trpimir bio moćni vladar i na europskoj razini. Zelimo ispričati prču o uskočkim junacima, o kliško-uskočkim dodrama, topovskim kulama i slavnome Petru Kružicu. Da bismo u potpunosti iskoristili Kis, potrebno je staviti naglasak i na gastronomiju jagrokulturu. Kao dobru reklamu i odličan podsjetnik na Kils, turiste možemo počastiti autohtorim kliškim kolačem ujenak" ili uskočkom travaricom, ali najveću pozormost posvetili bismo mega-popularnoj seriji "Games of Thrones" koja je snimana ondje i koja bi Kils učinila prepoznatljivim gostima iz cijelog svijeta. Također, ovaj projekt bi doprinici razvoju učeničkih komzetencija, razmšljanja i timskoga rada.

Kako ćemo tamo doći?

Smatramo da je bitno podsjetiti turističku zajednicu Klisa (i Splita) o bitnosti turizma kako bi se u potpunosti iskoristic potencijal. Viziju ćemo iskoristiti SAMO ako turist ima lagan i jeftin pristup lokaciji, pa je potrebno apelirati vlasti na postavljanje prometnih smjernica koje bi vodile prema Klisu, kao i na obnavljanje starih cesta. Financijska dobit bit će ostvarena otvaranjem tvrđave, naplačivanjem ulaznica, prodajom suvenira i sl.

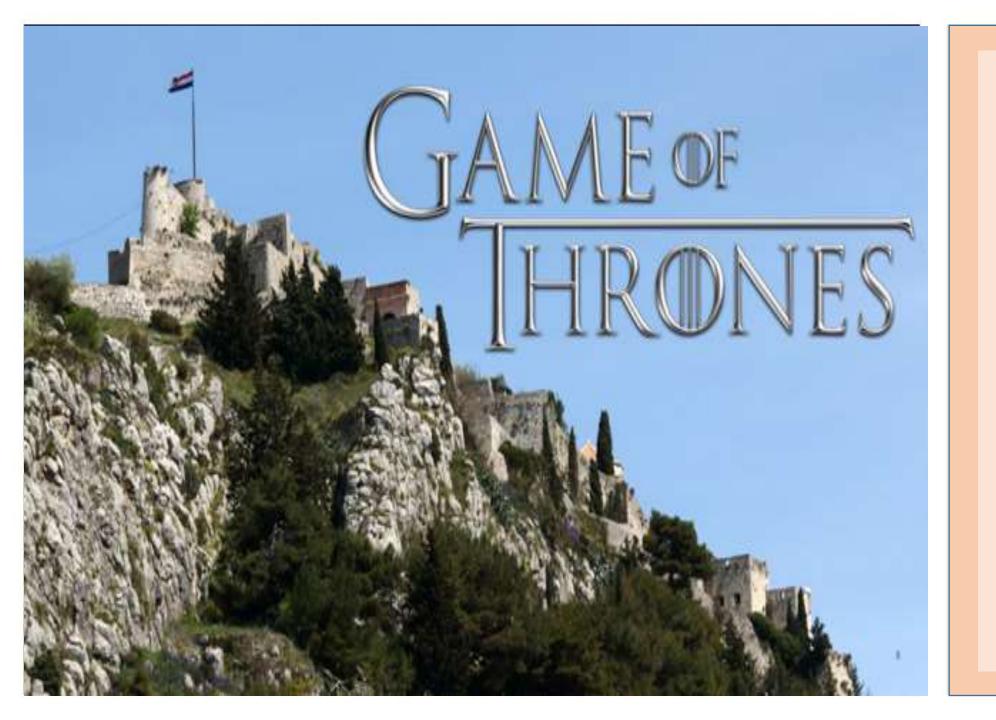
Żelimo da Klis, za 5 ili 10 godina, bude turistički više definirana i prepoznata zasebna destinacija.

Posebnu pozomost dali bismo promociji destinacije Klisa kroz različte oblike: izrada plakata i letaka koje bismo nudili u različitim hotelima i ostalim smještajnim objektima, ali i u turističkim agencijama, renta-cart agencijama, info centrima, turističkim zajednicama i u zračnoj luci. Posvetili bismo se i oglašavanju na internetu (na vlasttoj web stranici, na we stranci iškole, na društvenim mrežama kao što su Facebook, Twitter i YouTube). Središte naše promocije bit će info-štand na splitskoj Rivi koji bi bio ondje i za praznik svetog Dujma, kad je najvše prolaznika.

1.FILLING OUT PROJECT APPLICATION FORM

•In the form we have also included our vision of how to relive and revalue everything that *Klis* has on offer.

•Besides that we want to retell our tourists numerous legends that have almost been forgotten by the locals,too.



We pointed out how extremly 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 milions 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.

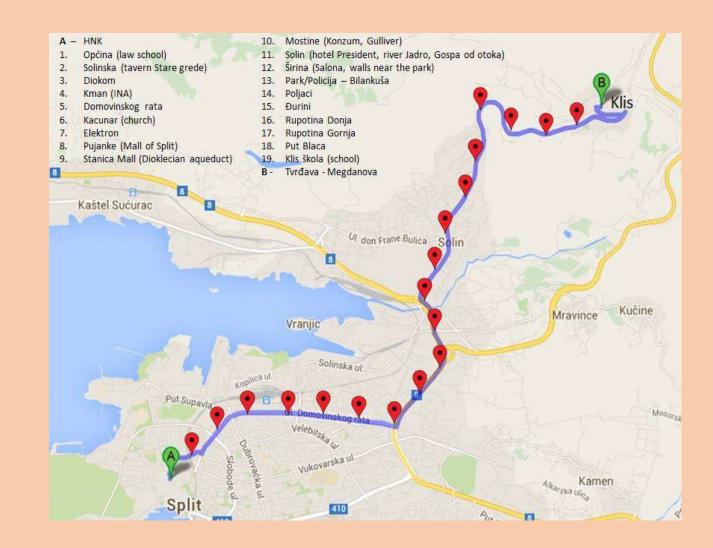
2. A VISIT TO THE FORT OF KLIS



•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:

Croatian National
Theatre Split –Klis
Airport of Split-Klis

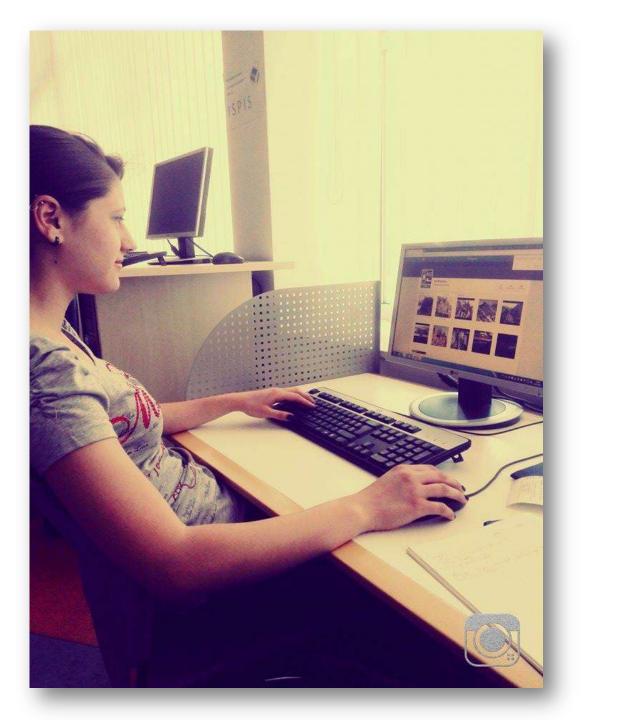
•We did it by counting and putting down each bus stop.







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

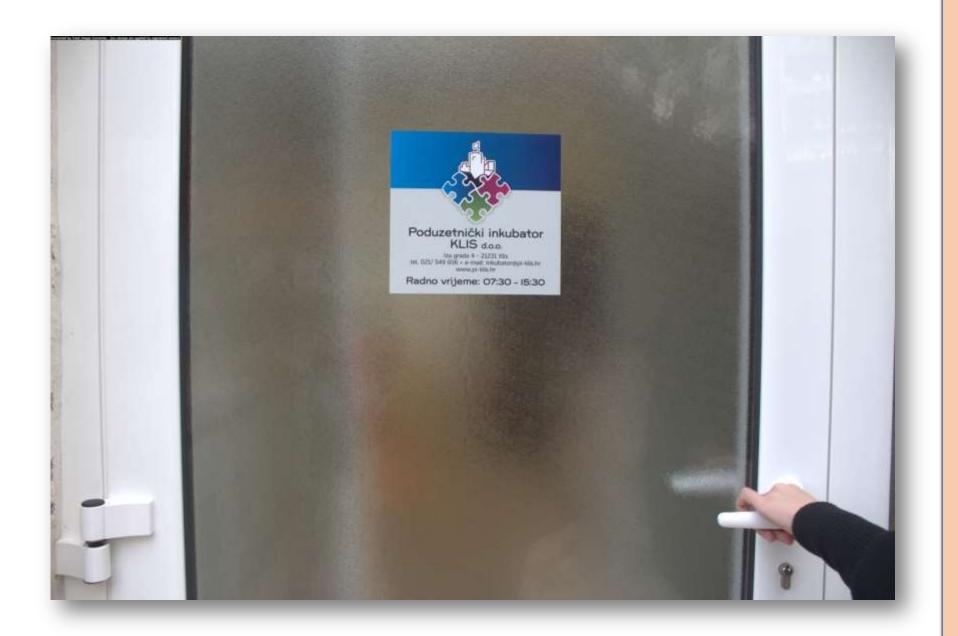


3. MAKING PRESENTATION

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. Elswhere in Dalmatia is even worse, while at the foot of Velebit moutain 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 accessability 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.



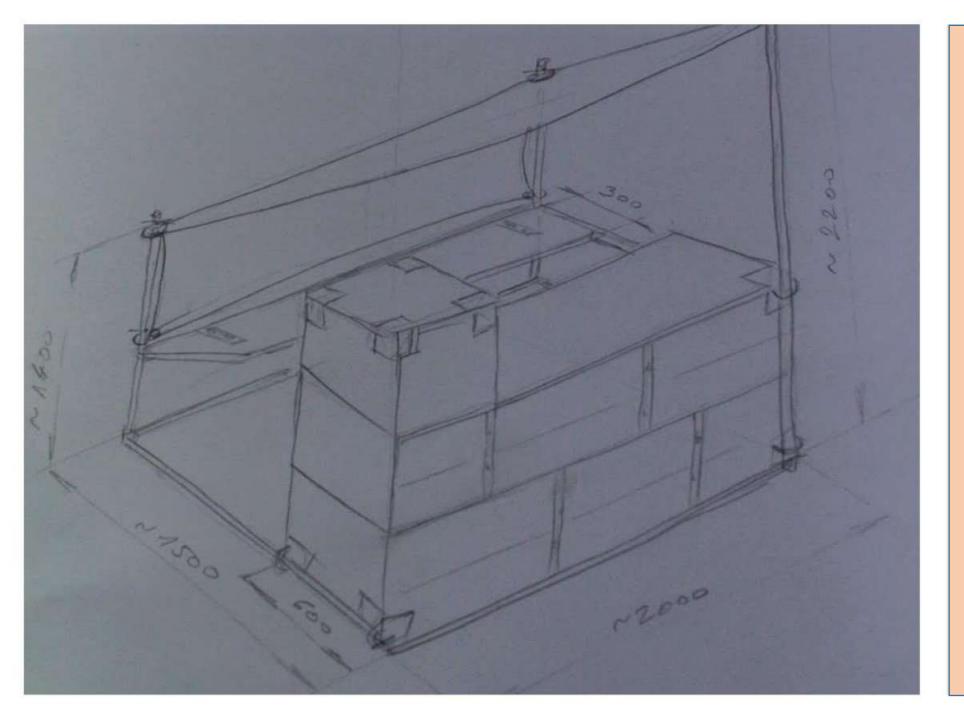


5. A VISIT TO CRAFT ENGENEERING SCHOOL SPLIT •The reason of visiting the school was to agree upon the construction of a stand that will be mounted on the waterfront promenade of Split, popularly called Riva. The opening day will be on the day of the Feast of St Duje and the closing day until the end 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











The fort of Klis is roudly guarded by the torical army unit of diski uskoci which, by their sole existence and activities, enrich the naional cul al and histori cal heritage. In terms ourism, a special p Uskocki br holds the and the fair of old craf ork which are held in

Uskoc ki boj is a recon struction of the hi cal battle betwe Uskoci and the T army. More than participant s 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 couisine, knight tournament and other Important activities are being pre sented.

It is frequently called "The Key of Dalmatia" because of the ant reef which has been the barrier between the northern ar the southern parts of Croatia. The history of Klis begins with the arrival of the Illyrians to these areas in 2000 B.C. because of the gin n the northern and

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 Croatians 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 Trainegrade from trainegrade from the trainegrade from the trainegrade from the trainegrade from the trainegrade from trainegrade from the trainegrade from trainegrade from trainegrade from trainegrade from the trainegrade from the Trpimirović dinasty

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 Kli died on the 12th of March 1537 under the l whose soldiers took his decapitated head to Klis as an affirma tion 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 captal



The great potentia e of the fort of Klis have intridued world megapopu ey chose Klis as a lar series "Game of location for filming n es there. Over 14 of importance Klis million people have wi plays in the series.



WHY YOU SHOULDNT ME

memade dessert **Drink Travarica** Visit Weapon Mus

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

The reason of the vist 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.

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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 cul al 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.

Uskoc ki boj is a reconstruction of the historical battle between the Uskoci and the Turkish army. More than 250 participant s 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 couisine, knight tournament and other important activities are being presented.

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.

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NEN GAME OF

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 Youl Live!



WHY YOU SHOULDN'T ME

Ujenak Try traditional dish lamb Drink Travitica Visit Weapon Museum Enjoy nature and beautiful scenery Road biking





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 content of the leaflet

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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

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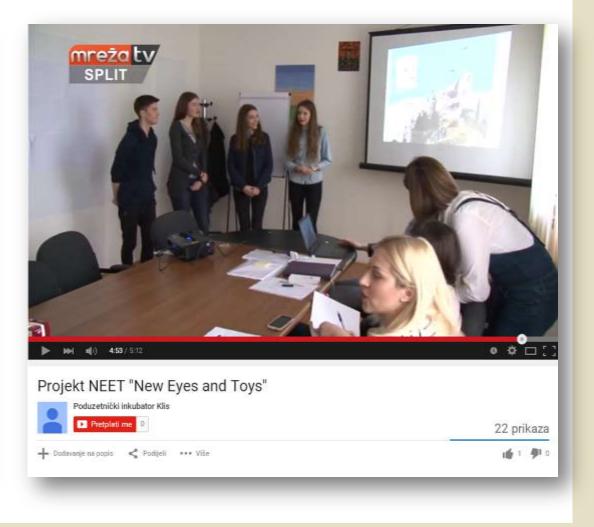
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Klis have intrigued the producers of the world megapopular series "Game of Thrones". Hence, they chose Klis as a location for filming many important scenes there. Over 14 million people have witnessed what kind of importance Klis plays in the series, and so can You! Live!

Youtube

DON'T MIS	S
KLIS!	• * □ :
Zemlja čudesa - " DON`T MISS KLIS" općina klis Pretplati me 8	
+ Dodavanje na popis < Podijeli •••• Viče	15 prikaza



Dalmatinskiportal.hr

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

➢Radio Split➢Radio Dalmacija

Spalatum EXPO: Od igle do bicikle

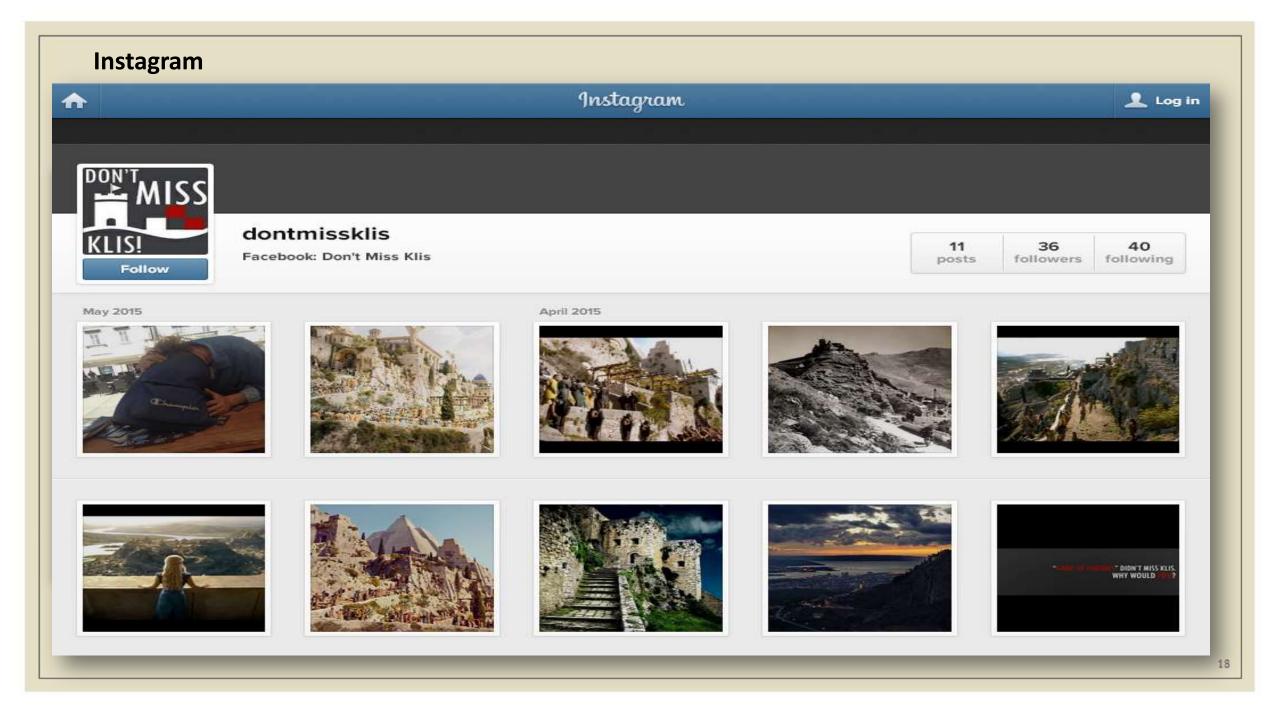
Danas završava sajam koji za cilj ima prezentaciju bogatstva turističke ponude



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.

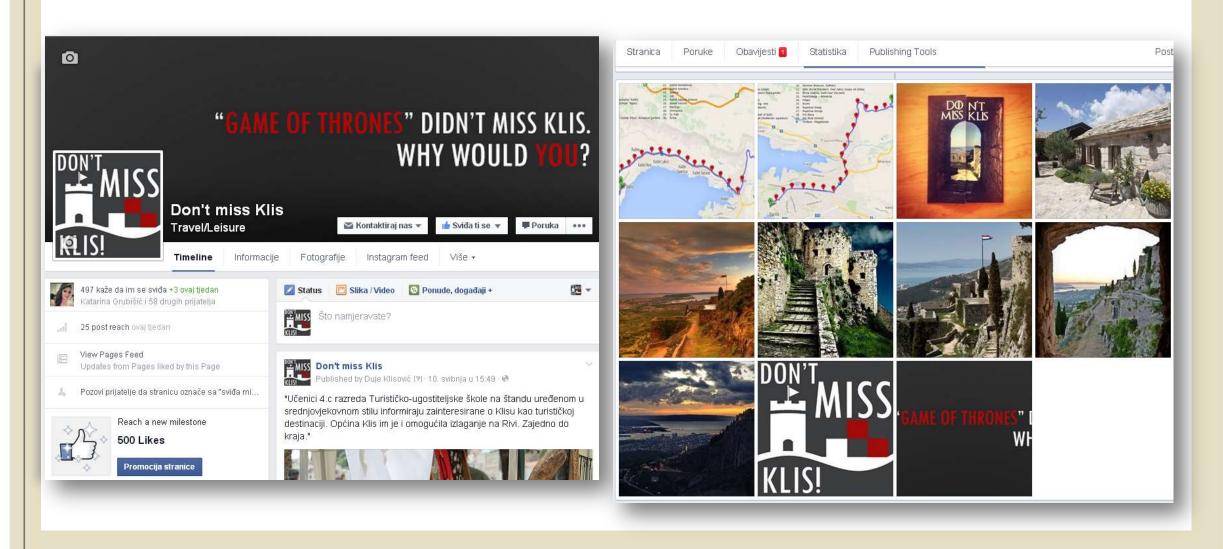
 Cijela ideja je potekla na satu marketinga u razgovoru s profesoricom Mirandom Matković.
Potom smo razradili ideju, ispunili milijun formulara za natječaj kojega je raspisalo Ministarstvo turizma, dobili sredstva i sad samo želimo da projekt zaživi - govore maturantice.

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



Twitter			
9	Search Twitter	Q Have an account? Log in 👻	
DON'T MISS KLIS!	TWEETS FOLLOWING FOLLOWERS 6 17 2	Sollov	
Don't miss Klis! @DontMissKlis Photos and videos	Tweets Tweets & replies Photos & videos Image: State of the state	New to Twitter? Sign up now to get your own personalized timeline! Sign up	
KLIST	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 Image: State of the state of	Trends · Change #MondayMotivation Danny Ings #WorldOceansDay #confessionnight #DespiteBeingAWoman	
	Mihovilovići(Klis). #dontmissklis fb.me/27Esth1ti	Sol Campbell #NRLEelsCowboys Harry Redknapp	

Facebook





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

