

Why Osijek doesn't have a tourist boat?

Project by Ministry of Tourism

Promotion and strengthening of the competences of vocational professions for tourism, 2015.



Aim of the project

- To offer a new touristic product to the local community–tourist boat
- To present the product in a modern way- e-brochure and interactive map
- Put e-brochure and interactive map on portals of Tourist communities of the cities that are located on the touristic route
- To include the local community in joint partnership for deliberation on a new touristic offer of the city of Osijek

We have investigated



- The historical role of the river Drava in the economic development of the city of Osijek and the wider region
- Why Osijek doesn't have a tourist boat
- Interests and needs of the citizens for a new tourist product
- Ecological sustainability and navigability on the provided tourist route
- Technical conditions for docking of the ships
- Technical specifics of a tourist boat

Throughout the history, the river has always been a initiator of economic development

- **Rafting** - rafting provided income for forest owners, forest workers, rafters, carriers.
- **Sand extraction** from the river Drava
- **Shipbuilding** and shipping guild in the 18th century
- Water from the river Drava has been used for **drinking**, and during the winter, **ice** was taken out
- Ever since 1697. there were active **millers** on the river Drava (around 200 of them)
- The coast from Tvrđa to Kalvarija in the Lower Town was called **drier** in the 18th century. It was the place where fish was cleaned, cut, salted and dried on fire during fishing season.
- Demand for fish was so big that it was driven by horse carriages all across Slavonia.





River traffic in Osijek

1909. a steamship line Osijek-Barcs-Osijek was established

1891. river traffic Osijek-Belišće-Osijek was established

Ship "Hungaria" maintains the line Osijek-Aljmaš-Osijek

1914. a regular line Osijek-Budapest was established

Those were mainly cargo lines, but soon
a passenger traffic was established as well.

River traffic in Osijek



- **1929.** comes the first Osijek seatmship "Nikola" . Owners were the captain of the ship Adam Goegoes and innkeeper Drago Kamenko
- Osijek fleet is:
 - tugboat "Herman"
 - motor tow boat "Regina"
- Passenger transport: „Albatros“ „Velebit“, „Jastreb“ , „Slavuj „ „Saša Paula“, „Puci“



We have offered

- A new tourist product– tourist boat
- Tourist route on the river Drava
- Added value to the tourist destinations
- Themed trips
- Targeted user groups
- Partnership for all interested parties
- Practical classes for our students (tour guides on the route)



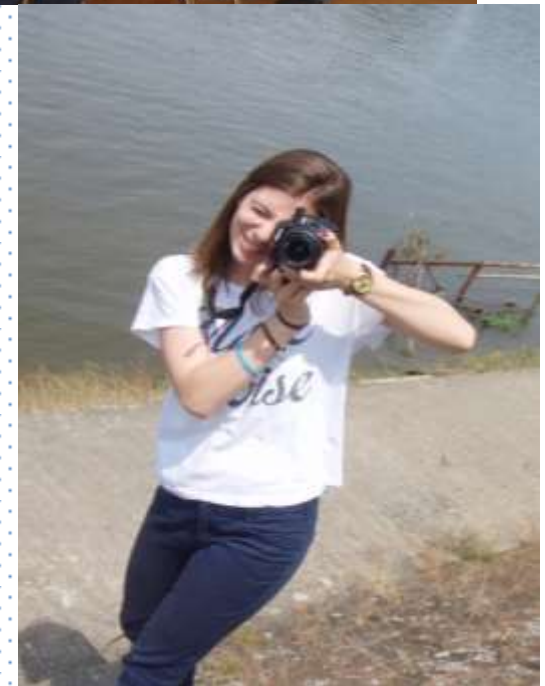
We have made

- **A questionnaire**, to see what our citizens think about this issue
- **E-brochure-** a) writing of texts on chosen tourist destinations
b) taking photos of the chosen destinations (locations)
c) translation to English and German
- **Interactive map**
- **Presentation** – writing a business letter and acquiring skills for public appearance

We have been working



We have been working



E-brochure

- is a result of a research of tourist destinations (*from Donji Miholjac ,Belišće, Osijek ,to Aljmaša and Erduta*)
- offers themed trips in three categories (history, gastronomy and recreation)
- reminds you why you should visit Slavonia
- find possibilities for sustainability of the project
- is a work of cooperation between students and teachers
- has 24 pages and photos that we have made ourselves
- www.drava-online.com

Interactive map

- represents tourist destinations on the river route from Donji Miholjac to Erdut
- and e-brochure will be offered to tourist communities of these cities and it will be possible to add new contents





DRAVA ONLINE

PRETRAŽI

- MESTO:
- Prikaži sve
 - GRAD
 - Donji Miholjac
 - Bečkovec
 - Osijek
 - Almat
 - Erdut



DRAVA ONLINE

PRETRAŽI

- KATEGORIJA:
- Povijest
 - Gastronomija
 - Rekreacija





We have demonstrated

that Osječko-baranjska county and the city of Osijek
have **unused tourist potentials** and that they can
offer new tourist products

Challenges in project implementation



- *The part of the river upstream from Osijek is not recommended for sailing with larger boats because of the lower class of the channel.(the channel was not maintained and there are many meanders, sand bars and shoals and because of many protected plant and animal species)*
- Considering the specificity of the river Drava, when buying a boat it is necessary to look for a *boat with specific references.*
- The characteristics of such boat would be:
 - length 20 m.
 - width 5 m.
 - wade 1 m. or lessDiesel engine of min power 2 x 100-120 kw
Boat speed min. 15 km/h
- . The boat would have to have *two crew members with expert (nautical) title.*

The possibilities of project implementation

- General urban plan of the city of Osijek plans to build a *passengers' and communal piers* with hospitality facilities and with mandatory driveway and furnished coastal fortification.
 - Regional development agency of Slavonia and Baranja is responsible for call for proposals for projects that can be *financed through EU funds*.
- *A partnership between all interested parties and development of financial and action plan*, would ensure the success and sustainability of the project.
- The possibility of organizing themed trips and animation of target excursion groups would give the students an opportunity to do practical classes as tour guides

We have reached our goal

- We have investigated the possibility of river tourism
 - We have offered a tourist route on the river Drava
- We have offered a new tourist product- tourist boat of the city
- We have created an e-brochure and an interactive map
 - We have informed the public about our idea
 - We have learned how to turn an idea into a product
- As true hosts we have taken our guests to a sailing trip on the river Drava



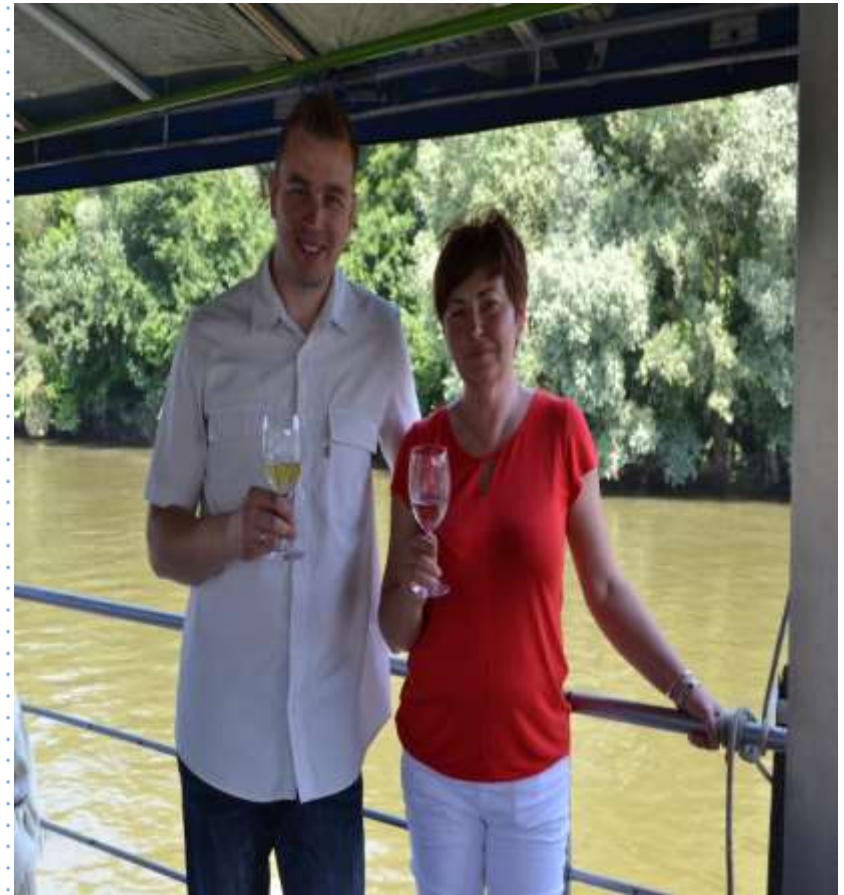
We believe

That sailing the river would be great for our citizens and our guests.

Presentation of the project

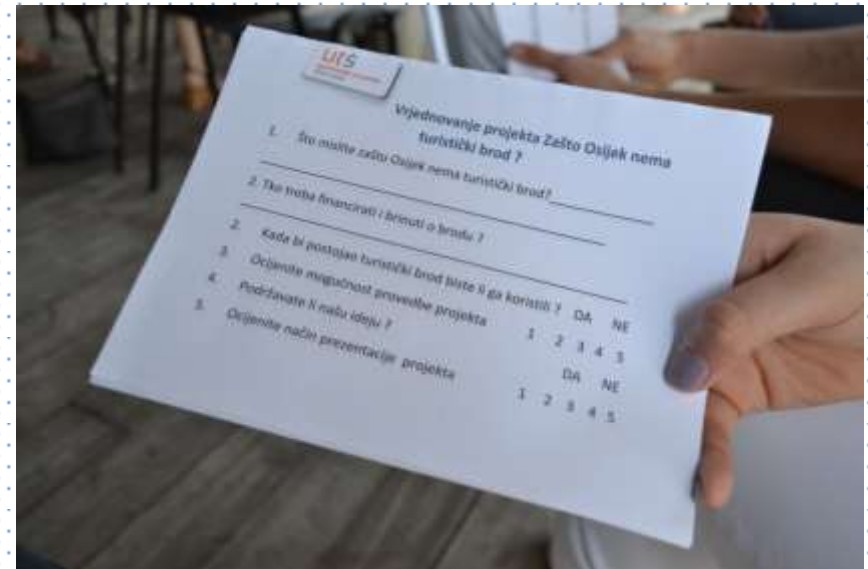


Presentation of the project



Project evaluation

- We are especially happy that our guests took part in a discussion on the highlighted problem
- Everybody present supported the idea of a tourist boat and evaluated the project as excellent, while the possibility of project implementation was evaluated as good.
- The problem of profitability of a tourist boat was pointed out as significant
- We would like the Ministry of Tourism and Environment protection agency to support the efforts in development of river tourism. (there were talks about a solar powered boats)



From media

12.06.2015. Javna prezentacija "Zašto Osijek nema turistički brod?"

osijek031.com
OSIJEK UZ BALIĆU NAŠU

Ime	Prezime	Adresa	Telefon	E-mail	Web
Blasko Menalo					
Ksenija Kesegi-Krstin					
Tanja Tadić					
Martina Bošković					
Tomislav Dumančić					
Vid Vrdoljak					
Ines Ivanović					
Kristijan Zolota					
Maja Mikić					
Andrea Rumbak					
Iva Musa					
Annarita Vidaković					
Nastavnici					
Ksenija Kesegi-Krstin					
Andrej Kristek					
Saša Jakšić					
Martina Demirović					
N. Z. Eberhard					

Javna prezentacija "Zašto Osijek nema turistički brod?"
09.06.2015. 10:31

Prezentacija je održana u četvrtak, 11. lipnja 2015., u 19:00 sati u hotelu Grand Osijek u Osijeku. Učestvovalo je 150 ljudi.

Osijek nema ni turističkog broda ni na javni poziv srednjim stručnim školama za jačanje kompetencije strukovnih zanimanja u turizmu.

Cilj je projekta ponuditi lokalnoj zajednici novi turistički proizvod, a u ovom slučaju riječ je o turističkom brodu te ga prezentirati na moderan način e-brošuram i interaktivnom kartom.

Jednako kao i rijeka Drava, brod bi bio poveznica između Donjeg Miholjca, Belišća, Osijeka, Aljmaša i Erduta, a za ovaj projekt učenici su proveli različita istraživanja i ispitali ekološku održivost projekta. Mi smo ovim proizvodom ponudili novi turistički proizvod u kojem su i turistički brod i ruta rijekom Dravom, a postojanje takvog turističkog broda našim bi učenicima značilo dodatnu priliku za praktičnu nastavu. Mogućnost realizacije projekta vidimo u izmjeni GUP-a i izgradnji putničkih i komunalnih pristaništa s ugosadržajem i uz obvezni kolni pristup i uređenu obaloutvrdnu, te prijavu ovog projekta na neki od fondova EU-a - objasnio je ravnatelj Blažko Menalo.

Recimo kako su inače u radu sudjelovali učenici Tanja Tadić, Martina Bošković, Tomislav Dumančić, Vid Vrdoljak, Ines Ivanović, Kristijan Zolota, Maja Mikić, Andrea Rumbak, Iva Musa i Annarita Vidaković. Nastavnici u projektu su bili Ksenija Kesegi-Krstin, Andrej Kristek, Saša Jakšić i Martina Demirović. N. Z. Eberhard ■

OrionNet
0800 506 506
www.osijek031.com

Učenci Ugostiteljsko-turističke škole predstavili zanimljiv projekt **Zašto Osijek nema turistički brod?!**

Nastavnici i učenici Ugostiteljsko-turističke škole, predvođeni ravnateljem Blažkom Menalom i voditeljicom projekta Ksenijom Kesegi-Krstin, jučer su predstavili projekt pod nazivom "Zašto Osijek nema turistički brod?", a koji je financiran sredstvima Ministarstva turizma i odgovor je na Javni poziv srednjim stručnim školama za jačanje kompetencije strukovnih zanimanja u turizmu.

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GLAS SLAVONIJE
Petak, 12. lipnja 2015.

<https://www.facebook.com/pages/Ugostiteljsko-turisti%C4%8Dka-%C5%A1kola-Osijek/237266299755455?fref=ts>

Participants of the project

A photograph of a Croatian flag flying in the foreground, with a stone tower and a building in the background, situated near a body of water.

Students

Tanja Tadić, Martina Bošković, Tomislav Dumančić, Vid Vrdoljak, Ines Ivanović, Kristijan Zolota, Maja Mikić, Andrea Rumbak, Iva Musa, Annarita Vidaković

Teachers

Ksenija Kesegi-Krstin, Andrej Kristek, Saša Jakšić, Martina Demirović

We would like to thank our consultants and media sponsors that have recognized the value of this project idea and that have made it possible for us to implement it.





Special thanks to the
Ministry of Tourism
that made our dream come true

because

ships and boats, like rivers, connect people