



TEHNIČKA
ŠKOLA PULA

aces

Academy of Central
European Schools



turističko ugostiteljska škola
antona štifanića poreč



A HOTEL FOR TOMORROW ECO HOTEL

Hotel

Za

sutra

Poreč – Pula, June 2015.

TARGETS

- Promoting and developing an entrepreneurial spirit and culture among students
- Showing how to transform an idea into a personal business
- Developing project thinking and teamwork
- Introducing students to projects funded by the EU
- Encouraging cross-sectoral economic connections
- Motivating young people to work in tourism and in Croatia through innovative projects
- Promotion of Eco-tourism and contribution to environmental protection
- Maintaining the philosophy of eco-excellence in guest service



ABOUT US

Tourism and Catering School Antona Štifanića Poreč:

- Founded in 1964.
- 320 students
- 5 vocations:
 1. technician for hotels and tourism industry
 2. tourism and hotel commercialist
 3. waiters
 4. chefs
 5. confectioners

Technical School Pula:

- 1992. g.
- 540 students
- Occupational education programs:
 1. mechanical technician
 2. naval technician
 3. architectural technician
 4. electrician
 5. surveying technician

IDEJA

PLANIRANJE

REALIZACIJA

HOW WE CAME UP WITH THE IDEA AND THE ACTIVITY PLAN

- Global changes in nature
- Comparative advantages of Istria in the form of natural and human resources of the tourist destination

1. GATHERING INFORMATION

2. FINDING GOOD EXAMPLES IN PRACTICE - Internet

3. SYNTHESIS OF THE BUSINESS PLAN AND ARCHITECTURAL CONCEPT DESIGN
– communication through the Facebook group „Istria for the Youth”

4. PROJECT DEVELOPMENT:

Business plan –working on the computer
Preliminary architectural solution-
cooperation with the Office for Planning and Construction of Pula

5. PRESENTATION OF THE PROJECT - PROMOTION

6. Field trip to Austria– Eco Hotel Rogner Bad Blumau

ECOLOGICAL AWARENESS

Preserved natural wonders gratefully influence guests' decisions on choosing destinations

OUR IDEA IS TO:

PLAN AND BUILD IN ACCORDANCE TO NATURE

Environmentally friendly products, energy saving, frugality, outdated energy replacement, recycling



THE DEVELOPMENT VISION OF THE PROJECT TEAM Tuš POREČ

- Working on the computer with the supervision of the Project Manager
- Designing of names and logos for the eco hotel
- Creation of the business plan
- Eco simulation of management
- Creation of the food and drink offer for the eco-hotel
- Lecture on „Modern marketing tools in tourism” about creating websites with an emphasis on promotion and sales
- Promotion of the project
- Presentation of the project „A hotel for tomorrow” to the general public



1. CREATION OF THE ECO HOTEL

Valovine BUSINESS PLAN

- **Summary of the business plan**
- **Location**
- **Technical and technological elements of investment**
- **Market analysis**
- **Business organization**
- **Profit and loss projection**

NAME AND LOGO OF THE ECO HOTEL Valovine in Pula

- Valovine is the name of the location, the sea bay in Pula where the Eco-hotel „VALOVINE” will be located and constructed - based on the ideas of the business plan of the Project Team Tuš Poreč, and the architectural preliminary solutions of the Technical School in Pula
- Logo
- *Hotel za sutra*



LOCATION OF THE ECO HOTEL Valovine

- Valovine, a bay in Pula
- Proximity to source markets
- Excellent traffic connections



VISION

- **An innovative hotel in the region,,must visit”**

MISSION

- **Excellence in eco-offers**
 - **Promoting sustainable development**
 - **Offering original services and eco-products in a unique setting**
 - **365 days of turism**
- 
- A row of light bulbs is shown against a green background. The central bulb is illuminated, glowing bright white, while the others are unlit. The text is overlaid on the image.

PRODUCTS AND SERVICES OF THE ECO HOTEL Valovine

- **Restaurant** – seasonal ingredients from the organic production exclusively from the Istria and Croatian regions – CROATIAN PRODUCTS (Boškarić carpaccio, fuži with truffles, tomato soup, Carrot cake...)
- **BAR**- organic production juices (elder and acacia juice, Medica, Teranino...)
- Parking
- Internet
- In-room safe
- Room service
- Laundry room (ecological detergents)
- Transfer from ports (electrical cars)
- Tourist guides

INTELLIGENT ROOMS

- Light regulations
- Air-conditioning control
- Curtain movement
- Flood sensors
- Performance control



ACTIVITIES

- canoeing
- diving
- trekking
- bicycle tours
- fitness
- wellness



SWOT

STRENGTHS:

- only a few innovative eco hotels
- appropriate and neat location
- vicinity of natural beauties (Brijuni National Park, sea)
- low pollution of the environment

WEAKNESSES:

- great initial investments
- lack of experience
- new in the catering industry

OPPORTUNITIES:

- ecologically acceptable
- increases the share of sustainable tourism in Istria

THREATS:

- competition, competitive strategies
- high prices comparing to other hotels

TARGET MARKET

- Tourists of all ages
- Ecologically aware consumers – ecotourists
- Choice of destination based on ecological criteria
- Germany, Italy, Austria, Slovenia...
- Entirely adapted to disabled and less mobile persons
- „eco - friendly hotel”

PROMOTION AND SALE OF THE ECO HOTEL Valovine

- Orientation on individual guests
- Emphasis on the Online Reservation System
- Beginning of the Social Media Promotion
- Online Reputation Management
- Penetrating new markets – ecotourists
- „Eco-friendly hotel”





EKO MENADŽMENT EKO HOTELA Valovine

ECOLOGICAL MANAGEMENT OF THE ECO HOTEL Valovine

1. Care for the surrounding area and quality improvement
2. Managing human resources

LITTER MANAGEMENT



- Litter management and care for ecology
- Water management
- Electricity management



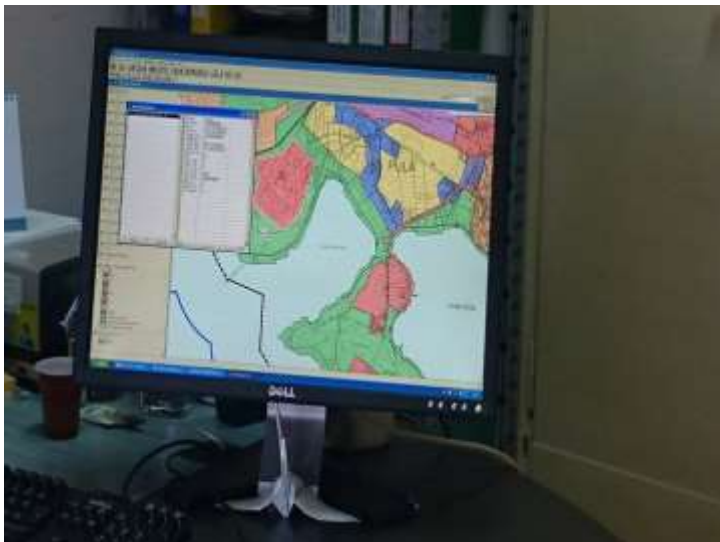
2. PROJECT TEAM ACTIVITIES OF THE TECHNICAL SCHOOL PULA

- Classroom work and work in the City Library Pula
- Usage of the Internet, phone, email, websites and professional drawing programs



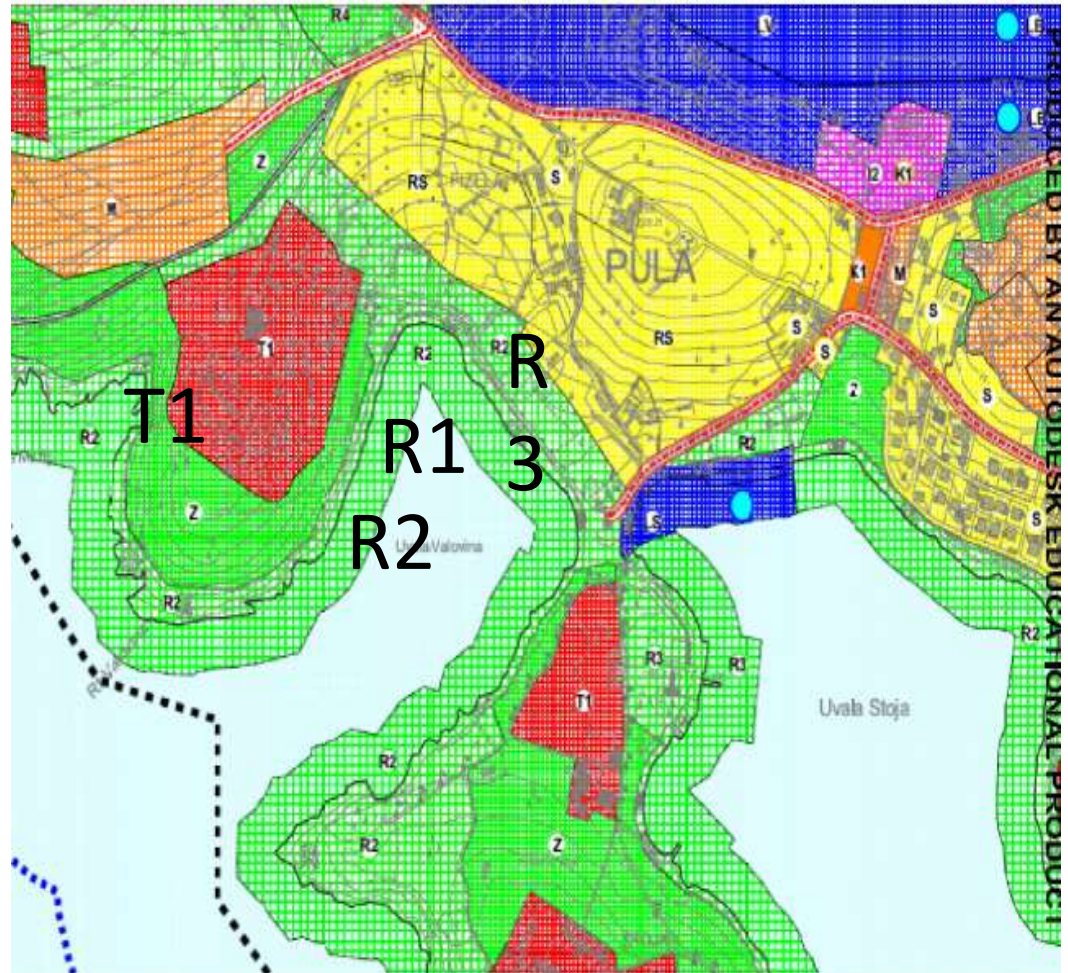
Analysis of the location and field work

- April 8, 2015 – visit to the Office for Planning and Construction of Pula
- Ms Ingrid Bujan showed the project team the master plan of the City of Pula and the location of the future hotel
- Afterwards, the project team visited the location



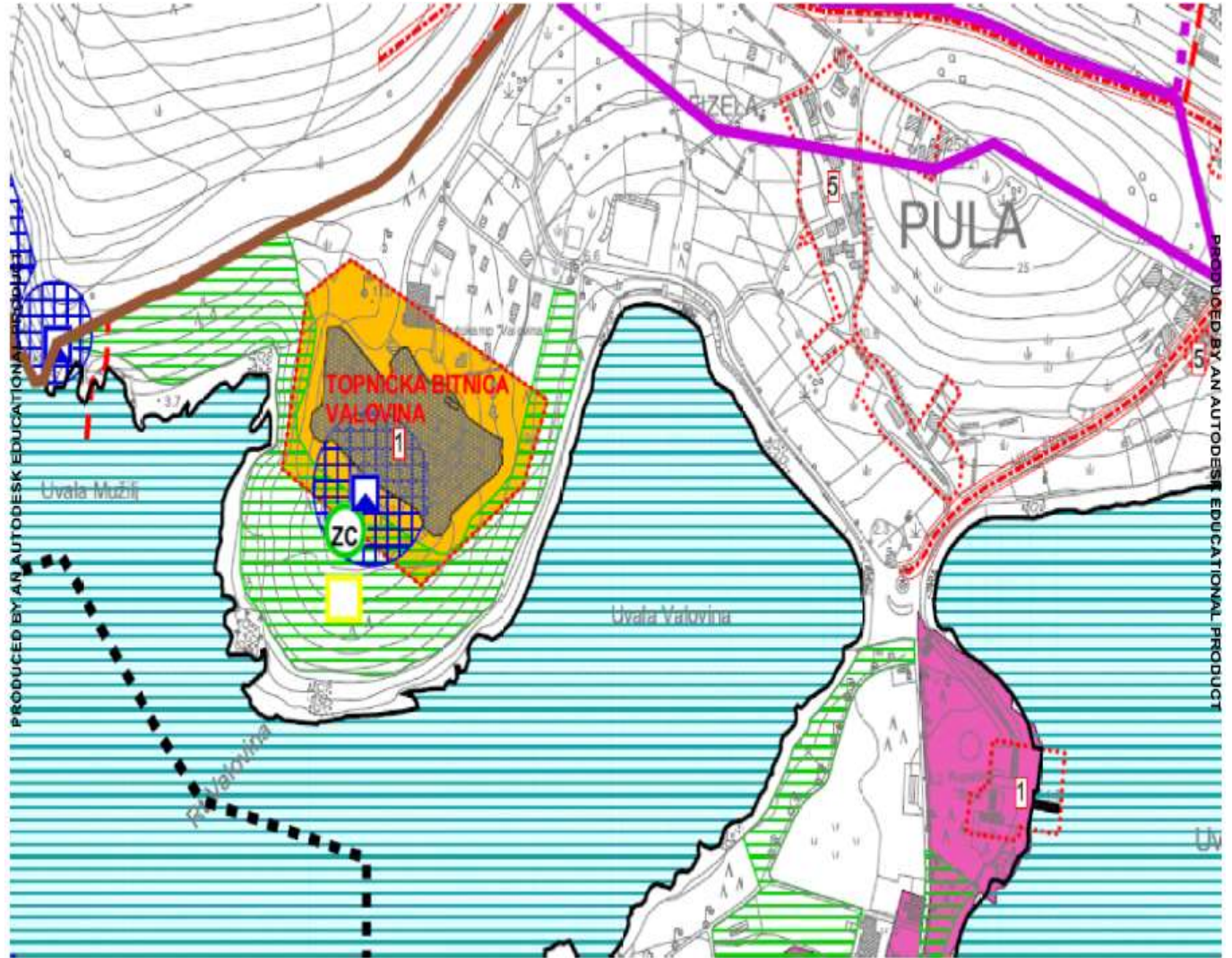
LAND-USE PLAN

- T1
- Tourist area
- R1
- Recreation area
- R2
- Coastal area
- R3
- Residential area



Current fortification

- It is in the process of planning and becoming an integral part of the tourist complex



Visit to the Valovine area

Advantages of the location: - attractive coast
- plenty of greens



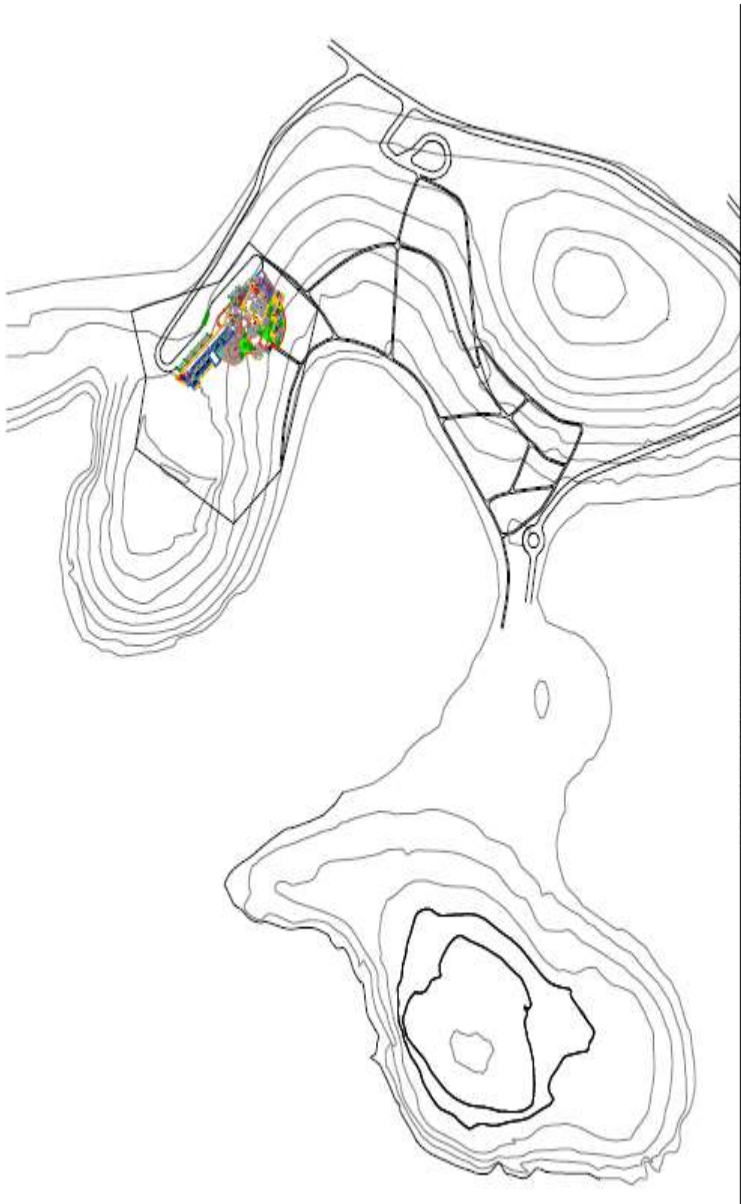
Current condition of the area – location



The idea and architectural solution of the eco hotel Valovine



Wide location plan



Narrow location plan



Ground plan



Floor plan



FEATURES OF THE PLANNED TECHNOLOGY

The background of the slide is a composite image. On the left, there is a portion of a globe showing the Americas. On the right, there is a close-up of a solar panel with its characteristic blue grid pattern. In the upper right, the blades of a white wind turbine are visible against a light sky.

- Eco materials used as building materials
- Own tank for rainwater collection
- Water gush reduction gear and sensors
- Self-Closing taps
- Wastewater treatment facility
- Solar energy
- Thermal insulation
- Modern ventilation and heat regulation systems
- Recycled paper

INSULATION

- Thermal insulation → reduces energy costs
- It reduces heating costs in winter – it prevents heat gain in summer



SUPPLY OF ELECTRICAL APPLIANCES

- **Fridge- automatic defrost**
- **Devices which don't consume energy by idling**
- **Tumble dryer- heat pump installed**
- **Washing machine- hooked up to warm water supply**
- **Energy savings bulbs and LED bulbs- the best saving, no harmful elements, strong light**

WATER SAVING



- Installation of water gush reduction gear, sensors, self-closing taps
- Wastewater treatment
- Monitoring consumption actively
- **PERLATOR**- tap extension (2 l / min) normal taps (14 l /min)

TECHNOLOGICAL MEASURES FOR THE ENERGY EFFICIENCY IMPROVEMENT

- Installation of external facade walls and ceilings above the outside air with ETICS thermal insulation system with mineral wool thickness 14 cm
- Installation of a straight impenetrable roof with thermal insulation plates made of roof mineral wool thickness 20 cm.
- Installation of exterior carpentry of heated spaces in a way to install PVC carpentry with double chill glass 4/16Ar/c4 mm $U_w \leq 1,4$ w/m²K; hardware mounting with aluminum hardware with interrupted thermal barrier triple chill glass 4/16Ar/c4/16Ar/c4 mm, $U_g = 0,7$ w/m²K, or for rock $U_w \leq 1,4$ w/m²K
- Installation of the basement ceiling (technological equipment) towards the heated part of building by thermal insulation mineral wool thickness 14 cm
- Installation of thermostatic radiator valves

PROJECT PROMOTION

- 18th March Radio Centar Poreč
- 18th March Open class days “Sustainable tourism” Poreč
- 9th June – Golden Certificate ceremony and permanent Eco school status in Poreč with a reception where the eco food from the project “A Hotel for tomorrow” was presented.



VISIT TO THE ECO HOTEL ROGNER BAD BLUMAU IN AUSTRIA

- Comparison to the eco hotel Rogner Bad Blumau
- Identifying of lacks of the business and architectural plan



Team members and their mentors

1. Laura Brečević
2. Nikolina Panijan
3. Antonio Šuman
4. Dino Dudaš
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5. Šefik Botonjić
6. Nikolina Čubra
7. Adis Brkić
8. Matea Vareško
9. Izabela Moreše
10. Matei Cukarić

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Teacher of Building Construction School
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THANK YOU!



**Think, plan, build and
work in accordance to
the nature.**

I  
**„People live thanks to the nature:
By taking care of the nature we
protect our life”**