

TAP "N" STEP

Varaždin, Ravna gora, 2014

THE IDEA IS BORN

- 🌳 Everything started at the School of Economics in Varaždin whose students wished again to participate in a project connected with the job promotion .
- 🌳 As soon as the Ministry of Tourism published the call for proposals, we decided to apply.
- 🌳 Exploring the possibilities offered by the call for proposals we invited the Electrical Engineering School Varaždin for co-operation.
- 🌳 As soon as we got the written confirmation that our project was accepted, we started working on it.

PURPOSE OF THE PROJECT

- 🌿 To apply modern technology – to create a smartphone application – aiming at a better promotion of the destination in our County which has not been exploited enough , Ravna gora mountain.
- 🌿 To motivate young people for work in tourism.
- 🌿 To realise a project in tourism with students from a school in a different educational sector working in a team.
- 🌿 To include local community institutions and associations into the project with the aim of sensibilising them for the project , to keep it alive and to develop it.

THE COURSE OF THE PROJECT

- 🌿 We split in two groups. The students from The School of Economics started collecting data, photographs and peculiarities which the application is to include, whereas the Electrical Engineering School began working on designing the application.
- 🌿 Our aim is to create a guide which will help holiday makers, mountaineers and tourists to get to the top of Ravna gora using their mobile devices and following the defined coordinates.
- 🌿 In the course of the tour, the data will appear on their mobile phones informing them on special issues regarding natural and geographical features of Ravna gora.

CHALLENGES

- 🌳 To find enough attractions which will provide for the destination to be interesting enough for a new generation of visitors.
- 🌳 To conquer the top at an altitude of almost 700 m.
- 🌳 To design the app within the set time.
- 🌳 To expand tourism industry of the region.
- 🌳 To make the ascend to the top easier and more interesting.
- 🌳 To manage the co-operation of all the participants in the project(both schools, MC Ravna gora, Municipality of Bednja) and to stick to the deadline.
- 🌳 Oops, we almost forgot – not to neglect lessons and studying!

EXPECTED OUTCOMES

- 🌳 Information board at the beginning of the trail bearing the QR code for downloading the application.
- 🌳 Growth in number of visitors to Ravna gora.
- 🌳 Improved knowledge on the northernmost mountain in Hrvatsko zagorje.
- 🌳 Fun with solving a quiz at the end of the trail.

PROJECT PLAN IN 5 STEPS

STEP 1

5th April 2014>

- Taking co-ordinates for 11 info points
- Collecting information from the guide
- Taking photographs of the trail on the way to the top

STEP 2

17th May 2014>

- Designing the application
- Writing texts and designing quiz
- Testing the application
- Checking and correcting the coordinates

STEP 3

8th June 2014>

- Testing the improved application
- Correcting mistakes
- Translating texts for the English version of the application

STEP 4

11th June 2014>

- Putting up the info board, distributing flyers and posters
- Giving information on downloading the application in Google play store

STEP 5

- Informing media about the opening of a virtual educational trail
- Handing over the application to Bednja Municipality

STEP I





5th April 2014

- 🌲 Our first climb is wet, slippery and cold .
- 🌲 Despite all the difficulties, we conquer our first class peak and collect all the necessary information including coordinates and photos.
- 🌲 On the way we meet a fire salamander, enjoy the beauty of viola tricolor and listen to the murmur of Kamenica waterfalls.
- 🌲 After 7 kilometers and 3 hours of walking we celebrate our adventure with a delicious lunch in Filić mountain lodge.



STEP 2

17th May 2014

-  Our second climb on Ravna gora was preceded by days of heavy rain.
-  We decide on a shorter and safer way to get closer to the top – in a minibus.
-  Walking for just half an hour we get to the Three Kings peak (694m) for the second time. Testing the first version of the app makes us wonder. Are we standing on the roof of the mountain lodge?
-  Luckily, it is just a mistake in the coordinate system which can be corrected.



STEP 3

8th June 2014

🌳 Check for possible mistakes in the improved version of the app for the second time.

🌳 The last details regarding the information board, flyers, and posters are being determined. We also discuss informing the public about our project.

STEP 4

11th June 2014

- 🌳 We were looking forward to this climb the most. The project is close to an end in spite of all the challenges and obstacles.
- 🌳 Is the minibus taking us to Trakošćan big enough for all of us and the information board?
- 🌳 35 °C in the shade. We defy global warming and with the little help of our friends from Bednja Municipality put up the information board and inform visitors on our project.
- 🌳 Encouraged by first reactions (nodding, smiling) we set out for our last climb. The last? Just kidding! We are ready to climb Ravna gora any time. What about you?

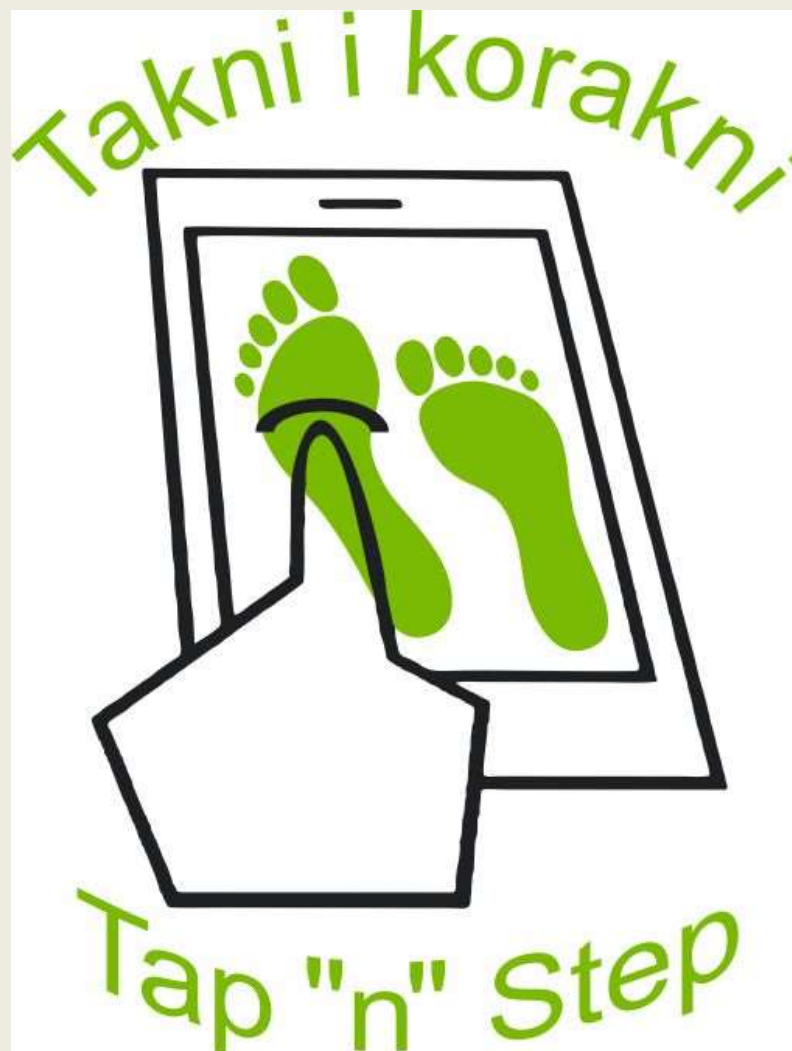


STEP 5

🍀 We give the application over to Bednja Municipality and to all nature lovers to be used and maintained.

🍀 To download the *Tap "n" Step* application you need to scan QR Code or use the following link:

[Tap](#)



CREDITS

- 🌿 We would like to thank the Ministry of Tourism of the Republic of Croatia both for the grant and the opportunity to get to know our homeland better and to make it more attractive for others.
- 🌿 We would also like to express our gratitude to Mr Dubravko Šincek, an expert on Ravna gora, for giving us the opportunity to peek into this wonderful piece of nature and enabling us to bring it closer to all nature lovers and supporters of a healthy lifestyle.

