

SECONDARY SCHOOL ZABOK

PROMOTION AND STRENGTHENING OF
VOCATIONAL COMPETENCIES FOR TOURISM
2014



SHOW ME SO I CAN LEARN AND WORK

CONTENTS

- ✘ Studying the competition closely
- ✘ Project workshops
- ✘ Promotion of profession
- ✘ Public event
- ✘ Project benefits



STUDYING THE COMPETITION

- ✘ Students looked into the text of the competition published on the Ministry of Tourism website: **Promotion and strengthening of vocational competencies for tourism 2014**

The screenshot shows the website of the Ministry of Tourism of the Republic of Croatia. The main headline reads: "Otvoren javni poziv za promociju i jačanje kompetencija strukovnih zanimanja u turizmu" (Public call for promotion and strengthening of vocational competencies in tourism). The text below the headline states that the call is for the promotion and strengthening of vocational competencies in tourism for the year 2014. It mentions that the call is open to all interested parties and that the Ministry of Tourism is providing financial support for the implementation of the call. The website also features a calendar for the month of June 2014 and a section for "AKTUALNO" (Current) news.

Ministarstvo turizma
REPUBLIKE HRVATSKO

www.mint.hr/default.aspx?id=12833

Linkovi | Mapa weba | Impressum | Kontakt

4 lipanj 2014

OTVOREN JAVNI POZIV ZA PROMOCIJU I JAČANJE KOMPETENCIJA STRUKOVNIH ZANIMANJA U TURIZMU

ZAGREB, 30. 1. 2014.

S ciljem unapređenja vještina i kompetencija stručnih kadrova, razvoja ljudskih potencijala u turističkom sektoru i jačanja stručnog obrazovanja u turističkom sektoru, Ministarstvo turizma objavilo je javni poziv namijenjen srednjim stručnim i umjetničkim školama za promociju i jačanje kompetencija strukovnih zanimanja za turizam u 2014. godini. Ukupno 400 tisuća kuna iz programa namijenjeno je za široki spektar projekata, od stvaranja turističkih proizvoda, promocije i uvođenja IT komunikacijske tehnologije do razvoja regionalnih obrazovnih centara i suradnje s međunarodnim centrima obrazovanja.

Bezopasne financijske potpore dodjelivat će se tako za razvoj novih turističkih proizvoda koji će doprinijeti jačanju konkurentnosti destinacije u kojoj se žele realizirati, a koji su temeljeni na međusektorskom povezivanju, zaštiti okoliša i uvođenju novih tehnologija, važni za projekte nastave u suradnji s drugim obrazovnim sektorima u svrhu razvoja turizma (IT-ekologizacija i računalstvo, kreativni, uljepšavanje i održavanje, zdravstvo i socijalna skrb, grafika, umjetnost i dr.), za promicanje jačanja konkurentnosti ljudskih potencijala kroz različite međusektorske projekte i suradnju s međunarodnim centrima obrazovanja.

KALENDAR NAJAVA

4 lipanj 2014						
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

AKTUALNO

MINT - Javni poziv 2014
Prijava i odjava pozivu
Novi Zakon o općemjesečnom
odjelnicima (pročišćeni tekst)
Bilježnica Dnevnik - Javni pozivi

BRAINSTORMING

- ✘ students brainstormed ideas through essay writing
- ✘ Suggested project topics:
 - + New Gingerbread marketing
 - + New products
 - + Creative workshops
 - + Park renovation
 - + Environmental protection



SELECTION OF PROJECT TOPIC

- ✘ Selected topic: **Strengthening human resources competitiveness in cooperation with the private sector**
- ✘ Project:

*Mali gastro- show me so
I can learn and work*

COMPETITION REGISTRATION

- ✘ Initial workshops on trends in the cocktail industry preceded registration – results showed a great interest of participants while the ability to organize educational workshops was proven.
- ✘ Our project mentor filled in the registration form and submitted it.
- ✘ The Ministry of tourism approved funds
- ✘ Planning of activities



PLANNING OF ACTIVITIES

- ✘ Workshops for students and teachers
 - + Culinary and pastry workshops
 - + Barista and cocktail workshops
- ✘ Activities for eighth graders and parents
 - + Designing promotional flyers
 - + Visiting elementary schools
 - + The School's open day
- ✘ Charity event
 - + Raising money by selling students' products
 - + Presenting students' knowledge and skills

COCKTAIL WORKSHOPS

- ✘ Croatian Chamber of Trades and Crafts- Krapina- Zagorje County and Zagorje Development Agency helped us with the implementation of the first pilot trainings
- ✘ Croatian Association of Waiters and Barmen conducted 3 theme workshops at school

Voditelji:
Zoran Lukić, predsjednik Udruge
Marko Popović, trener



CROATIAN CULINARY FEDERATION WORKSHOPS

FINGER FOOD – small bites

- Mentors: Anđelko Levanić and Grozdana Bohorč

GLOBAL COOKING TRENDS

- Mentors: Anđelko Levanić and Marija Kuzminski



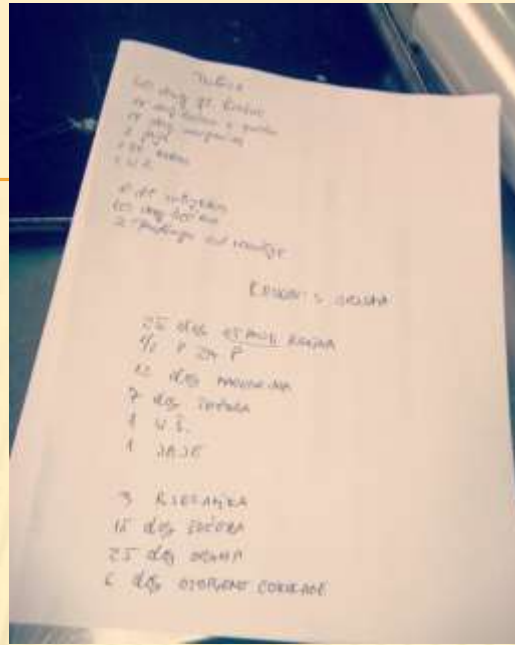
PASTRY WORKSHOP BY “*TRI UŽITKA*”

CAKE

- Mentor: Štefica Gulija

WEDDING CAKES

- Mentor: Krešo Gulija



BARISTA WORKSHOP BY GALAPLUS – DISTRIBUTOR OF LAVAZZA COFFEE IN CROATIA

FROM BEANS TO CUP

- Mentor: Marijo Karlica

BARISTA TECHNIQUES

- Mentor: Marijo Karlica



PROMOTION OF SCHOOL CURRICULUM

- ✘ Promotional flyers: making flyers to promote profession (target group: eighth graders)
- ✘ The Secondary School Zabok team visited 33 elementary schools in Krapina- Zagorje County and presented catering – tourism programs
- ✘ Welcoming students at school
- ✘ Welcoming students at *Mali Gastro*



MALI GASTRO

- ✘ Presenting workshop results
 - + Guests, media representatives, eighth graders and their parents could taste and buy finger foods, sweets and cocktails
- ✘ Participating secondary schools
 - + Secondary School Pregrada
 - + Secondary School Prelog
 - + Catering and Tourism School, Zagreb
 - + Trade and Catering School, Karlovac



PROJECT RESULTS

- ✘ We have attracted attention of:
 - + Eighth graders and their parents
 - + Professionals in hospitality and tourism industry and entrepreneurs
 - + Public figures
 - ✘ Dunja Špoljar, member of the Parliament
 - ✘ Jasna Petek, vice prefect of Krapina- Zagorje County
 - ✘ Ivan Hanžek, mayor of Zabok
 - ✘ Ivica Lozo, senior advisor at ASOO
- ✘ Media: HRT, Mreža TV, Radio KAJ, Radio Zabok, Radio Stubica, Zagorski list



PROJECT RESULTS

9 educational trainings included:

- + 130 active participants
- + 300 passive participants
- + Approximately 20 employees in hospitality industry
- + 6 teachers

PROJECT RESULTS

- ✘ Promotion of catering and tourism and related professions, School and the event through:
 - + Websites of the school, Association of Barmen, town of Zabok and Croatian Culinary Federation
 - + Radio shows on the Croatian Radio 1 and Radio Stubica
 - + TV shows: *Zagrebačka panorama* (HRT2) Mreža TV
 - + Newspaper: Zagorski list



OURAŠAN MALI GASTRO U ORGANIZACIJI SREDNJE ŠKOLE ZABOK

Utrka konobara se održava u čast zagorskih vina

Najbrži konobar je Denis Mehinović iz Karlovca

ZABOK – Ministarstvo turizma je i ove godine raspisalo natječaj za projekt Promocije zanimanja u ugostiteljstvu i turizmu na koji se prijavila i Srednja škola Zabok. Odobren je učenički projekt Mali gastro - Pokaži mi da bih učio i radilo, u sklopu kojega je u protekla tri mjeseca održano nekoliko radionica, a svoja su postignuća učenci prikazali na Malom gastro na Trgu K. Š. Gajškog. To je tradicionalna iz. priredba koju priređujemo zajedno s našim roditeljima i učiteljima. Učenci su se bavili i prodajom kolača i koktela ide u humanitarne svrhe, za nabavu medicinske opreme za Opću bolnicu Zabok – rekao nam je profesor Ivan Petek dok je pripremao kandidate za utrku

konobara zabočkim nlicima. Na štandovima su učenicima zabočkim i gostujućih škola iz Zagreba, Karlova, Prograda i Preloja, pokazivali svoja umijeća i predložili koktele i koktele, a predstavili su se i najmlađi gosti svojom priredbom. Bili su to mali kuhari iz Dječjeg vrtića Zepkica. Sponzori su i ove godine bili Trgocestar, Grad Zabok, Bistrot Kod golubeka, Uvar Žučko Zlatar i Obri Trostruki užitek iz Luga Ovehrvičkog. Utrka konobara se održava



IMALI KONOBARI IZ DV ŠKOLICA SU POKAZALI SVOJE UMJEĆE



UTRKA KONOBARA ŽIROČKIM ULICAMA



MLAĐI KONOBARI IZ ŠKOLICE SU SE ZABAVILI

va u čast zagorskih vina koja su svake godine sve kvalitetnija. Ove godine imamo vina iz Vinotočja Skalec iz Dobrovcana. Na utrci sudjeluje 14 učenika iz svih razreda ugostiteljskog usmjerenja, doznali smo još od twice Pe-

tolka. Pobjedio je Denis Mehinović iz Karlovca, drugi je bio Patrik Repovečki iz Zaboka, a treći David Jambrović iz Preloja. Nadamo se da će Mali gastro probuditi zanimanje naših budućih učenika, jer u našoj školi se

uvijek nešto zanimljivo događa, pa učenici često pitaju što će raditi sutra. Ti su mladi ljudi budućnost zagorskog turizma – poručila je na kraju razmatraljica Srednje škole Draženka Jurec. (M. Čaparić)

PROJECT RESULTS

- ✘ Introducing the project to other catering and tourism schools
- ✘ Selling all products during the event
- ✘ Donating money to charities

PROJECT RESULTS

- ✘ Project continuation:
 - + cooperation with Galaplus- distributor of Lavazza coffee in the Republic of Croatia
 - + Free barista trainings for 4 students have been agreed on

CONCLUSION

We

- + were taken seriously
- + experienced real-life situations
- + felt proud for doing useful and practical things
- + look forward to another project

THANKS

- ✘ to the Ministry of Tourism for making it possible for us to experience a new form of learning-project-based learning!
- ✘ all partners and participants who supported the project!