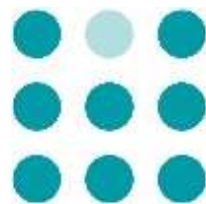


Srednja strukovna škola
Makarska

Glazbena škola Makarska

Projekt
OSJETI MAKARSKU



M A R A

MAKARSKA RAZVOJNA
AGENCIJA



Ministarstvo turizma
REPUBLIKE HRVATSKE



makarska
TURISTIČKA ZAJEDNICA

We made our project FEEL MAKARSKA in cooperation with the Tourist Board of the Town of Makarska and the Makarska Development Agency MARA.

With this presentation we want to show what we have done and what we have learned.



THE GOAL OF THIS PROJECT WAS TO CREATE A NEW TOURIST PRODUCT WHICH WE CALLED „FEEL MAKARSKA” .

The product was created with the aim of presenting local values through music, food - Makarana Cake (product branding) and presentation of cultural heritage in an original and modular way to be adaptable and applicable for multiple occasions / events.

The end result is a website whose content we have designed ourselves.



Intangible heritage (Makarana cake, folklore and music)



Digitization (designing a presentation through modern multimedia solutions within the TZ system)



-PRODUCT:
-Students create themselves
-Sustainability

AT THE FIRST WORKSHOP,
EXCEPT FROM
INTRODUCTION TO THE
PROJECT, THEY
PRESENTED THEIR
BUSINESS TO US:

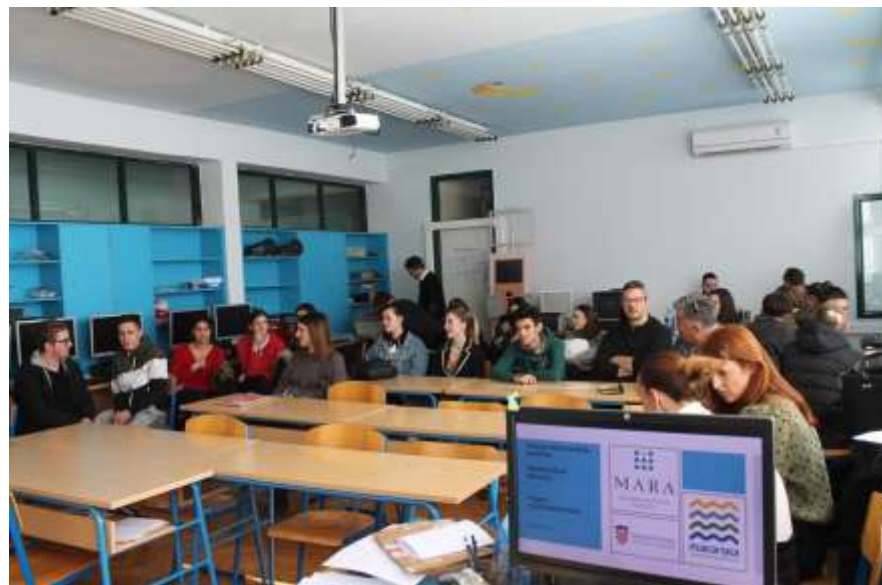
- TOURIST BOARD OF THE
TOWN OF MAKARSKA and

- MAKARSKA
DEVELOPMENT AGENCY -
MARA.



AT THE SECOND WORKSHOP, WE CONTINUED THE ANALYSIS OF THE CURRENT SITUATION OF THE TOURISM OF MAKARSKA AND THE TARGET SITUATION - WHAT DO TOURISTS WANT?

THIS SERVED US AS THE "FOUNDATION ON WHICH WE BUILT OUR STORY".



NEW FORMS OF TOURISM:

- Cultural
- Business
- Health (wellness, spa, medical)
- Nautical
- Golf
- Cyclo tourism
- Diving, surfing
- Rural / ethno
- Mountain
- Adventurous
- Gastro
- Social
- Eco tourism

IF WE NEED TO SHOW OUR IDEA ON THE ONE SLIDE, IT WOULD LOOK LIKE THIS:

OSJETI MAKARSKU

What do we want to show tourists?

How to display the above?

We want to present the specifics!
We want to tell a story which has experience, taste, color and smell!
We want tourists to feel Makarska!
We want the this to be useful to the citizens of Makarska and businesses!

Digital form
Personalized
Clear
Sustainable

AT THE NEW WORKSHOP,
WE CONTINUED TO
DEVELOP THE PRODUCT
CONTENT.....



AS A PART OF THE PROJECT,
WE MADE A WORKSHOP
"MAKARANA CAKE",
WHERE WE LEARNED
ABOUT THE HISTORY AND
SIGNIFICANCE OF THE CAKE
MAKARANA.



WE ALSO BAKED OUR FIRST
MAKARANA CAKE WITH
THE HELP OF VEDRANA
VELA PUHARIĆ.



AS A PART OF THE PROJECT,
WE HAVE PREPARED AND
PRACTICED COMPOSITIONS
OF LOCAL AUTHORS



WE HAVE DEFINED SEVEN SEGMENTS OF THE OFFER WE WANT TO PRESENT.... WHICH WILL HELP OUR VISITORS TO TRULY FEEL MAKARSKA

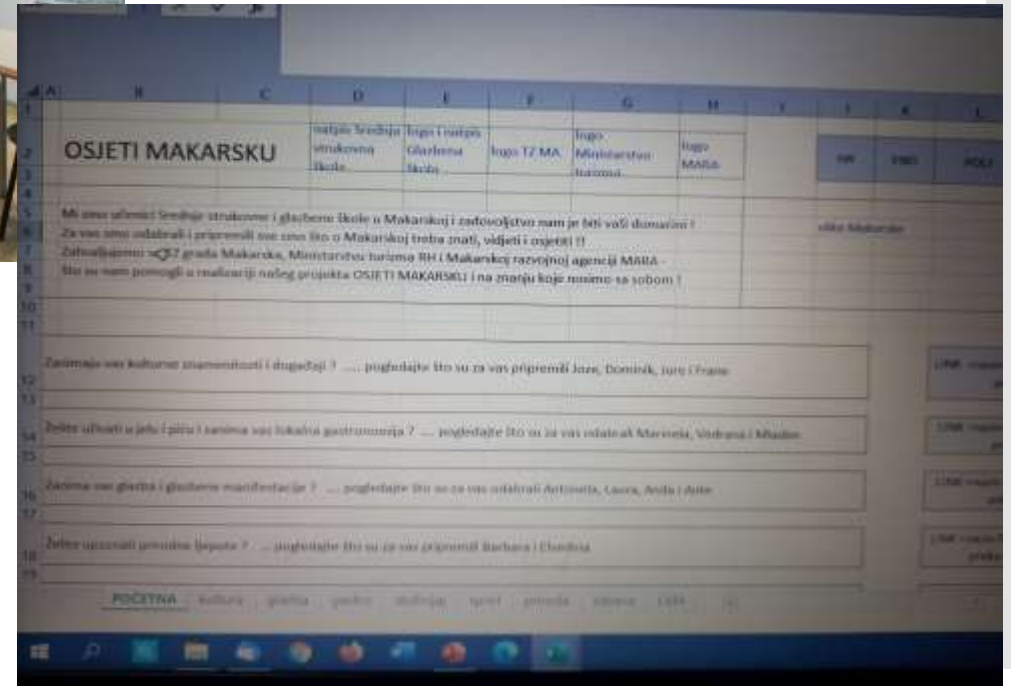
- 1) Cultural sights and events
- 2) Enjoying food and drink - local gastronomy
- 3) Music and music events
- 4) Natural beauties
- 5) New experiences
- 6) Sports and recreation
- 7) Entertainment



WE DIVIDED INTO SEVEN GROUPS AND EACH GROUP DEFINED AND PRESENTED ITS CONTENT



AS A PART OF THE PROJECT, WE LEARNED HOW TO PREPARE AND MAKE A WEBSITE



WE PRESENTED THE PROJECT „FEEL MAKARSKA" ON THE OCCASION OF THE OPENING OF THE PRESENTATION CENTER OF THE TOURIST BOARD OF THE TOWN OF MAKARSKA



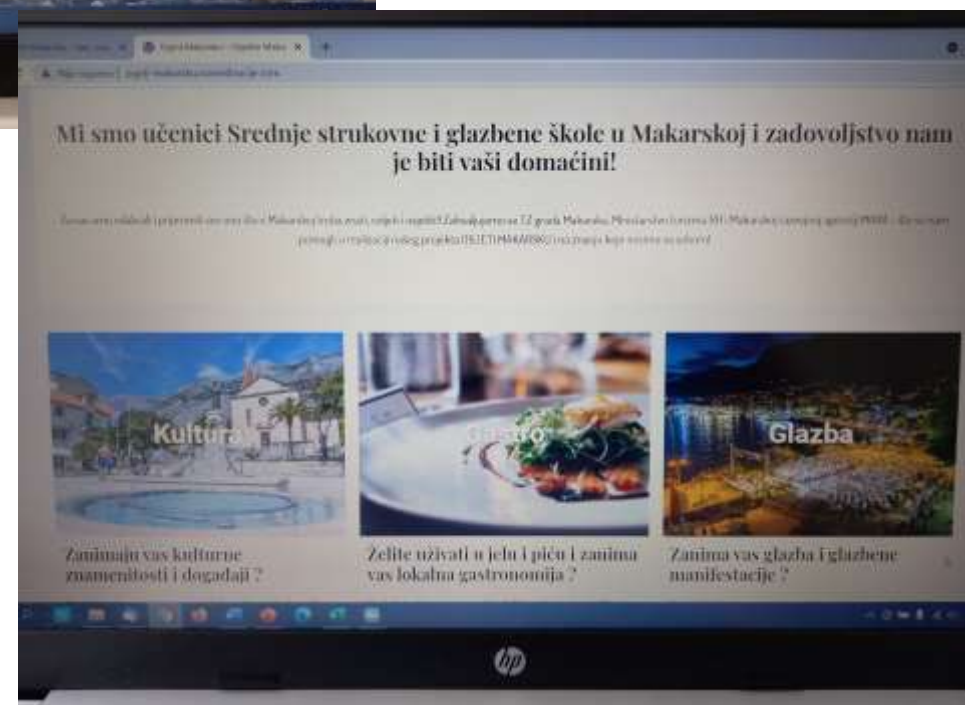
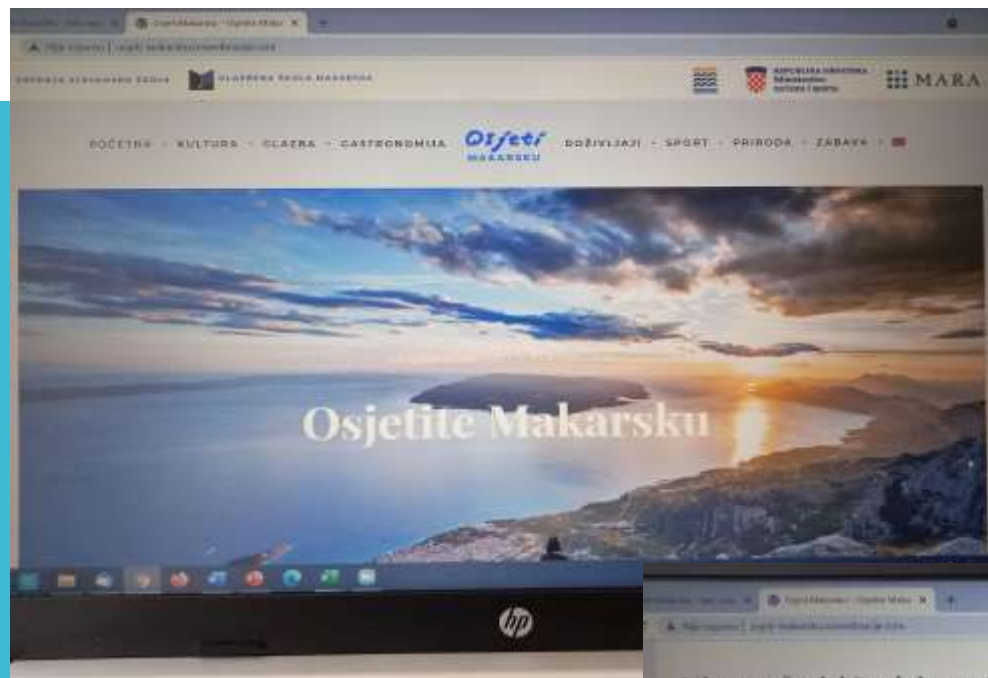
..... HERE ARE SOME PICTURES FROM THE PROMOTION OF THE PRODUCTS „FEEL MAKARSKA“

Ps. For the promotion, we designed and offered our guests a carob cocktails



WE ARE VERY HAPPY THAT OUR PRODUCT WILL BE VISIBLE ON THE OFFICIAL PAGE OF THE TOURIST BOARD OF THE TOWN OF MAKARSKA.

WE ARE ALSO CONVINCED THAT OUR PROJECT WILL LIVE FURTHER AND THAT WITH THE COORDINATION OF THE MAKARSKA DEVELOPMENT AGENCY MARA, NEW GENERATIONS OF STUDENTS WILL CONTINUE THIS PROJECT.



In addition to the achieved goal, the journey, which we will always remember, is also important!



Lucija, Ana-Marija,
Marin, Matej, Mare,
Luka, Klaudia,
Slavica, Ivana,
Marina, Marija,
Martin, Antonia,
Elvedina, Jure,
Frane, Dominik,
Barbara, Toni, Tea,
Mateo, Antonela,
Laura, Anda, Ante,
Šime, Tomo

