

Bartul Kašić High School

The promotion and enhancing of the competences of vocational
occupation

„Pag on the menu“ project

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- Project leader: Bartul Kašić High School
- Project manager: Branko Tičić
- Project partner: Obrovac High School
- Project partner leader: Irena Šimurina

The intent of the project

- 1) To design a new tourist product which would increase the overall competitiveness of the school's destination – Accomplished.
- 2) The project was created in co-operation with a school from a different education sector (School of economics) – Accomplished.
- 3) Branding the traditional gastronomy of the island of Pag by receiving a specific standard label.

Associates

- Pag Tourist Board
- Novalja Tourist Board
- Poveljana Tourist Board
- Kolan Tourist Board
- Pag Association of Crafts
- Novalja Association of Crafts

The general objective of the project

The increase of the quality and competences of students who will work at catering services and hospitality industry, all for the purposes of gastronomic tourism on the island of Pag (Zadarska county and Ličko-senjska county), which will in turn contribute to the achievement of the trends in the development of tourist products conforming to the tourism development strategy of the Republic of Croatia.

The aims and priorities of the project

The increase of competences and strengthening the quality of human resources, the student of vocational schools, through:

- Motivating the young to work in tourism
- Raising students' and teachers' awareness of tourism as multisectoral department
- Multisectoral economic connection through the educational process
- Meeting vocational students from different educational sectors, with the possibilities of realization of projects in tourism
- Connecting educational institutions and private sector
- Developing the project way of thinking with the students
- Developing entrepreneurial spirit and team work with the students

The vision of the project

The promotion of traditional gastronomy of the island of Pag, which the students and teachers of Bartul Kašić High School have practiced since 2007, so that it would be represented in the gastronomy and wine-making of the island of Pag.

The mission of the „Pag on the menu“

Establishing a special standard for catering establishments, family farms and family hotels and tasting rooms on the island of Pag, all of which offer traditional and homemade dishes and drinks.

To specially promote the ones for which this standard is established.

The result of the project

Based on a public invitation, 7 special standard labels of „Pag on the menu“ have been given to the catering establishments that met the criteria.