

# **SAMOBOR**



## **N&T**

### **MOBILE APP NAMED N&T (Now & Then) FOR CULTURAL TOURISM OF SAMOBOR**

Project: Preparing and making a tourist mobile app which provides information about cultural heritage of Samobor by using modern technologies

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# INTRODUCTION

- School of Economics, Trade and Hospitality from Samobor participates in many projects in tourism and hospitality. Encouraged by many achievements of our students in national and international competitions, we prepared this project for educational purposes and promotion of Samobor in Croatia and as well as the world.

- This project is, first of all, meant for all tourists and visitors of Samobor, especially the part of the population which uses mobile apps and technology intensively. Our goal is to provide a fun but educational way of exploring Samobor's cultural and historical heritage.
- Third and fourth grade students (Hotel and tourism technicians) participated in this project by gathering historical facts and photographs, along with their teachers
- Partner in this project:  
Stukovna škola Samobor

# PROBLEM DEFINING

- The purpose of this project is to raise awareness of the importance of cultural tourism. Due to development and intense promotion of other forms of tourism, cultural tourism has been neglected for the last couple of years.
- A large number of younger people do not notice the cultural attractions in the destination, but rather look at their smartphones.

# GOALS AND ACTIVITIES

- To point out the most significant cultural landmarks of Samobor
- To educate about the history of Samobor, attractions and famous people who lived here
- To give information about autochthonous products in Samobor
- To encourage people to move through the route provided by the app
- To influence the promotion of natural and social tourist attractions
- To enrich and expand the existing promotional activities of Samobor

# COMPONENTS

- The app takes you through two routs around Samobor, which differ by lenght and intensity
- Cultural and historical landmarks are marked through the tours
- Photoshop i AR technology have been used for additional information and pictorial dispaly of landmarks, famous people and works of art

# The app includes

## a) Landmarks:

1. Samoborček train
2. Hrvatski dom (Croatian Home) / Prica Gallery
3. Ferdo Livadić Music School
4. King Tomislav Square
5. Saint Anastazija Church/ Homeland gratitude park
6. Samobor Museum
7. Old town Samobor
8. Hidropatsko swimming pools / Vugrinščak
9. Saint Ana Chapel



## b) Famous people

1. Zlatko Prica
2. Ferdo Livadić
3. Stanko Vraz / Ljubica Cantilly

## c) Gastronomic brands

- Bermet
- Muštarda
- Samoborska kremšnita / Samobor Cream pie

# PROJECT REALISATION

- Project realisation started **26.2.2021.** with the meeting with our partner school. We agreed about external lecturers and starting activities
- First student meeting was held March 31st 2021 and since then we met every second Wednesday until completion of project. Students exchanged ideas and activities were assigned.

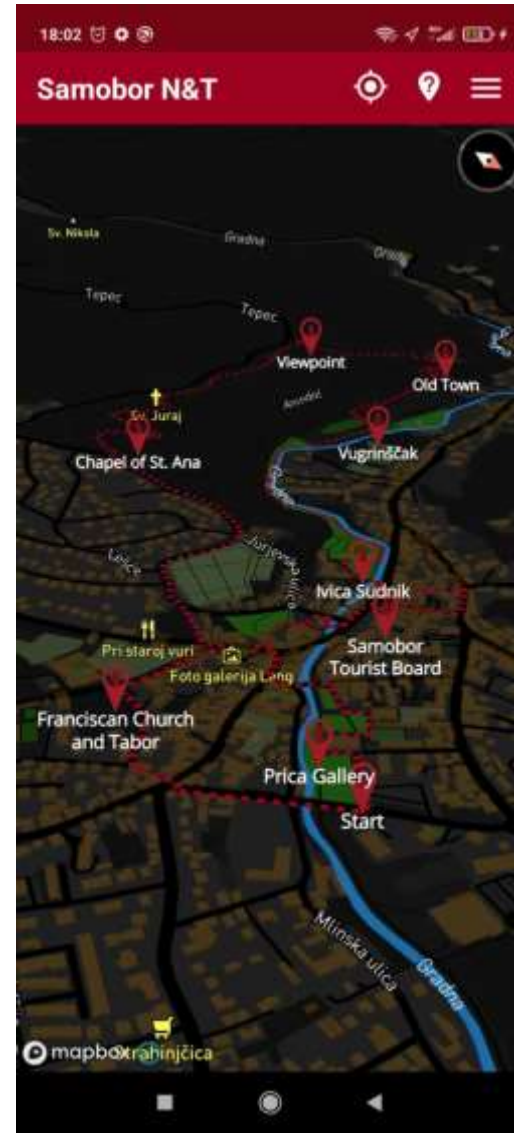


## a) External lecturers

1. Oliver Kesar, dr.sc – Promotion in tourism using mobile applications
2. Dardan Berisha, Photoshop workshop
3. Filip Kisiček – lecture for partner school

## b) Creating the app

- Use of modern technologies such as Augmented Reality
- Route made in 3D map



- The app provides information about Samobor landmarks and the display of how they looked before and how they look today



## c) App availability

- Our app can be used only with Android devices for now, and can be installed through Google Play



# Promotional activities

- The project has been promoted on a special event held in our school hall, with an occasional refreshment and gift bags containing informative leaflets and special N&T cookies
- Promotion activities included also social networks and broadcasting on Radio Samobor. Further promo activities will be done in the Fall





Ove godine  
upisujemo učenike  
u zanimanja:

**EKONOMIST**

**KONOBAR**

**KUHAR**

**HOTELIJERSKO-TURISTIČKI TEHNIČAR**


**SLASTIČAR**


Saznajte više o školi, upisima i programima na  
našoj web stranici i pratite nas na  
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**EKONOMSKA, TRGOVAČKA I UGOSTITELJSKA ŠKOLA**

[www.ss-ekonomska-trgovacka-ugostiteljska-samobor.skole.hr](http://www.ss-ekonomska-trgovacka-ugostiteljska-samobor.skole.hr)

Andrije Hebranga 26, Samobor

 Ekonomiska, trgovačka i  
ugostiteljska škola

 REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta



**N&T**  
Now and Then  
**SAMOBOR**

*N&T je turistička mobilna aplikacija za Android uređaje, koju su izradili učenici Ekonomske, trgovačke i ugostiteljske škole i učenici Srednje strukovne škole.*

*Projekt je dobiven na natječaju Ministarstva turizma i sporta za promociju i jačanje strukovnih kompetencija za turizam 2020.*







**Radio Samobor**

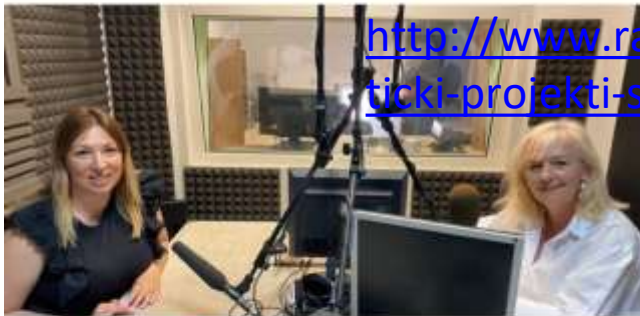
43 min · 🌐



U današnjoj emisiji Ključ uspjeha, koja prati uspješne gospodarstvenike i rezultate njihova poslovanja, povezujemo gospodarstvo i školstvo.

Govorit će, naime, o izvannastavnim projektima učenika i profesora samoborske Ekonomske, trgovačke i ugostiteljske škole u oblasti turizma. O tome ćemo razgovarati s ravnateljicom škole Mirjanom Kroflin i profesoricom-mentoricom Brunom Kobeščak Mogulić.

Emisiju Ključ uspjeha poslušajte od 15 sati i 15 minuta.



<http://www.radiosamobor.hr/2021/06/15/turisticki-projekti-samoborskog-etus-a/>





**SAMOBOR N&T** N&T Samobor  
Proizvod/usluga  
Samobor

Svida mi se

WhatsApp

Silvija, Branka i 97 drugih kažu da im se sviđa

Početna Objave Osvrti Fotografije Zajednica Info

- ✉ nitsamobor@gmail.com
- 🌐 Zatražite podatke o web-mjestu  
Pošaljite ovo pitanje u Messengeru.
- 🕒 Moderan način obilaska Samobora
- 📁 Proizvod/usluga
- 💬 Pošalji poruku

15:08 67%

← nit\_samobor

**SAMOBOR N&T** 3 Objave 138 Pratelji 5 Pratih

N&T Samobor  
Proizvod/usluga  
Moderan način obilaska grada 🌱  
Prate etuscak, ivanasok i njih još 1

Pratih Poruka E-pošta

Romeo i Julija Zlatko Prica

