



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta

SREDNJA ŠKOLA ZABOK

**REGIONALNI CENTAR KOMPETENTNOSTI U TURIZMU I
UGOSTITELJSTVU ZABOK**

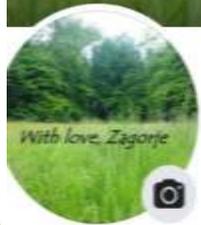
Project „*With love, Zagorje*”

THE PROJECT GOALS

- ▶ an interesting and creative way of promoting tourism profession
- ▶ promotion of Hrvatsko zagorje as a tourist destination
- ▶ social networks as a way to promote tourism are becoming increasingly popular
- ▶ bloggers, youtube vloggers and influencers are new professions
- ▶ combination of social networks and tourism profession promotion



SOCIAL NETWORKS



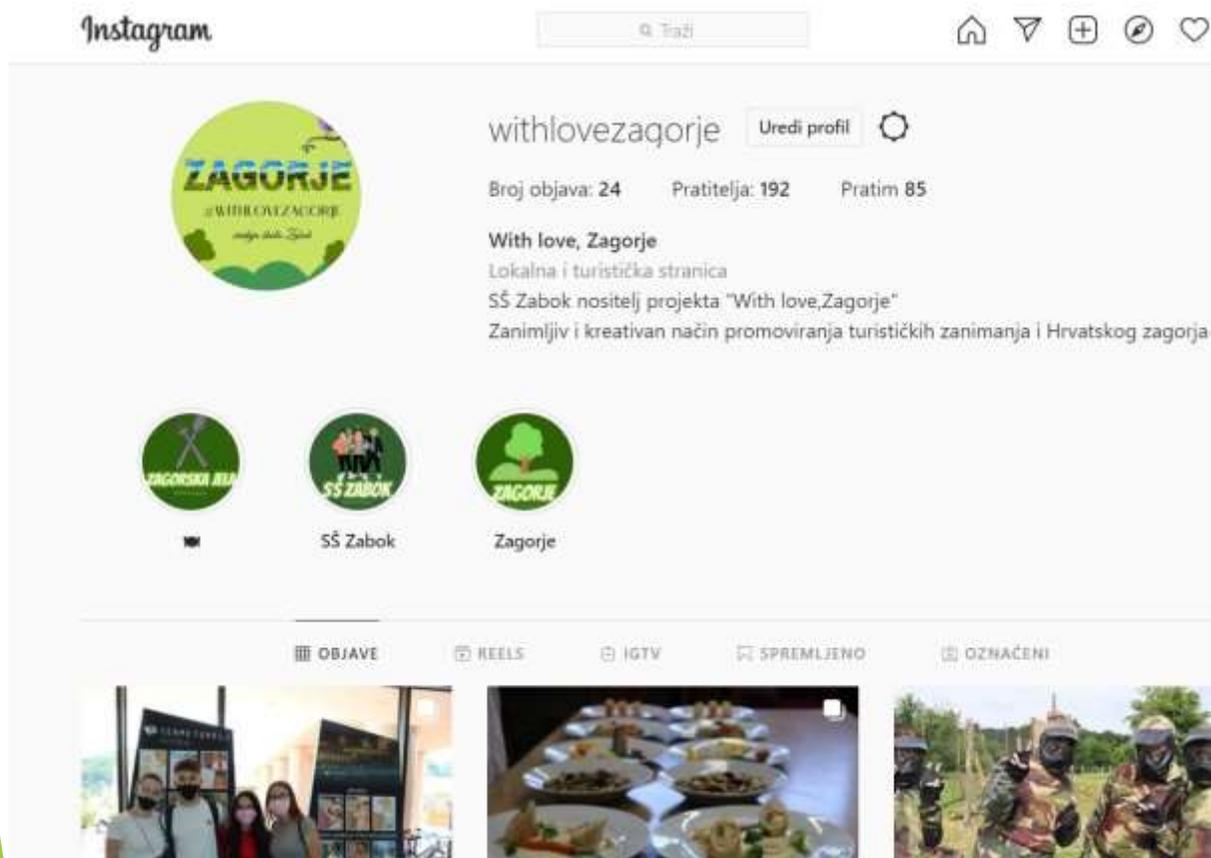
With love, Zagorje

@withlovezagorje · Advertising/Marketing

 Edit Follow

- ▶ facebook page "With love, Zagorje" was created

SOCIAL NETWORKS



- ▶ instagram profile “With love, Zagorje” was created

SOCIAL NETWORKS

The image shows a screenshot of a TikTok profile page. At the top left is the TikTok logo. A search bar contains the text "Search accounts and videos". On the right side of the header are icons for home, search, messages, and a profile picture. The left sidebar shows navigation options: "For You", "Following", and "LIVE". Below this is a section for "Following accounts" with two entries: "mimiermakeup" and "nikolajnaa". At the bottom of the page are links for "About", "Newroom", "Contact", "Careers", "ByteDance", "TikTok for Good", "Advertise", "Developers", "Transparency", "Help", "Safety", "Terms", "Privacy", "Cookies", "Creator Portal", "Community Guidelines", and "© 2021 TikTok".

withlovezagorje
withlovezagorje

2 Following 13 Followers 10 Likes

SŠ Zabok provodi projekt kojim se promoviraju tur.zanimanja i turizam u Zagorju.

Videos Liked

What I mean when I say I live in Zagorje, Croatia.

► tik tok profile “With love, Zagorje” was created

KUMROVEC

- ▶ visit to the exhibition of the 15th Zagorje Souvenir Triennial



KLANJEC

- ▶ visit to the monument to the Croatian anthem „Lijepa naša domovino“
- ▶ path „through the canopy“



HOTEL WELL TERME TUHELJ

- ▶ a tour of the hotel with expert guidance and insight into the business of a four-star hotel





EMPIREJ CASTLE

- ▶ sightseeing of Empirej Castle





ŠTRUKLIJADA

- ▶ we won third place for the best „štruklji”



MARIJA BISTRICA



- ▶ we filmed tourist postcards on Marija Bistrica

MARIJA BISTRICA

- ▶ a visit to the pottery



MARIJA BISTRICA

- ▶ we visited the workshop of the traditional „licitar”





GORNJA STUBICA

- ▶ Museum „Muzej seljačkih buna”
- ▶ monument to Matija Gupca





KONJŠČINA

- ▶ the experience of adrenaline tourism
- ▶ paintball, archery, table football
- ▶ paintball club CROS





TRAKOŠČAN

- ▶ students as tour guides
- ▶ picnic





PROMOTION OF TOURISM PROFESSION

- ▶ recording video material for the promotion of tourism profession

PROJECT PARTICIPANTS



- ▶ students of 2nd THK, 3rd THK and 4th THK grades
- ▶ teachers:
 - Davorka Gavranić
 - Renata Tršinski
 - Ivana Manojlović
 - Ivan Petek
 - Tomislav Vranić
 - Boris Marković

CONCLUSION



- ▶ rpromotion results:
- 192 instagram followers
- 356 facebook followers
- the survey showed that 100% of followers are satisfied with the work of the site