

"Let's go cycling" project presentation



THE PROJECT IS FINANCIALLY SUPPORTED BY THE MINISTRY OF TOURISM AND SPORTS

Project name: Let's go cycling

Project leader: Economic and Business-Technical School Bjelovar

Partner: Technical School Bjelovar

Duration of project: December 2022 – May 2023.

Project worth/value: 10.199,75 EUR

Mentors: Kristina Čavić, EBB

Dario Vidić, TŠB



Participants in project implementation

ECONOMIC AND BUSINESS-TECHNICAL SCHOOL BJELOVAR

14 students in the third grade, majoring in Economics

TECHNICAL SCHOOL BJELOVAR

17 students in the third grade, majoring in Computer
Science

ELEMENTARY SCHOOL VELIKO TROJSTVO

24 students in the eighth grade

LET'S

GO
CYCLING

Target group



CYCLO TOURISTS AND EVERYONE INTERESTED IN CYCLING

Young adults, families with children, who are educated, employed, digitally literate, inclined to use digital devices and share information through social networks.

Tourists with high paying power, with clear wishes and needs, well-off, and good consumers with high standards, who expect a quality offer in the destination.



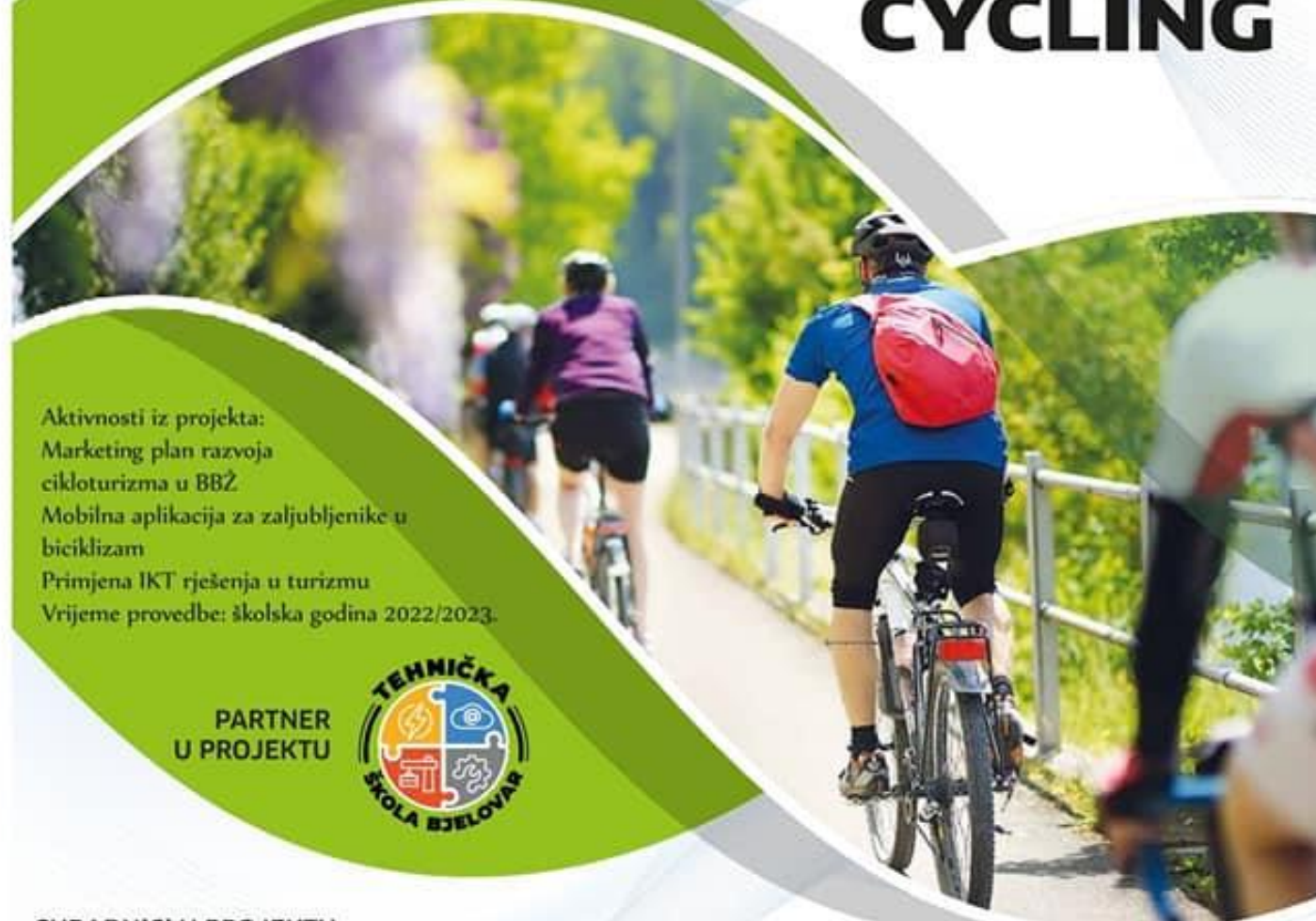
NOSITELJ PROJEKTA



EKONOMSKA
I BIROTEHNIČKA
ŠKOLA BJELOVAR



LET'S GO CYCLING



Aktivnosti iz projekta:
Marketing plan razvoja
cikloturizma u BBŽ
Mobilna aplikacija za zaljubljenike u
biciklizam
Primjena IKT rješenja u turizmu
Vrijeme provedbe: školska godina 2022/2023.

PARTNER
U PROJEKTU



SURADNICI U PROJEKTU



MUP
Polijska uprava Bjelovar



Osnovna škola
Veliko Trojstvo



bpm travel d.o.o.



VINARIJA
CONER



TURISTIČNA ZAJEDNICA
BJELOVARSKO-BILOGORSKE ŽUPANIJE

Romska etno kuća
Maglenča

Udruga
ugostitelja BBŽ

SUFINANCIRA



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta

PROMOCIJA I JAČANJE
KOMPETENCIJA STRUKOVNIH I UMJETNIČKIH
ZANIMANJA ZA TURIZAM

www.ekonomska-birotehnicka-skola-bj.hr

Associate partners



ELEMENTARY
SCHOOL
VELIKO
TROJSTVO



CONER D.O.O.



THE TOURIST BOARD OF
BJELOVAR-BILOGORA
COUNTY



BPM TRAVEL D.O.O.



Goals



- STRENGTHENING THE COMPETENCIES OF SECONDARY SCHOOL STUDENTS AND RAISING THE QUALITY OF HUMAN RESOURCES
- WITH THE COOPERATION OF STUDENTS, KEY STAKEHOLDERS IN TOURISM AND STUDENTS OF ELEMENTARY SCHOOL VELIKO TROJSTVO TO DESIGN A FREE MOBILE APPLICATION INTENDED FOR YOUNG PEOPLE AND ALL INTERESTED
- CREATING A SWOT ANALYSIS AND MARKETING PLAN "INFORMATION AND PROMOTION OF CYCLE TOURISM IN THE AREA OF BJELOVAR-BILOGORA COUNTY"
- ACHIEVE CROSS-SECTOR ECONOMIC CONNECTION THROUGH THE EDUCATIONAL PROCESS, THE SYNERGY OF THE BBŽ TOURIST BOARD AND OTHER STAKEHOLDERS IN THE PROJECT

Goals

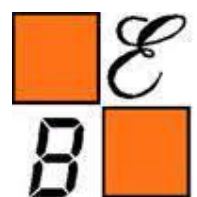


- PROMOTION AND STRENGTHENING OF INFORMATION AND COMMUNICATION ACTIVITIES RELATED TO CYCLE TOURISM IN THE AREA OF BJELOVAR-BILOGORA COUNTY
- INDICATING THE IMPORTANCE OF USING ICT TECHNOLOGIES AND SOCIAL NETWORKS AS A WAY OF DISTRIBUTING INFORMATIVE MATERIALS RELATED TO CYCLE TOURISM AND THE GENERAL TOURIST OFFER OF THE REGION
- STRENGTHENING THE RECOGNITION OF DESTINATIONS AND INTENSIFYING PROMOTIONAL ACTIVITIES

ACTIVITIES



REPUBLIKA HRVATSKA
Ministarstvo
turizma i sporta



EKONOMSKA
I BIROTEHNIČKA ŠKOLA
BJELOVAR



LET'S



CYCLING



PROJECT PRESENTATION



AT THE FIRST WORKING MEETING, MENTOR KRISTINA ČAVIĆ INTRODUCED THE PARTICIPANTS TO THE PROJECT ITSELF AND TO THE TASKS AND GOALS THAT THE STUDENTS OF THE TWO SCHOOLS WILL REALIZE DURING THE DURATION OF THE PROJECT.



The director of the Tourist Board of Bjelovar-Bilogora County, Mr. Marcel Medak, gave a lecture on "Tourism in the area of Bjelovar-Bilogora County with an emphasis on cycle tourism".



Mr. Igor Prka, owner of the agency bpm travel d.o.o. held an education on the topic "Cycling tourism yesterday, today, tomorrow".

THE LECTURE WAS HELD BY ANDREA NOVOTNI, POLICE OFFICER FOR ROAD TRAFFIC PREVENTION AT THE BJELOVAR TRAFFIC POLICE STATION.

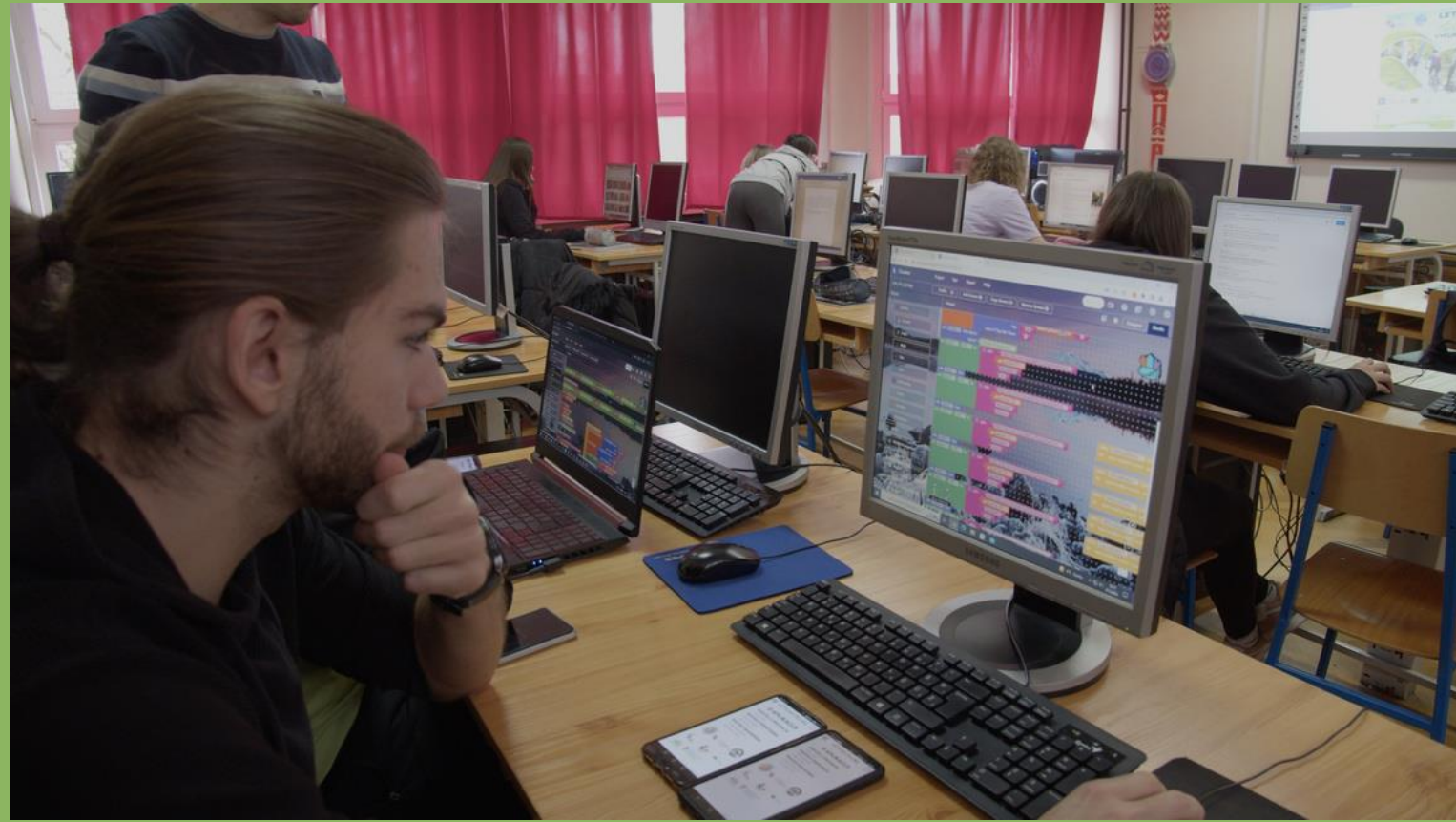
THE AIM OF THE LECTURE IS TO INFORM PROJECT PARTICIPANTS WITH BASIC TERMS AND RULES WHEN PARTICIPATING IN TRAFFIC AS A CYCLIST.



ECONOMIC AND BUSINESS-TECHNICAL SCHOOL BJELOVAR

THE CREATION OF A SWOT
ANALYSIS AND MARKETING
PLAN 'INFORMATION AND
PROMOTION OF
CYCLOTOURISM IN THE
BJELOVAR-BILOGORA
COUNTY'





TECHNICAL SCHOOL BJELOVAR

Developing the free mobile application Let's go cycling.

Some of the application's possibilities: creating an account and logging in, creating a profile with personal data and tracking the location in real time on the map with the selected route.

There is also a quiz, "service" information on how to fix a bike in some situations, and scanning QR codes for an additional overview of individual sections of the route and localities on them.

Elementary School Veliko Trojstvo



MENTOR KRISTINA ČAVIĆ
INTRODUCED THE STUDENTS TO
THE UPCOMING ACTIVITIES
RELATED TO ORGANIZING THE
BIKE RIDE.

THE LECTURE WAS DELIVERED BY
ANDREA NOVOTNI, A POLICE
OFFICER FOR TRAFFIC
PREVENTION AT THE BJELOVAR
TRAFFIC POLICE STATION.



ELEMENTARY SCHOOL VELIKO TROJSTVO AND TECHNICAL SCHOOL BJELOVAR

THE STUDENTS OF TECHNICAL
SCHOOL BJELOVAR,
MAJORING IN COMPUTER
SCIENCE, TOGETHER WITH
THEIR MENTOR, INTRODUCED
THE EIGHTH-GRADE
STUDENTS TO THE MOBILE
APPLICATION THEY
DEVELOPED AS PART OF THE
LET'S GO CYCLING PROJECT.



ECONOMIC AND BUSINESS-TECHNICAL SCHOOL BJELOVAR AND TECHNICAL SCHOOL BJELOVAR

THE STUDENTS OF TECHNICAL
SCHOOL BJELOVAR, COMPUTER
TECHNICIAN MAJOR, TOGETHER
WITH THEIR MENTOR,
INTRODUCED THE STUDENTS TO
THE MOBILE APPLICATION THEY
CREATED AS PART OF THE LET'S
GO CYCLING PROJECT.



FINAL ACTIVITY

ROMA ETHNO-HOUSE

Introducing the participants to the culture of the autochthonous Croatian Roma Lovars, to Roma history, tradition, customs and art, as well as products for which the Roma have long been known

VIEWPOINT IN VELIKO TROJSTVO

The viewpoint is located on forest land, it is known for its beautiful view and as a place for relaxation and rest in nature.

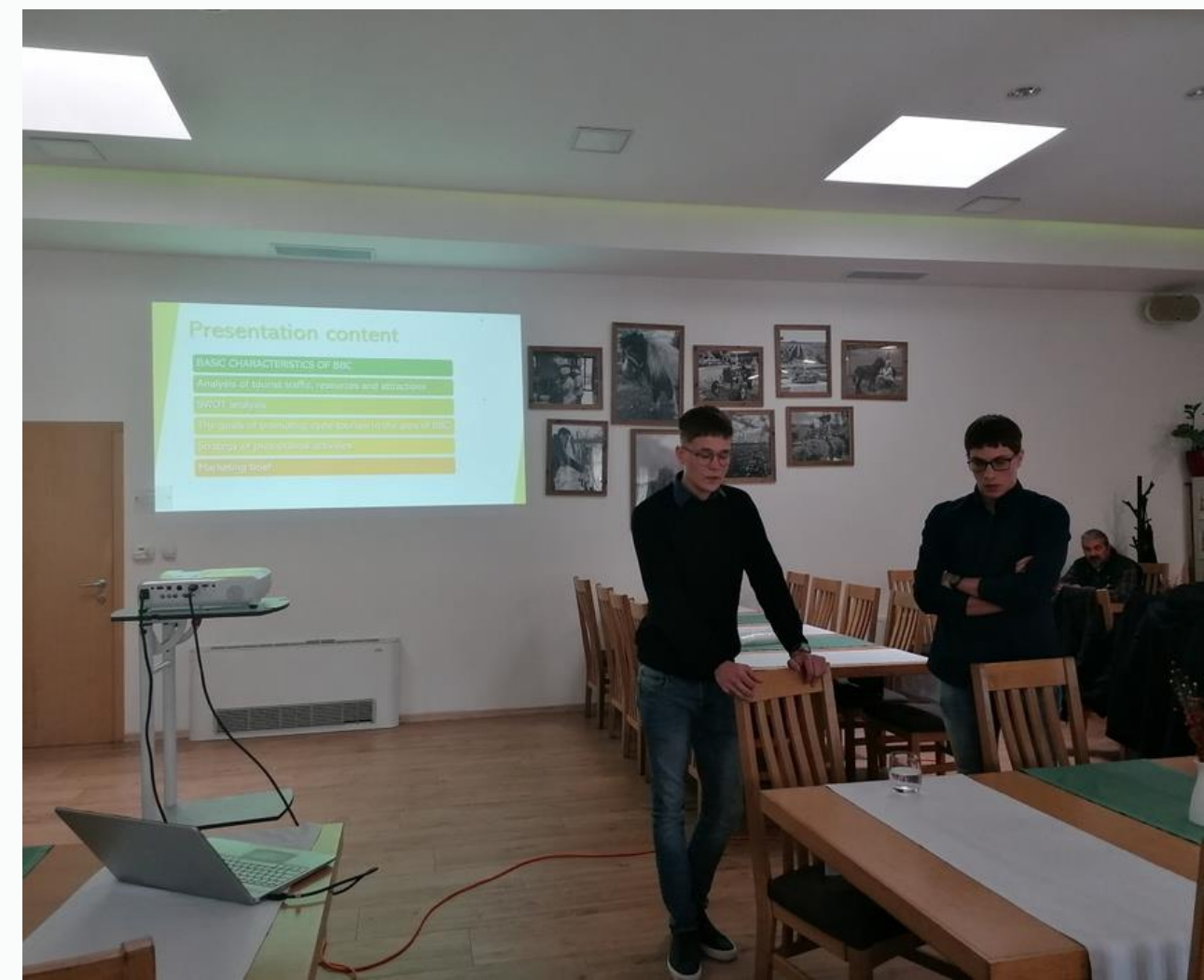
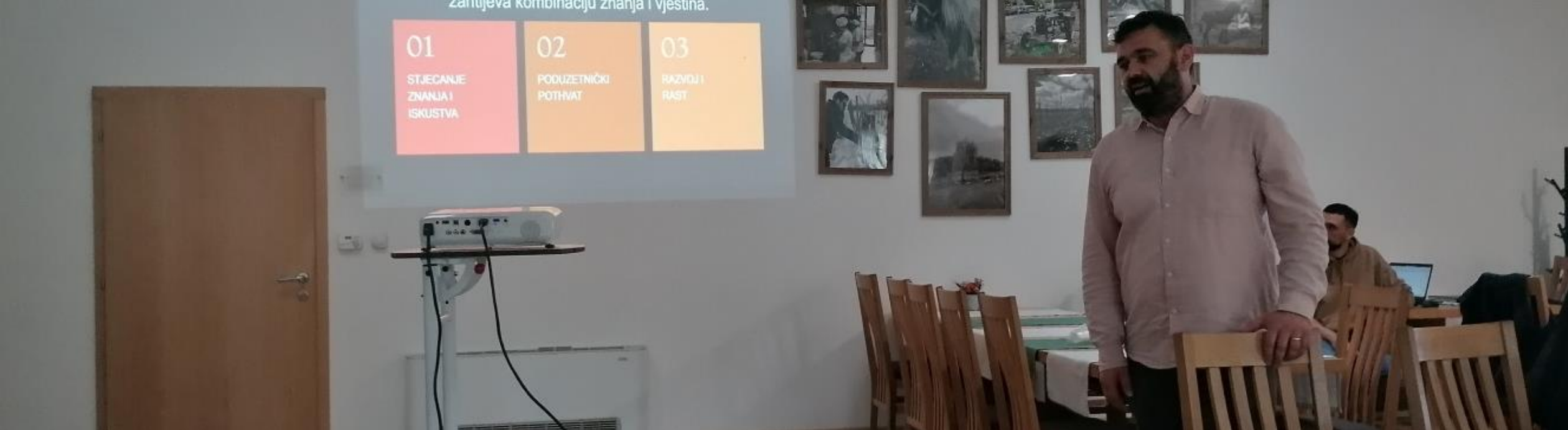
CONER D.O.O.

Tour of the winery, meeting hall, accommodation units, restaurant, playground and promenade.

A lecture on the provision of various tourist offers, among other things, and the organization of the traditional Bilogora Spring Bike Ride.

Srećko Koljić, a representative of the BBŽ Independent Hospitality Association, held an education on the topic "I am a tourist manager", which was intended to enable the acquisition of knowledge and skills on how to run one's own tourist-hospitality facility, how to do business successfully and how to deal with guests, thus enabling guests to experiences at the tourist destination in order to return again.

Students of the Bjelovar School of Economics and Office Technology presented a SWOT analysis and marketing plan "Information and promotion of cycle tourism in the Bjelovar-Bilogora County".



Mobile app



LET'S GO
CYCLING



Prijava

Molimo prijavite se u Vaš račun.

 E-mail

 Lozinka

Prijava

Nemate račun?

[Kreirajte račun.](#)

Zaboravili lozinku? [Resetiraj lozinku.](#)

Downloading the application and video instructions for installation and usage.



downloading the application



INSTRUCTIONS FOR INSTALLATION AND USAGE



SWOT analysis and marketing plan



"INFORMATION AND
PROMOTION
OF CYCLE TOURISM
IN THE AREA OF
BJELOVAR-BILOGORA COUNTY"

Let's go cycling –
project video



Radio show



What do the participants think about the project?



All educations were evaluated with a high rating of 4 or 5, and the average rating was very good for them 87.5%; from which it can be concluded that the workshops met the expectations of the participants.

The most interesting parts of the workshop were rated as the workshop in the Roma ethnic house Maglenča, presented by Slađana Đurđević.

Out of 49 participants, 44 answered that in the future they will be involved in projects organized by the school, which is about 90% of the participants.

Thank you for
your attention!

ECONOMIC AND BUSINESS-
TECHNICAL SCHOOL BJELOVAR

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