# Sign Samolor

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Project: Tourist video stories in Croatian sign language

#### Description

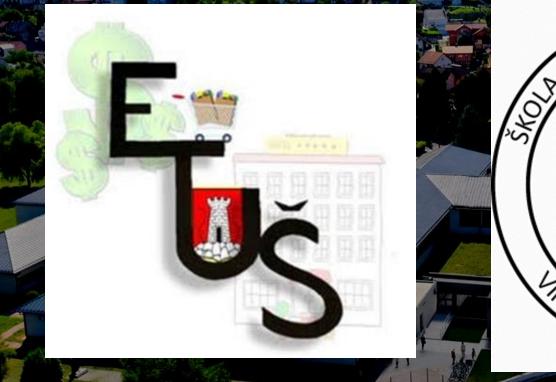
With this project we decided to focus on one segment of inclusive tourism through filming video stories in Croatian sign language so that we could offer a quality tourist experience to deaf and hard of hearing visitors. The stories of Samobor were carefully chosen throgh researching literature and legends of the town that are not so widely available.

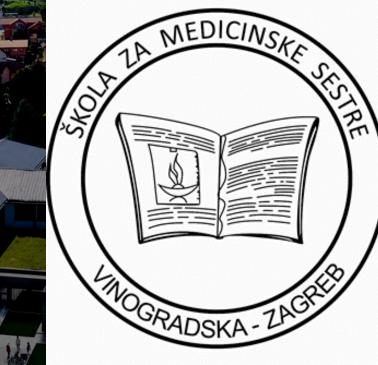
#### Project goals

 Creating special video stories for deaf and hard of hearing people

- To contribute to the promotion and tourist content of Samobor
- To develop sensibility for disabled people and to learn to express welcome to deaf and hard of hearing visitors to Samobor
- Promotion of the school and profession
  - Developing cooperation with other schools and institutions

# Partners in the project





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### Team of School of Economics, Trade and Hospitality in Samobor

- Mentor: Bruna Kobešćak Mogulić
- Pupils: Petra Sedmak, Franka Nensi Crnković, Nika Matković, Lorena Vorša, Tibor Čubrilo and Leopold Jurčević



#### Team of School for nurses Vinogradska

- Mentor: Anamarija Meczner
- Pupils: Lorena Grgić, Medina Kantarević, Borna Prugovečki, Lorena Trupec, Veronika Kolmar and Ivona Koretić



# First prepatory meeting of partner schools

- held January 26th, 2023.
- Work tasks, deadlines and purchase of equipment were arranged for the realization of the project



# Workshops and lectures were conducted as a part of the project

# Lecture and workshop about inclusive tourism

- The lecture was held by a professor <u>dr.sc.</u> Oliver Kesar who teaches at University of Zagreb, Faculty of Economics - Department of Tourism
- The pupils expanded their knowledge about inclusive tourism, ways of adjusting tourist content for disabled guests and received data about characterics, number and consumption of disabled visitors

## Workshop Communication accessibility for deaf and hard of hearing people in tourism

 The workshop from the field of sign language for pupils of School for nurses Vinogradska was held by Mrs. Dijana Vincek, who is the president of the Croatian Association of the Deaf and Hard of Hearing



### Workshop Filming and production of customized video content

 The workshop for filming was held by Mr. Davorin Erceg for the pupils of School of Economics, Trade and Hospitality



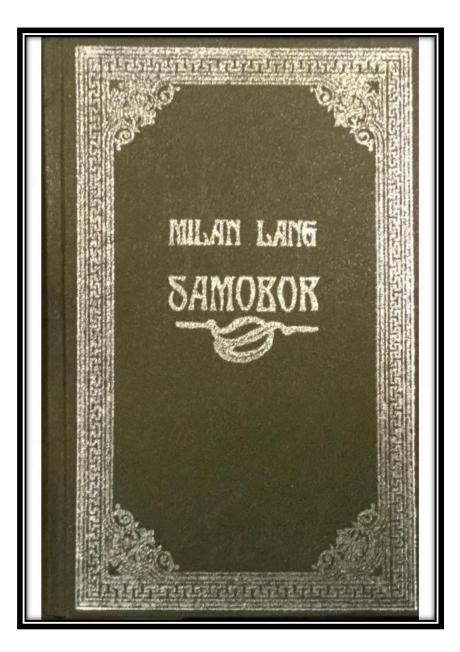


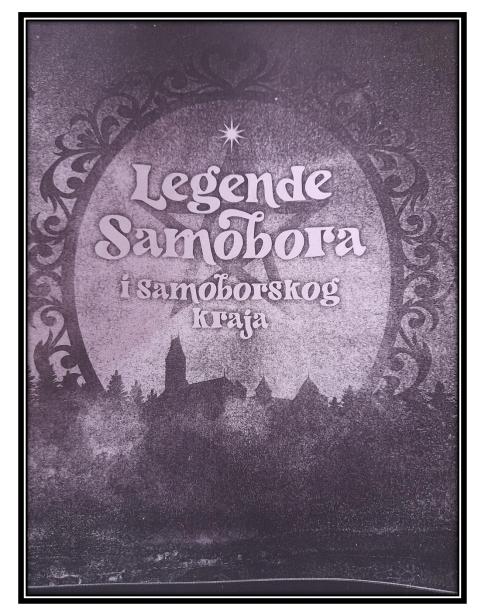
# Activities during the creation of the project

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### Preparation of stories

- For the preparation of stories we used a book called "Samobor" by Milan Lang and picture book called "Legende Samobora i samoborskog kraja"
- The topics we have chosen were: the Legend of the Black queen and the stone turtle, Samobor under the french governance, history of the train "Samoborček" and Golden bull by Bela IV.





#### Translation to Croatian sign language

 Sign language is not translated literally, because Croatian sign language grammar is very different from Croatian spoken language grammar



# Filming of the intoductory part of the video

- In the making of the opening credits, 5th graders from Elementary school Samobor participated
- We introduced the 5th graders to our project and school and taught them several expressions in sign language
- For filming purposes they learned to sign "Welcome to Samobor"

- We did the filming at King Tomislav Square
- After some hard work we treated ourselves with tasty sandwiches and sodas



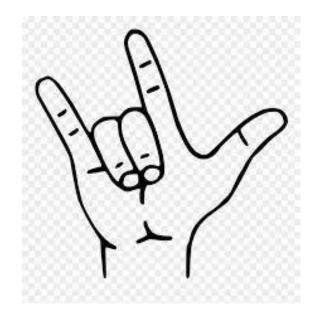
### Filming and editing the video stories

• We filmed the video stories on the premises of School of Economics, Trade and Hospitality



# Designing the visual identity of the project

•As a trademark of the project, we chose the sign "I love you" in American sign language which sibolizes the Deaf culture



## Sign Samobor - show me a story

 The result of our project - tourist stories in croatian sign language are now available on this link

https://www.youtube.com/watch?v=Oxl5B1d ATRw and QR code



# SIGN Promotional activities of the project

### Presentation of the project

 We presented the project in the premises of the School of Economics, Trade and Hospitality May 18th, 2023.













# Festive reception after the presentation of the project











### Promotion in media

- <u>https://www.radiosamobor.hr/2023/05/24/sig</u>
  <u>n-samobor-pokazi-mi-pricu132310/</u>
- <u>https://www.radiosamobor.hr/audio/2023\_05</u>
  <u>24 emisija%20pod%20pokroviteljstvom%20(</u>
  <u>etus).mp3</u>

#### **Cooperationn with affiliated partners**

 Through cooperation with Tourist Board Samobor and the Croatian Association of the Deaf and Hard of Hearing, we will continue the promotion of this project through leaflets that contain a QR code and a link to the video Sign Samobor - show me a story

#### **TURISTIČKƏ ZƏJEDNICƏ** GRƏDƏ SƏMOBORƏ

#### **Final thoughts**

Apart from wanting to enable deaf and hard of hearing people an experience of tourist stories about Samobor in their language, through creating this project we all learned a great deal about our town, inclusive tourism, sign language, tolerance and mutual respect. We will continue to spread our newly acquired knowledge in hopes of educating others.

Thank you to everyone who participated in this project and a special thanks to the Ministry of tourism and sport for the given opportunity.