



# The Story of the City

July, 2024.

Turističko-ugostiteljska i prehrambena škola  
Bjelovar

# The Story of the City

„The Story of the City“ is a project approved by the Ministry of Tourism and Sports based on the Public Call for the promotion and strengthening of competencies in vocational and artistic professions for tourism in 2023.



It includes cooperation with:

The Museum of the City of  
Bjelovar

The Independent Association  
of Hospitality Workers of BBŽ

The Bilogora-Bjelovar Tourist  
Board

The 4th Elementary School



It was carried out in partnership with August Šenoa High School from Garešnica.

# Project goals

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Designing and implementing a promotional campaign related to the intangible heritage of the city of Bjelovar.

Participation of elementary and high school students in promotional activities.

Collaboration with students, graphic technicians from August Šenoa High School in Garešnica.

Raising awareness among students and teachers about tourism as a multisectoral resource.

Cooperation between August Šenoa High School in Garešnica, the Tourism, Hospitality, and Food School in Bjelovar, and the Independent Association of Hospitality Workers of BBŽ.

# Planned and achieved activities

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Education of TUPŠ Bjelovar students - lecture and workshop at the City Museum.

Workshops for the 4th Elementary School Bjelovar students - lecture and workshop for elementary school students.

Graphic design and production of t-shirts and booklets - graphic design and printing.

Presentation of project results.

Distribution of t-shirts and booklets.

# January and February, 2024.

During January and February 2024, student applications were open, and the project leader and principal held discussions with partners and collaborators. A total of 20 students from the 1.A and 2.A classes, who are studying to become Hotel and Tourism Technicians, were selected to participate in the project.



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1st of March, 2024.

- On Friday, March 1st, our 1.A and 2.A class students visited the City Museum of Bjelovar to learn more about the origins of the city. They were welcomed by curator Antonija Ravenščak, who introduced them to the museum's collection from that period, guided them through the museum's exhibits, and provided them with plenty of material for further research. Afterward, the students returned to school and began further planning of project activities.





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## March and April, 2024.

- During March and April, the students are preparing their presentations, skits, and puppet shows to showcase „The Story of the City." They have met several times with their mentor to diligently plan and discuss the activities they wish to carry out within their own organization. The puppets for the puppet show were borrowed from the Bjelovar Theater.



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26th of April, 2024.

- Our diligent Project Team consisting of students from 1.A and 2.A classes conducted workshops at the 4th Elementary School in Bjelovar. The two workshops were held in the 1.A and 1.C classes. Our students shared the story of the origin of Bjelovar using pictures and puppets borrowed from the Bjelovar Theater and their puppeteers. Inspired by what they heard, the elementary school students created artworks based on themes from the city's origin





14th of May, 2024.

- Our project team visited August Šenoa High School in Garešnica and worked with their students, who are studying to become graphic technicians, along with their teacher Marijan Vuica, to prepare the graphics for our booklets and drawings.





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28th of May, 2024.

- The final promotion of the project took place at TUPŠ Bjelovar. An exhibition was set up, which was attended by students from the 4th Elementary School, whose drawings served as motifs for the t-shirts and booklets. Representatives from the organizations involved in the project, as well as local media, joined us for the event.

# Project promotion

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[instagram.com/tups\\_bj](https://www.instagram.com/tups_bj)

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<https://www.tups-bj.hr/projects/prica-o-gradu/>

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<https://www.klikni.hr/aktualno/2024/06/05/foto-prica-o-gradu-kako-bjelovar-i-njegovu-povijest-vide-mladi-i-malisani/>

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<https://bjelovar.info/drustvo/promocija-bjelovara-prica-o-gradu-projekt-koji-od-najmanjih-nogu-uci-o-ljepotama-bjelovara/>

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[https://bjelovar.live/prica-o-gradu-projekt-koji-od-najmanjih-nogu-uci-o-ljepotama-bjelovara/#google\\_vignette](https://bjelovar.live/prica-o-gradu-projekt-koji-od-najmanjih-nogu-uci-o-ljepotama-bjelovara/#google_vignette)

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<https://bbzinfo.hr/prica-o-gradu-%E2%80%92-projekt-koji-od-najmanjih-nogu-uci-o-ljepotama-bjelovara/>

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TV report on HRT (national Croatian television)



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On Friday, June 14, 2024, we participated in a scientific conference titled "The City is Its People" held at the City Museum of Bjelovar. The conference was part of the cultural, entertainment, and tourist event known as Terezijana. We listened to presentations about Professor Dragutin Grganić, Eduard Špoljar, Karla Kolesarić, Dražen Kvaternik, and Vladimir Grdinić. After these presentations, our student and teacher were given the opportunity to present this very project.

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## Sustainability of the project

- 5,000 booklets titled "The Story of the City" have been distributed to hospitality establishments in Bjelovar. This creates long-term added value for these establishments, where guests can learn about the city's history. The booklet has been prepared for reprinting and redistribution if needed.
- 400 t-shirts, with the support of the Bilogora-Bjelovar Tourist Board, have become city souvenirs and will be distributed at events. They are also ready for reprinting if additional needs arise.
- Students from the Tourism, Hospitality, and Food School in Bjelovar received t-shirts to represent the school and the project at competitions and events.
- This approach ensures that the project's materials and outcomes continue to benefit the community and support ongoing cultural and educational initiatives in Bjelovar.

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# „The Story of the City“ booklet



- The booklet is available on this link :

<https://drive.google.com/file/d/1rm7bo49yHfRVv5QT72WK-KN3QrialgVw/view?usp=sharing>

# Project participants:

- Students from 1.A and 2.A classes of the Tourism, Hospitality, and Food School Bjelovar, mentored by Tea Milinović:
  - Workshop for 1st-grade elementary school students, conceptual design of the booklet.
- Students from the 4th grade of August Šenoa High School Garešnica, mentored by Marijan Vuic:
  - Graphic processing and preparation of materials for the booklet and t-shirts.
- Students from 1.A and 1.C classes of IV Elementary School in Bjelovar, teachers Ivana Kudumija and Suzana Atlija:
  - Created drawings and shared their thoughts on the city's origins with us.
- Bjelovar City Museum, curator Antonija Ravenščak:
  - Education of students about the city's origins, provision of photos and documentation for the booklet.
- Independent Association of Hospitality Workers of Bjelovar-Bilogora County:
  - Distribution of booklets to hospitality establishments.
- Bilogora-Bjelovar Tourist Board: