



# Secondary school Bartul Kašić Pag

"Pag on the menu" project



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Pag on the menu, Phase 2

---



- Project holder: Secondary school Bartul Kašić Pag
- Project manager: Toni Herenda
- Project partner: School of Applied Art and Design, Zadar
- Project manager from partner school: Sandra Bačić



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# The reason for launching the "Pag on the menu" project

- The Bartul Kašić High School in Pag trains vocational high school students to work in the hospitality industry, and they usually find their first job in tourist locations. Since we live in a tourist environment, we often notice the shortcomings of the tourist offer and improvements that could be made. In accordance with our observations, we designed a project aimed at creating a new aspect of the offer of traditional gastronomy of the island of Pag.
- With this project, we have improved the insufficient presentation of the gastronomic quality of the island in the tourist sector and promoted the island of Pag as an ideal gastro-tourism destination.
- The special standard "Pag on the menu" tends to brand the local and regional oenological and gastronomic offer.



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Associated partners in the 2nd phase:

- Tourist board of the city of Pag, ,
- Kolan Municipality Tourist Board, ,
- Rudan Ltd.(Hotel Pagus).



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# The intention of the project

---

- 1) promotion of the existing project - project holder
- 2) the project was created in cooperation with another educational sector: clothing designer school – School of Applied Arts and Design Zadar
- 3) promotional material of the "Pag on the menu" project



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# The general goal of the "Pag on the menu" project



Increasing the quality and competence of students who will work in catering activities for the needs of gastro tourism in the area of the island of Pag (Zadar and Lika-Senj counties).



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Goals and priorities of the project:



Strengthening the competences and raising the quality of human resources of secondary vocational school students through:

- motivating young people to work in tourism,
- raising the level of awareness among students and teachers about tourism as a multi-sectoral department,
- intersectoral economic connection through the educational process,
- introducing vocational school students from other educational sectors to the possibilities of implementing projects in tourism,
- connecting educational institutions and the private sector,
- developing a project way of thinking in students,
- developing entrepreneurial spirit and teamwork in students.



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Vision of the "Pag on the Menu" Project



The promotion of the traditional gastronomy of the island of Pag, which the students and teachers of the Bartul Kašić High School Pag have been dealing with since 2007, in order for it to be more represented in the gastronomic and oenological offer of catering establishments on the island of Pag and recognized by visitors to the island



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta



# The mission of the "Pag on the Menu" project, phase 2



Creation of promotional content for catering establishments, family farms, small and family hotels, various tasting rooms and the like, on the island of Pag, which bear the label "Pag on the menu" (they offer local and traditional dishes and drinks).



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

---

## Planned activities

- creation of the project website
- making a video about the project
- designing and sewing of promotional garments
- the design and printing of QR code for existing tables
- other promotional material
- demonstration workshops



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Results of the project (phase 2)

---



- 15 students with professional qualifications for the profession of chef, trained to prepare traditional dishes from the island of Pag
- 5 students with a vocational qualification for the profession of waiter, trained for the presentation of traditional dishes of the island of Pag
- 9 students of the vocational qualification for clothing and textile designer trained to design clothing for the hospitality industry
- 15 representatives (1 holder of the certificate and 5 interested in certification of their facility) of catering facilities and/or family farms, trained in the preparation and presentation of traditional dishes from the island of Pag
- 1 website about the project
- 20 chef's aprons with the project logo (designed and sewn).
- 80 white T-shirts with a print
- 500 leaflets about the project (designed and printed).
- 40 stickers with a QR code link to the project website (for the boards of certificate holders and project partners)



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Promotional materials



# Sustainability of the project

---



- The project "Pag on the menu" is continuously carried out by Bartul Kašić Secondary School, tourist boards on the island of Pag (Pag, Novalja, Kolan and Povljana) and the Pag and Novalja Craftsmen Association.
- The school encourages its students of chef and waiter professions to work in establishments - holders of certificates
- Tourist boards work on the promotion of facilities in their local jurisdiction
- For the greater promotion of the project in its area, since 2019, the tourist board of the Town of Pag has been holding the event of the same name every year, on the first weekend of May; then visitors can (in addition to various other events) visit all certificate holders in the area of the city of Pag and taste traditional dishes at promotional prices.



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Holders of the "Pag on the Menu" standard certificate

---

- Tavern "Bodulo" - Pag
- Tavern "Bile" - Pag
- Restaurant "Na Tale" - Pag
- Restaurant "Na Katine" - Pag
- Wine & cheese bar "Trapula" - Pag
- Tavern "Didova kuća" - Šimuni
- Tavern "Bonaca" - Mandre
- Family farm Prtorić - Kolan
- Family farm Figurica - Kolan
- Tavern "Divlja maslina" - Kolan
- Tavern "Težak" - Metajna
- Tavern Giardin - Kolan
- Restaurant Padre - Pag

10.07.2024



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# The first certificate holders, 2021



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Second certificate award, 2023



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta



# Web page

- <https://pagnameniju.com/>
- The project website was created in order to find all the relevant information about the project in one place, easily accessible to everyone
- The data for the page was collected by the students, and its creation was entrusted to an external collaborator
- The QR code created for the existing panels of the project holder is also a link to the project website



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Project participants

- Secondary School Bartul Kašić Pag – teachers: Toni Herenda, Ivan Cimperman, Teo Bukša, Daria Paro, Marija Pećirko; students: Ivana Babačić, Borna Ćosić, Lana Perković, Luka Radan, Teo Radaš, Marina Babačić, Mihael Cik, Lucija Datković, Valentino Đurkin, Ana Maria Mrkonjić, Gabrijel Oštarić, Patricia Rupnik, Ante Zubatović, Ana Čemeljić, Lovro Festini, Ivan Horvat, Luka Horvat, Victoria Orsag, Ivano Paladina i Roko Rukavina.
- School of Applied Arts and Design – teacher Sandra Bačić; students - Ana Baričević, Leonarda Budak, Nika Grginović, Rahela Ljubanović, Tara Marinović, Lucija Ombla, Zara Stojanov, Lorena Škunca, Goa Traživuk



REPUBLIKA HRVATSKA  
Ministarstvo  
turizma i sporta

# Page on the menu, Phase 1 - from the media

- <https://magazin.hrt.hr/sretni-i-zdravi/pag-na-meniju-1278186> (31.3.2021.)
- [https://www.facebook.com/100045234894864/videos/143783477810592?locale=hr\\_HR](https://www.facebook.com/100045234894864/videos/143783477810592?locale=hr_HR) (3.6.2021.)
- <https://www.htz.hr/hr-HR/nakon-dvije-godine-ponovno-pag-na-meniju-kusajte-otocke-delicije> (5.4.2023.)
- <https://www.youtube.com/watch?v=oq1MgGJbQi0>
- <https://zadarski.slobodnadalmacija.hr/zadar/djirada/turisticka-zajednica-grada-paga-priprema-bogati-program-za-manifestaciju-pag-na-meniju-evo-sto-vas-ocekuje-1283382> (22.4.2023.)
- <https://hrturizam.hr/dodijeljeni-certifikati-posebnog-standarda-pag-na-meniju> (29.4.2023.)
- <https://www.nacional.hr/pag-na-meniju-od-zaborava-cuva-autohtona-otocka-jela/> (29.9.2023.)

# Page on the menu, Phase 2 - media and video

- <https://magazin.hrt.hr/zabava/otok-pag-je-i-zimi-iznimno-ziv-i-zanimljiv-u-gastronomskom-smislu>
- <https://www.facebook.com/ssbartulakasicapag/posts/>
- <https://radio.hrt.hr/slusaonica/tisucu-bisera>
- <https://zadarskitjednik.hr/zupanija-zadarska/druga-panel-raspava-pag-mladima-ima-sto-ponuditi-kao-i-mladi-otoku>
- <https://croatia-hotspots.com/2024/05/okusite-komadic-gastronomije-otoka-soli-sira-cipke-i-kamena-s-ciljem-revitalizacije-tradicionalne-gastronomije-ucenici-srednje-skole-bartula-kasica-pag-pokrenuli-su-projekt-pag-na-meniju/>
- <https://www.nacional.hr/okusite-komadic-gastronomije-otoka-soli-sira-cipke-i-kamena/>
- <https://zadarski.slobodnadalmacija.hr/zadar/regional/tradicionalna-gastronomija-ucenika-bartula-kasica-evo-sto-sve-mozete-kusati-u-njihovom-projektu-pag-na-meniju>
- <https://dalmatinskiportal.hr/gastro/pag-na-meniju-okusite-komadic-gastronomije-otoka-soli-sira-cipke-i-kamena-/>
- [https://www.youtube.com/watch?v=\\_gIQ60E5IUM](https://www.youtube.com/watch?v=_gIQ60E5IUM)