

# TOUCHVAR



Srednja škola Hvar



Ministarstvo turizma  
REPUBLIKE HRVATSKE



TURISTIČKA ZAJEDNICA GRADA HVARA  
HVAR TOURIST BOARD



GRAD HVAR

“Promocija zanimanja 2017.”

# Touch Hvar / Dotakni Hvar

The project is designed as an introduction to the celebration of 150 years of organized, modern tourism in Hvar, in 2018 in the town of Hvar.



# PROJECT THEME:

- ✓ **A new tourist product** - a web application, Active tourism Hvar, which brings together in one place all information about active tourism in the town of Hvar, by introducing new interactive (touch) and QR technology
- ✓ **A new form of destination promotion** - setting up of an interactive touch screen monitor in the premises of the Tourist Board of the Town of Hvar as an info point for tourists looking for information; setting up info boards with QR code on the footpaths on the Pakleni islands and destinations around the town of Hvar





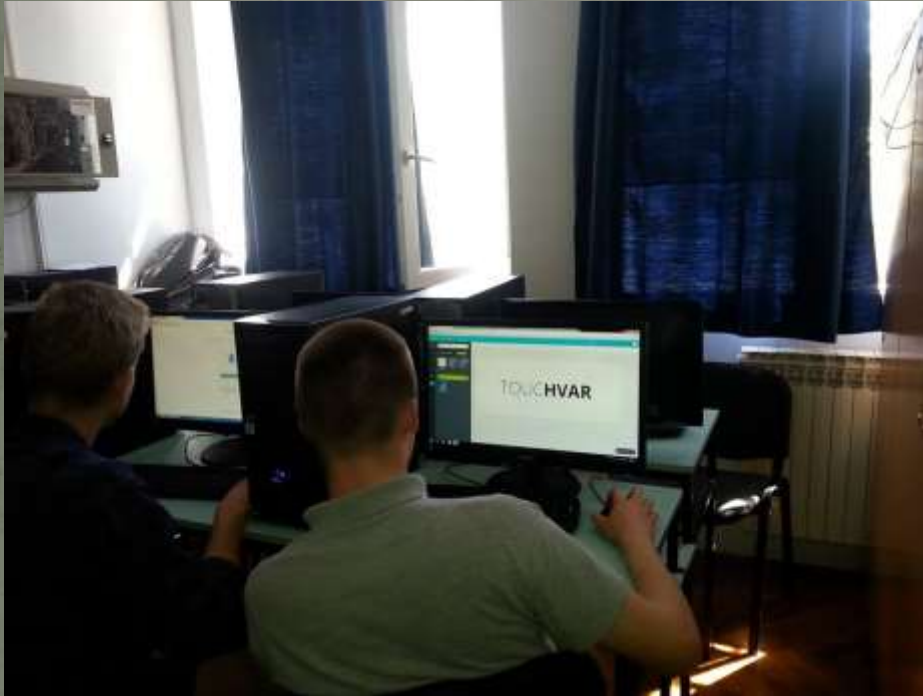


## GOALS:

- a cooperation of the public authority with the education sector (School, TB, theTown)
- an institutional deregulation which considerably facilitates obtaining the Town's permission to set up info points of interactive monitors and info boards with a QR code on the footpaths on the Pakleni islands
- more than the sun and the sea - a new interactive, digital tourist experience of Hvar, with a particular focus on active and eco-tourism
- the authenticity and creativity - a different communication with the market, responding to new trends and to demanding tourism market, especially in the town of Hvar with a significant tourist segment of young people; there is a significant absence of interactive monitors or info boards on footpaths
- an innovated market approach - trying to redesign the town's image that offers 'more than summer, more than the sun and the sea and more than a party',

# HOW DID WE GET STARTED??

TOUCHVAR



Group formation for the project  
(IT group, graphic design,  
marketing group)



Creating a logo

TOUCHVAR



# DEFINING THE TARGET GROUP, ESTABLISHING THE MARKETING PLAN



**#touchhvar**



# WEB APPLICATION, QR CODE, FACEBOOK PROFILE



- What makes the town of Hvar so unique?
- What attracts visitors to our town?
- What segments of tourism are we noticing in our destination?
- What can we do to improve the visitors' experience?
- How do tourists find out about tourist attractions?

# SUPER TEAM FOR WEB APPLICATION



FESB students came to help us:

- Vana Brajčić – graphic and web designer
- Božo Penović – front end designer
- Michael Freer – social entrepreneur



#touchhvar

HTM

<tag>

<img> media/name .jpg </i>

<desc> Description text </d>

Sea	name	file	image	s1	s2	id.
	name	main	image	s1a, s1a		id.
Land	name	file	image	l1, l2		id.
	name	main	image	l1a, l2a		id.
Air	name	file	image	a1	a2	id.
	name			a1a	a2a	id.

l1 cycling tour    15 rock climbing  
l2 bike rental    16  
l3 riding tour  
l4 self-guided hike

a1 skydiving  
a2 paramoric  
a3 bungee  
s1 kayak trip    35 less to  
s2 raft & bungee    40



Texts and photos are being arranged, application design is being created ...



#activetourismhvar

A web application logo is being created





After the hard work ... we experienced  
the ACTIVE HOLIDAY in Hvar !!!!



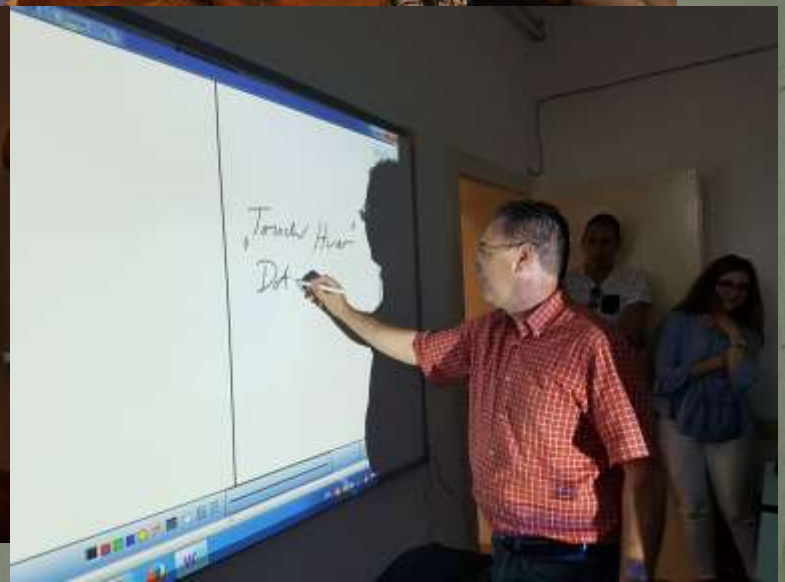
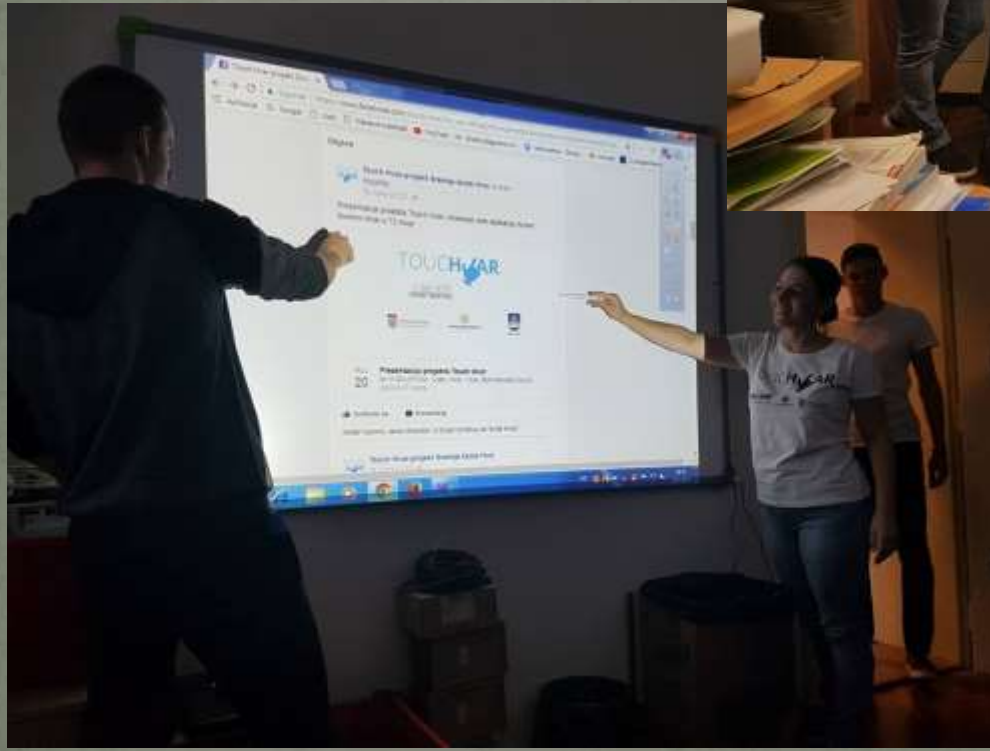


# A "SMART BLACKBOARD" HAS COME...



#pametnicajestigla

Smart board  
is fantastic!





# TOUCH SCREEN AND WEB APPLICATION IN HVAR TOURIST BOARD ARE WORKING!



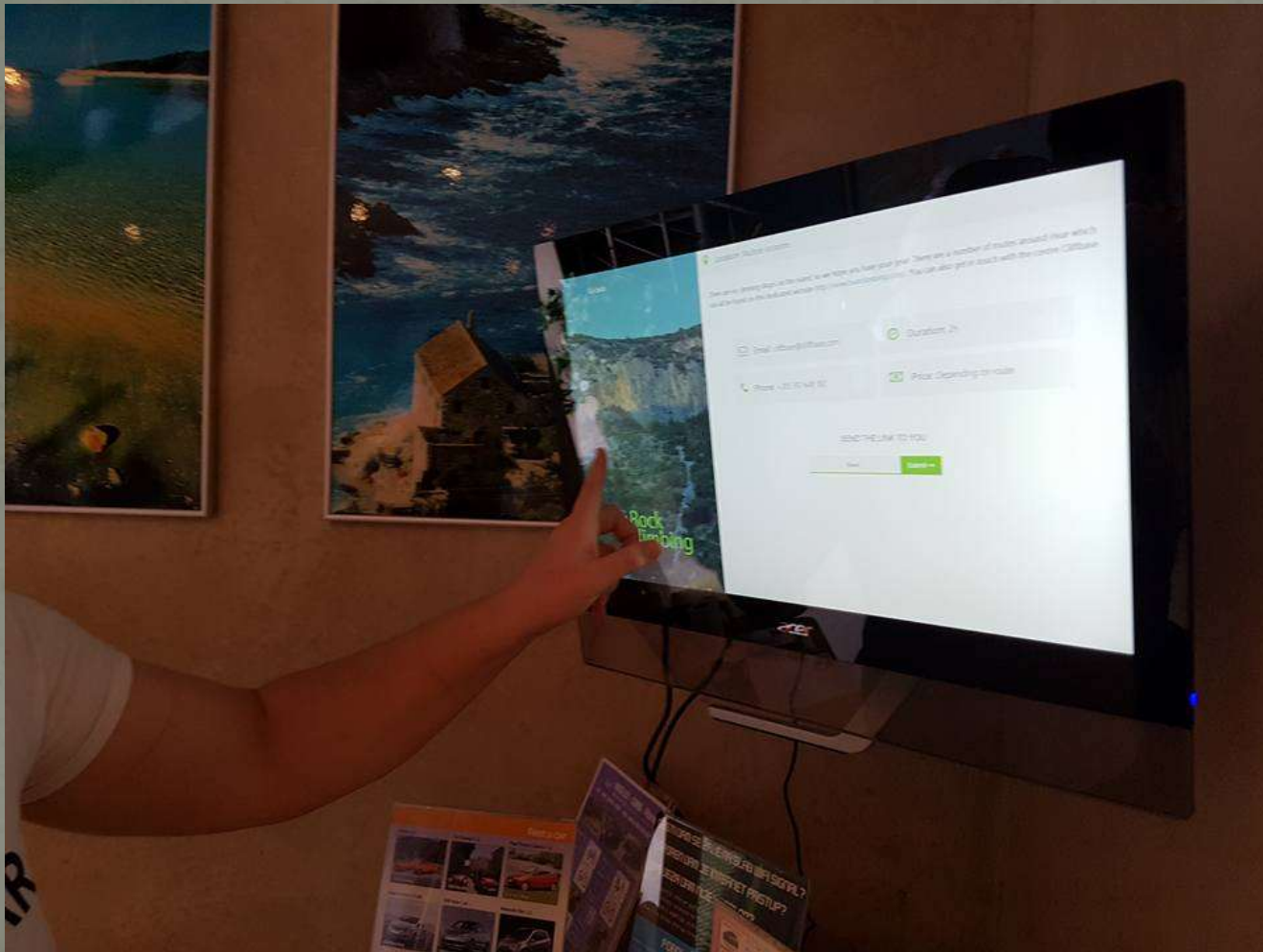
#activetourismhvar





# WEB APPLICATION:

<http://active-tourism.tzhvar.hr/>



# Setting up an info board on footpaths







**Staropalmižana** - izvorno naselje s 17 stambenih kuća, podignih u 19. vijeku na otvorenom terenu. U 20. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Staropalmižana. U 21. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Staropalmižana. U 21. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Staropalmižana.



**Uvala Soline** - izvorno je bilo naselje s 20 stambenih kuća, podignih u 19. vijeku na otvorenom terenu. U 20. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Uvala Soline. U 21. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Uvala Soline.



**Staropalmižana** - izvorno naselje s 17 stambenih kuća, podignih u 19. vijeku na otvorenom terenu. U 20. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Staropalmižana. U 21. vijeku su stanovnici izbjegli zbog nepovoljnog položaja i izmislili su naselje Staropalmižana.



- Lokaliteti / Features**
- 1 - Selo Stara Palmižana / Stara Palmižana village
  - 2 - Rimski vila / Roman villa
  - 3 - Uvala Soline / Soline bay
  - 4 - Crkva sv. Klementa / The church of St. Clement
  - 5 - Vlaka
  - 6 - Momića polje
  - 7.a - Vodeni rat (jama i izvor vode) / (a cave with a well)
  - 7.b - Meštrovića punta (jama i izvor vode) / (a cave with a well)
  - 7.c - Stučini bok (jama i izvor vode) / (a cave with a well)
  - Grobne gomile / Grave mounds

# Palmižana - Vlaka

QR kod



# Creating invitations and posters for the Final Celebration (Closing Ceremony)



# PROJECT PRESENTATION IN HVAR'S LOGGIA





# OPENING OF THE TOUCH SCREEN AND THE WEB APPLICATION IN HVAR TOURIST BOARD



# Preparing a buffet table for the Final Celebration (Closing Ceremony)





# What have we achieved with this project?



- we have motivated young people in the island school to work in tourism using new IT technologies, smart boards and free web tools
- we have taught the students and the teachers about tourism as a multisectoral sector, in which all stakeholders are equally involved, we have highlighted the importance of coordination and cooperation of all institutions directly and indirectly involved in tourism at the local, island level
- we have enhanced the ability of students to view tourism development through a destination approach
- we have intensified the inter-sectoral economic linkage through the education process (IT technology and computing, marketing in tourism, destination management, graphic design)
- we have encouraged the development of the project's thinking in the students; How does the project come about?
- we have been focusing on the development of entrepreneurial spirit among students - the use of new technologies that accompany demanding tourists, finding market niches; market research
- We have been developing team work with students - at all stages of the project, brainstorming in web content creation, creativity in web design

# PROJECT TEAM:

- Sanda Stančić, the project manager

## STUDENTS:

- Dominik Vučetić, 4 THK
- Petra Svetić, 4 THK
- Kristian Bibić, 4 THK
- Kristijan Knežević, 4 THK
- Jakov Hailo, 4 THK
- Natali Visković, 3THK
- Stipe Kovačević , 4 THK
- Ivana Erceg, 4 THK
- Karla Vukić, 4 THK
- Darija Plenković, 4 THK
- Nikola Bilan, 4 THK
- Matea Knezović, 3 THK



- Vesna Barbarić, Croatian Language teacher
- Saša Paduan, School Principal
- Ivo Tudor, Cookery teacher
- Anita Brstilo, English Language teacher
- Lea Petrić, Physical Education teacher





## Many thanks to:

- Hvar Tourist Board - Georges Buj, Marketing Manager
- Town of Hvar, Riki Novak, mayor
- Vana Brajčić, Božo Penović, Michael Freer, our “super team“ for web application
- Katija Vučetić, Town of Hvar, Head of the Social Activities Department
- Tourist agencies: AndAdventure (Veselka Huljić), Viking-diving, Hvar Adventure, Hvar.life