In Ossik by the words of Ivan Martin Divald

Ministry of Tourism
The promotion and strengthening of vocational professions in respect to tourism, 2017.

Ugostiteljsko-turistička škola, Osijek
GOALS

Project goals

* To revitalize the printing craft and promote Osijek in terms of cultural tourism
  * To place a memorial plaque with a QR code on the building of the first secular printing house in Osijek
  * To initiate the idea of street "name description" such as: Ivan Martin Divald, the first secular printer from the 18th century

Educational goals

* To develop entrepreneurial skills
* Encourage entrepreneurial way of thinking
* To acquire teamwork skills
* To nurture the love of our cultural and historical heritage
The conducted activities

1. Ivan Martin Divald’s life and survey
2. Creation of graphic cliche and printing the original document souvenirs
3. Survey development (students, citizens and craftsmen) about the familiarity of I. Martin Divald’s activities and the need of the inclusion of the old crafts within Tvrđa’s tourist offer
4. Creation of promotional timeline leaflet
5. Proposal of the visual project identity (leaflet, Roll up banner, bookmark, ”alive pictures"
6. Creation of educational poster (to use it in classes)
7. Creation of the brochure (bilingual)
8. Recording of promotional-educational video
9. Setting a memorial plaque with an activity description QR code on the building of the first secular printing house
10. Visiting the family Divald’s grave
11. Visiting Tourist Board of Nedelišće – as an example of good practice
12. Public presentation of the project
13. The evaluation of the project
We studied relevant documents and literature on cultural tourism and history of the city.
Questionnaire for the craftsmen:

Please answer the following questions. You may circle more than one answer.

1. On what terms would you relocate your craft to Tvrđa?
   a) If I wouldn’t have to pay the rent
   b) If I had professional help in promoting my craft
   c) If I had appropriate space

2. Who could help to involve the craftsmen in the tourist offer of the city?
   a) Agency for development of Tvrđa
   b) Agency for regional development of Slavonia and Baranja
   C) The city of Osijek
   d) Chamber of Craft
   e) We alone
   f) Nobody

3. Do you speak foreign languages?   YES   NO   Which one ______________

4. How old are you?
   a) between 30 and 40
   b) between 40 and 50
   c) more than 50

5. Name one craft that tourists could be interested in.
   _______________________________________________________________________

6. Are you ready to be further educated in order to promote your craft?
   YES   NO

Thank You
We designed

Graphic cliche
We printed the original document souvenir
We created educational posters which are going to be used in history classes
We made alive pictures

We designed a bookmark
We designed

- Roll up banner
- Leaflet
We offered tourist product
We offered tourist product

- Memorial plaque and QR code
- We made a video
  
  https://www.youtube.com/watch?v=hNGqn5xr1zg&t=31s
We visited

Tourist Board of Nedelišće

State Archives in Osijek and Museum of Slavonia

The family Divald’s grave
Divaldiana

- Homeland collection
- It includes literary works printed in Divald’s printing house from 1775 till 1856
- 278 Latin publications
- 203 Croatian publications
- 72 German publications
- Spreading of the Enlightenment
- Cultural progress of Slavonia
- The most significant enlightenment authors had their works printed in Divald’s printing house
We proved

**Tvrđa becomes cultural brand of the city of Osijek**

- Cultural monument of the highest category
- Heritage based tourism – historical, cultural, architectural heritage unique in Europe
- Sinergy of cultural, museum and educational institution in Tvrđa
Project sustainability

- The printing house becomes a **permanent tourist destination** available throughout the whole year with dressed up animators and demonstration work on the printing machine.
- **Printing house’s space** can serve as a **multipurpose facility** (workshops space, exhibitions, chamber music concerts).
- Well ordered facilities provide **promotion and inclusion of other specialised crafts** (gingerbread man, waxer, pharmacist, barber, watchmaker, hatter etc.).
- **Monumental plaque** placed (with the description and QR code) as a mean of identification and heritage preservation on all other "cultural buildings" in Tvrđa.
- **New job openings**
- **Proximity to other sites**
- **Traffic and air connectivity**
- Agency for the Reconstruction of Fort Tvrđa in Osijek and Regional Development Agency of Slavonia and Baranja provide appropriate space.
- Osijek-Baranja County Tourist Bord and Tourist Board of Osijek launch marketing campaign and include information technology.
- (web page with old crafts”Osijek craft”, video recordings ) and conduct additional training for craftsmen.
Challenges

- Demanding and slow procedure of obtaining permits
  - Neglected facilities in Tvrđa
- The lack of recognition of the opportunity to promote the story
- Low responsiveness and collaboration of individual institutions
- Disregarding school as a carrier and/or partner in city projects
- Insufficient involvement of other cultural institutions in tourist promotion of the city
Special thank you goes to the consultants and media sponsors who recognized the value of this idea and helped its realization.

Muzej Slavonije

Državni arhiv u Osijeku

Kršćanski centar „Dobroga pastira”

Grad Osijek
Ured za graditeljstvo i prostorno planiranje

Ministarstvo kulture
Konzervatorski odjel Osijek

Turistička zajednica Osječko-Baračke Županije

Glas Slavonije
Sources

- http://essekeri.hr/bio/74-ivam-martin-divald (01.09.2017.)
Project presentation
Project presentation

We placed a roll up banner and an exhibition panel in the school
All the participants agreed that the Agency for Reconstruction of Fort Tvrđa in Osijek and the Regional Development Agency of Slavonia and Baranja must provide adequate working conditions and the Tourist Board of Osijek should provide further training and assistance to the tradesmen in the promotion of crafts. The presentation and the opportunity to implement the project were excellent, according to the participants.
From the media

Local media

- https://jumboiskon.tportal.hr/download/eb7b1b5d-62ad-4381-867e-323b7969baf9
- https://www.youtube.com/watch?v=hNGqn5xr1zs&t=1

Web and facebook page of the school

- http://ss-ugostiteljsko-turisticka-os.skole.hr/
- https://www.facebook.com/Ugostiteljsko-turist%C4%8Dka-%C5%A1kola-Osijek-2372662997555455/?fref=ts
- http://editor.wix.com/html/editor/web/renderer/edit/80cb89fc-fd66-47a4-b043-2d7a5b55a32f?metaSiteId=f83f4240-df6b-42bf-a13f-726a4b0c90c6&editorSessionId=5f78DE4A-7690-4820-A940-C1346DAEB6E5
Project collaborators:

Students:

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