THEMATIC SOUVENIR - THE FAIRY MEMORY GAME

PROMOTION AND STRENGTHENING OF VOCATIONAL COMPETENCIES FOR TOURISM 2017.

High school: Gimnazija Bernardina Frankopana, Struga 3, Ogulin

Students: Andreja Bartolović, Anamarija Knežević, Dora Porubić and Katarina Vuković

Mentor: Jasminka Turina Luketić, prof.
GIMNAZIJA BERNARDINA FRANKOPANA, OGULIN
PROJECT AIMS

• **Project purpose**
  
  Engagement of vocational schools in the creation of new tourism products for strengthening the competitiveness of the destination in which the school is located

• **Project aims**
  
  • The valuation of national heritage of Ivana Brlić-Mažuranić in a creative and innovative way
  
  • Encouraging local pride and local cultural production
• Connecting Ogulin with European and world cities Empowering our brand „Ogulin-homeland of fairytales“

• Motivating young people to continue living and working in Ogulin

• Developing entrepreneurship and establishing excellence criteria in the development of the tourism

• Promote the city of Ogulin as a desirable tourist destination in cultural sector

• Linking schools and local community

• Creating a "3 in 1" ecologically acceptable product in the field of cultural tourism that has its useful function creates memories and can be a gift
WANT YOU REMEMBRANCE?

We don’t remember days, we remember moments.

— Cesare Pavese
Want a souvenir that is more than that?
Want a quality, unusual, fun and safe product?
YES?
We are here to revive your memories in a new and different way.

Choose the Fairy memory game and enjoy the spell of magic and tradition.
Ogulin is the homeland of fairytales, cultural and natural beauties
An ideal combination for a fresh entrepreneurial venture.
TARGET MARKET

- children aged 8 to 12 years
TARGET MARKET

- Children aged 8 to 12 years (School in nature, excursions, field trips, OGFB visitors)
  - Ivana's House of Fairy Tales
  - Schools: for educational workshops

- Children actively participate in teaching
OVERNIGHT STAYS IN OGU LIN

- The largest number of arrivals is realized by children and young people

Table 1. Overnight stays in Ogulin 2013.-2016.

<table>
<thead>
<tr>
<th>YEARS</th>
<th>THE NUMBER OF OVERNIGHT STAYS</th>
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<tbody>
<tr>
<td>2013.</td>
<td>15 881</td>
</tr>
<tr>
<td>2014.</td>
<td>17 124</td>
</tr>
<tr>
<td>2015.</td>
<td>17 977</td>
</tr>
<tr>
<td>2016.</td>
<td>25 112</td>
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Data source: Ogulin Tourist Board
Source: Visitor Center Ivana's House of fairy tales, Ogulin
An existing offer of souvenirs in Ogulin
THEMATIC SOUVENIR - THE FAIRY MEMORY GAME

- a unique product tailored to the needs of the destination in the part of Ogulin cultural tourism
- a functional and safe product
- environmentally friendly product
- "3U1" PRODUCT - SOUVENIR, SOCIAL GAME, GIFT
CONTENT OF THE SOUVENIR

80 WOODEN CARDS

FAIRY POWDER

RULES AND INSTRUCTIONS
ACTIVITY PLAN

• Idea
• Research
• Collection of primary and secondary data
• Analysis
• Selection the memory cards motifs
• Design and manufacturing of cards
• Design the game instructions
• Design and production of Fairy powder
• Design and production of poll
• Testing the game
• Evaluation of results
• Promotional material
• Presentation of the project
THE FAIRY MEMORY GAME

• 4 key memory card segments: part of work of Ivana Brlić-Mažuranić, sights and legends of the city, gastronomy, flora and fauna

• 2 to 6 players, 1 referee

• player name - "Tintilinić" + own name (eg. Tintilinić Mateo)

• 1 + / - points

• personalizing souvenir

• FAIRY POWDER

• Certificate for the best player
GAME TESTING

- 11. Ogulin festival of fairytales
OFFERS, ACCOUNTS ...
PRESENTATION OF THE PROJECT

• 12.9.2017. Gimnazija Bernardina Frankopana
THERE IS INTEREST IN PRODUCTION AND SALE
With fairytale souvenir also goes the fairytale snack and...
THE MEDIA ABOUT US

Odlična prezentacija
“Vilinske igre memorije”
A LITTLE BIT MORE...
Choose the Fairy memory game and experience memories again.
PROJECT ASSOCIATES

- Ministry of Tourism RH
- Tourist Bord Ogulin
- Ivana's house of Fairy Tales
- Stolarija Matešić, Ogulin
- Restaurant Gradina Josipdol,
- Moj ured d.o.o., Jastrebarsko
- Radio Ogulin
- OG portal
- The city of Ogulin
TIME AND PLACE OF CONDUCTING PROJECT


High school – Gimnazija Bernardina Frankopana Ogulin

• Ogulin – the homeland of fairytales
KONTAKT

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Thank you for your attention!