



# THEMATIC SOUVENIR-THE FAIRY MEMORY GAME

**PROMOTION AND STRENGTHENING OF VOCATIONAL  
COMPETENCIES FOR TOURISM 2017.**

High school : **Gimnazija Bernardina Frankopana, Struga 3, Ogulin**

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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*

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- *Conecting 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?*

**entertainment**  
**UNLIMITED**

**SAFE**

A woman with blonde hair, wearing a white dress, is shown from the chest up. She is holding a white dove in her hands. The background is a solid blue color. The word "YES?" is written in large, bold, green letters across the center of the image.

**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 fairytale, cultural and natural beauties





Klek



Ogulin



Ivanina Kuća Bajke



Sabljaci



Frankopanska kula



Park Kralja Tomislava



Sabljaci



Crkva sv. Križa



Đulin ponor

*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 OGULIN

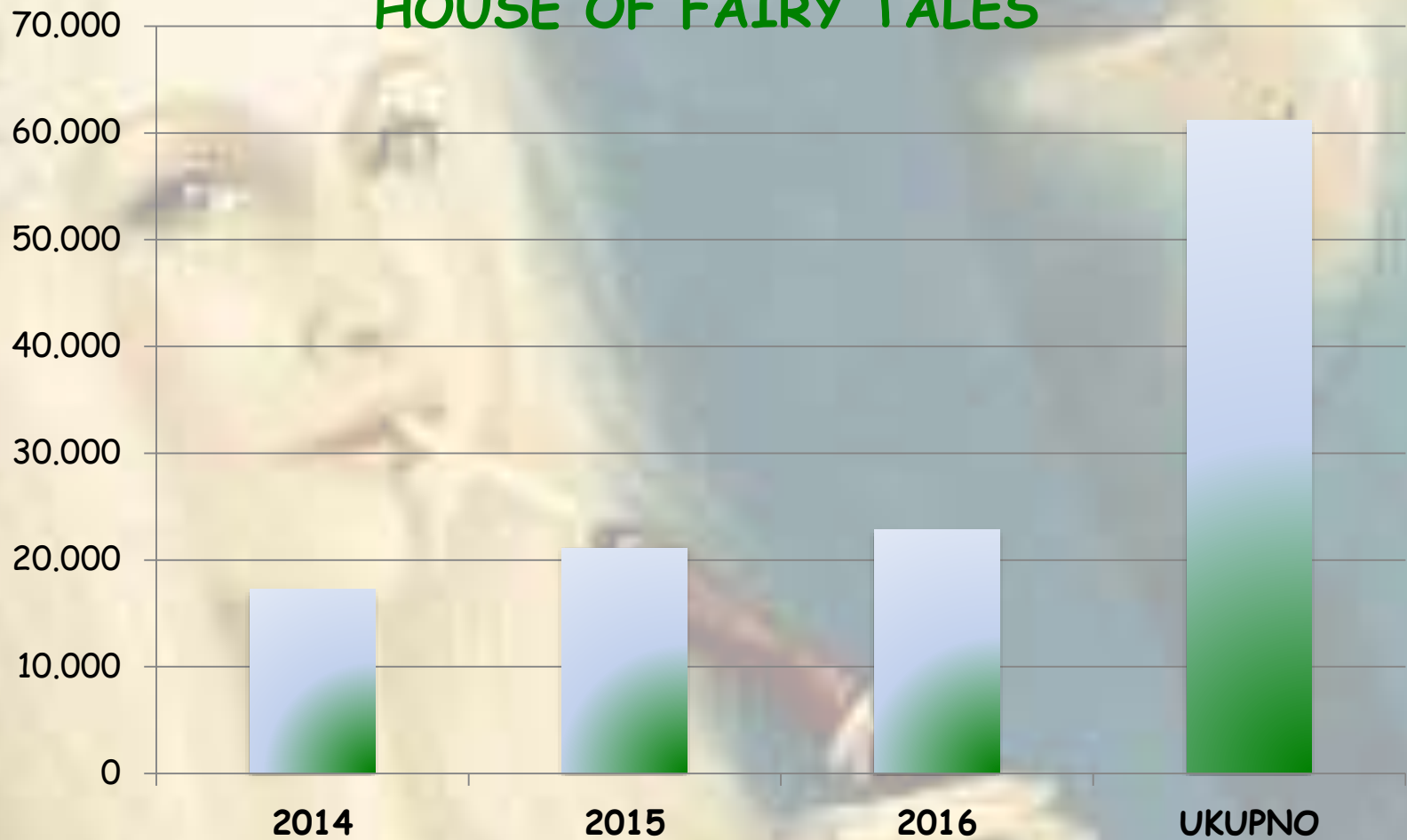
- The largest number of arrivals is realized by children and young people

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

YEARS	THE NUMBER OF OVERNIGHT STAYS
2013.	15 881
2014.	17 124
2015.	17 977
2016.	25 112

Data source: Ogulin Tourist Board

# NUMBER OF VISITOR OF IVANA'S HOUSE OF FAIRY TALES



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-SUVENIR, SOCIAL GAME, GIFT

# CONTENT OF THE SOUVENIR

80 WOODEN CARDS

FAIRY POWDER

RULES AND INSTRUCTIONS



Hard Work

# 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

*Légende*

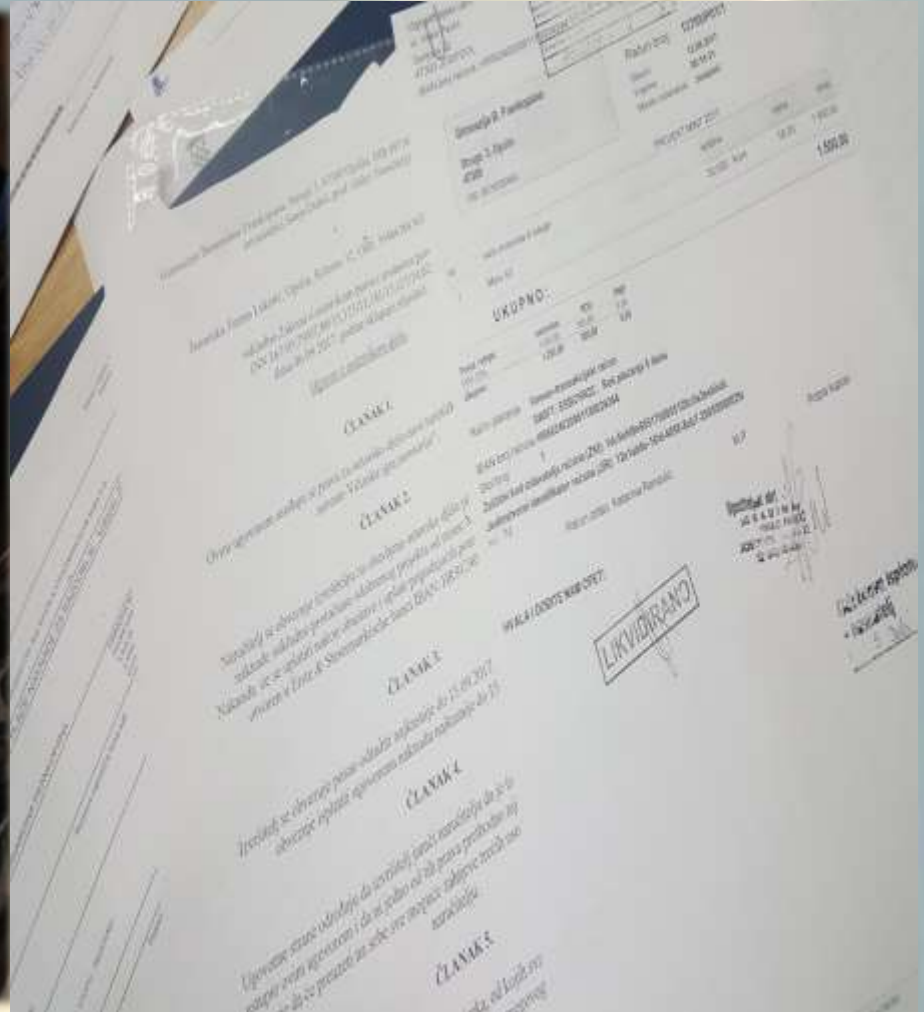
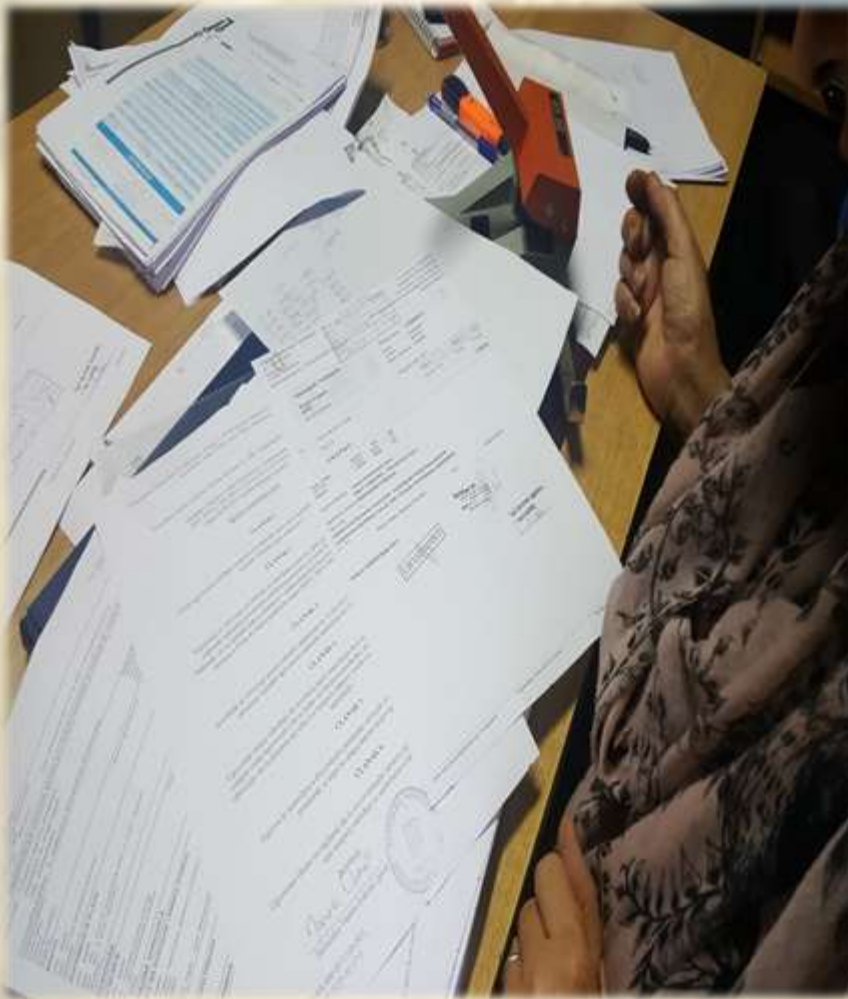


# GAME TESTING

- 11.Ogulin festival of fairytales



# OFFERS, ACCOUNTS ...



# PRESENTATION OF THE PROJECT

- 12.9.2017. Gimnazija Bernardina Frankopana





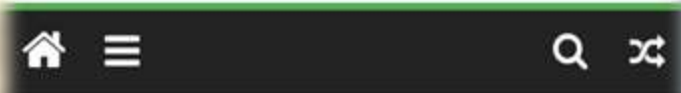
# THERE IS INTEREST IN PRODUCTION AND SALE



With fairytale souvenir  
also goes the fairytale  
snack and...



# THE MEDIA ABOUT US



Aktualno OG sada Ogulin

Odlična prezentacija  
"Vilinske igre memorije"



# A LITTLE BIT MORE...



*Choose the Fairy memory game  
and  
experience memories again*

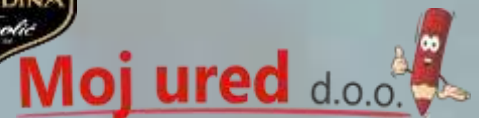


# PROJECT ASSOCIATES

- 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



Ministarstvo turizma  
REPUBLIKE HRVATSKE



# TIME AND PLACE OF CONDUCTING PROJECT

2.4.2017.-20.9.2017.

High school-Gimnazija Bernardina  
Frankopana Ogulin

- Ogulin - the homeland of fairytales

# KONTAKT



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# The End

Thank you for your  
attention!