Project: tourism jobs promotion

GoodWill HTŠ - mobile application, web page and virtual walk through the hotels and Opatija
Opatija 2017
PROJECT GOALS

- Enhancing and developing of entrepreneurial spirit and culture
- Human potential and creativity education
- Developing project - way of students’ thinking
- By doing internship and other operational activities in different areas of business students gain necessary experience and executing skills as well as necessary communication
- Motivating students towards jobs in tourism
- Enabling students for considering tourist development through destination approach
- Gaining of modern knowledges and skills adopted to trends and tourist industry needs
- Developing student teamwork
- Intuitive developing skills for finding better innovative solutions
- Showing possibility of business ideas development
Tourism and Hotel Management School Opatija 1991 – the school prepares students for occupation defined as hotel and tourism operator, the courses last 4 years. Today, the school has 311 students.
Opatija - Abbazia – a town and community on the eastern side of the Istrian peninsula Primorsko – Goranska county – Croatia Leading tourist center of Primorsko – Goranska Couty and Croatia

THE TOWN OF OPATIJA
OPATIJA - ABBAZIA

In 2016
Number of tourist arrival – 393,767 guests who realized 1,197,197 overnight stays
CROATIAN TOURIST MARKET

- Total tourist arrivals (domestic and foreign) in 2016 show rise of 9.9% or 16.4 mil of inbounds.
- Total of tourist overnight stays are increased by 14.3% or more than 91.4 mil.

TOURIST MARKET IN 2016

- Annual figures of foreign tourist volume of sales talk about 10% of plus in inbound activities or 14.5 mil inbounds and 11.7% plus in overnight stays or 80.8 mil overnights.
OPATIJA – RECOGNISABLE TOURIST DESTINATION

Quality development of the destination has a public good characteristic:
- all offer carriers in the destination have benefit from total quality and good image of the destination because they attract and keep the potential guests.

Create extra value of the tourist destination.
RECOGNISABLE TOURISM – WHAT DOES IT INCLUDE?

Augmented product of the tourist destination includes the combination of:

- accessibility on all levels
- atmosphere
- tourist interaction with destination
- accessibility information for ALL guests
Tourism is recognisable when services, products and environment are at the level of set standards which enable tourists to access, use and enjoy them.

Zagorka Ivanković
UNIVERSAL RECOGNISABILITY IN THE TOURISM INDUSTRY
INFORMATION

- Web page, mobile application GoodWill HTŠ
- Virtual walk through destination and hotels

INFORMATION ABOUT TOURIST TOWN RECOGNISABILITY
HOTELS

- Navis
- Mozart
- Bristol
- Imperial
- Agava
- Milenij
- Kvarner
- Ambasador
- Adriatic

Making the presentation better is a business opportunity for many companies.
CULTURAL AND HISTORICAL CONTEXT OF OPA TIJA

- St Jacob church
- Villa Angiolina (1844)
- Opatija sea path „Lungomare”
- Grand Hotel Kvarner (1884) – the first modern hotel on the Adriatic coast
- Maide with a sea gull – the work of the sculptor Zvonko Car placed near the sea (1956)
- Madonna del Mare (1891)
The project idea is to assemble information in one place and offer informational selling network to future visitors.
GOAL:

- Our project goal is student motivation (generation from 1-4 grade) to think pro-actively so they will for sure become enterpreneurs and tourist operators and to be able to use theirs experience as well as gained skills.
- In the same way students in this project develope presentational skills, gain competence in team work and develope their inovational spirit.
Digitalisation facilitates living - therefore the technology development and ever expanding coverage of the network is getting conformed to living habits that are being changed on larger and larger scales. In these digitalisation times, it has become extremely important for companies to conform their digital business activities to the needs of consumers which enables a conformed view on their mobile devices at any time resulting with a happy client.
OUR WORKING PROGRAM:

1. Information gathering
2. Research
3. Synthesis and estimation of actual situation
4. Video
5. Web page creation
6. Mobile application creation
7. Creation of the virtual walk through destination and hotel
8. Project presentation
9. Project promotion
1. INFORMATION GATHERING

- Internet, web pages
- Phone and e-mail communication
- Sightseeing of Opatija
- Hotel visit
2. RESEARCH

We would affirm the actual situation, necessity for the project and its implementation
3. SYNTHESIS AND ESTIMATION OF ACTUAL SITUATION

- Synthesis in order to create mobile phone application and a WEB page
- Planning of the tourist guide creation via mobile phone application containing a virtual walk through the destination and a hotel
4. VIDEO

Video filmed by a CANON EOS1300 camera and a DJI PHANTOM 3 ADVANCED dron
5. WEB PAGE CREATION

1. Creating of a WEB page would enable us to unite all the information and data offered by Opatija’s hotels.
2. The web page would also serve as an informative and sale network. It would also enable communication with the hotel staff. Program WIX would be used for the creation of the web site.
With the help of WIX program we would make a mobile application which would be connected with WEB page and could be used by any visitor, an app that can be purchased and downloaded from App Store and Google Play Play or for free. With mobile application it will be possible to implement advertisements from google to sensa, to implement additional exclusive information as well as sell hotel etc...
7. CREATION OF THE VIRTUAL WALK THROUGH DESTINATION AND HOTEL

- Creation of the virtual walk through destination and hotel would bring us to the top destination togheter with all of hotel’s facilities as well as those offered by the City of Opatija – starting point of Croatian tourism and so called „pearl of the Adriatic”. Filming will be performed with a 360 degree camera through the destination and a hotel.
8. PROJECT PRESENTATION

- We would present our project firstly in our School and secondly in a hotel. Also, we would send the invitations to the guests from the Chamber, professional groups, Tourist Board, Local Self-Goverment Units, authorities, universities, companies – hotels and tourist agencies.
6. PROJECT PROMOTION

- The public will be acquainted with the project activities via the media/web, social networks, TV radio, newspapers, bulletins, leaflets, posters, etc./Panel discussions will be organized, as well.
OUR SUGGESTIONS TO OPATIJA CITY COUNCIL:

- The world of travelling changes continually, development which continually goes on in every aspect of human life creates new needs and demands of consumers. In terms of evergrowing competition, tourist destination that wants to confirm its position in the market must continually foster the quality of its offer in conformity with the law of markets: to create an extra value of the destination. Opatija has been a leading tourist destination in Croatia for years. Opatija’s tourism means more than just sun and sea. The city values are diversity, authenticity, history, unspoiled environment, as well as good gastronomy, hospitality and the local charm.
Therefore, further development needs to be based on the environment protection, preservation of natural resources, and responsible and sustainable management. For that matter, the local beaches, walkways as well as trails (cycling ones, as well as the ones for the disabled), need to be upgraded; moreover, traffic signs should be upgraded, too, accompanied with the parking spaces, and local transport. Tourist information system should be updated on all levels. To sum it up, additional product gives an extra advantage, as well as strengthens destination presence on the market.
The model can be implemented by tourist boards in the entire country, as well as by different hospitality management organizations, specialized travel agents, and transport providers.

The extended product includes a combination of availability on all levels, the atmosphere, and the interaction of tourists with the destination. Destination's quality development is a public ownership. All the parties involved benefit if a destination has a good image and quality, as this is precisely what attracts potential guests, and makes them stay in the destination.
IN PRACTICE WE SUGGEST THE FOLLOWING:

- Our project's success can be measured by the increased traffic on the project's website, the number of published adds, implemented options for additional information on standard exclusive, accompanied with a number of hotels which have shown interest in our website and mobile application. We wish to follow the global trends when it comes to tourism offer, and take the innovative approach to boost the recognizability, while strengthening the Croatian tourism product at the same time.
BUSINESS OPPORTUNITY FOR:

- Tourist boards in the entire Croatia
- Croatian Tourist Board
- Hospitality management organizations
- Specialized travel agents, transport providers, etc.

Small changes can create great opportunities, and win this valuable market.
IN CROATIAN TOURISM INDUSTRY

- Advance the recognizability on all levels
- Ensure information availability by implementing the right IT communication technology
- Make visitors welcome, and make sure all their requirements are met, in accordance with the EU Tourism Strategy until 2020
ACCEPTABLE PROJECT ACTIVITIES

- New tourist product(s) aimed at boosting destination competitiveness based on:
- Connecting the public, civil, and private sector
- Environment protection positive outcomes
- New technologies implementation
- Inclusion of strategically defined special types of tourism (Nautical tourism, health tourism, cultural tourism, business tourism, golf tourism, rural tourism, gastronomy, cycling tourism, youth tourism, etc.)
Projects created in cooperation with other education sectors aimed at tourism development in relation to IT department (creativity, competitiveness, entrepreneurship)

New forms of promotion:

- branding
- IT communication technology implementation (online services, social networks, etc.)
- Mobile application sale on Google Play and App Store
- Google OS advertising
EXAMPLES: ADVANTAGES

- Tourist companies that have advanced their recognizability record the increased tourist activity
FUTURE PROGRESS:

✧ Use this project to make the web platform consistent, organized and effective in terms of hierarchical structure
✧ Promotion of Croatian tourism industry, its recognizability, innovativeness, and adaptability to tourists' preferences

Small changes create a big opportunity!
ACKNOWLEDGMENTS:

- Ministry of Tourism, Republic of Croatia
- Faculty of Tourism and Hospitality Management, Opatija
- Junior Achievement Worldwide, Belgrade
- University College Nikola Šubić Zrinski, Zagreb
- Association of Employers in Croatian Hospitality, Zagreb
- Mr Krunoslav Kapetanović, owner of the Navis Hotel
- Hotel companies: Milenij, Mozart, Kvarner, Navis, Ambasador, Royal
- City of Opatijai
- Kvarner Tourist Board
PROJECT TEAM MEMBERS:

Students:

- 1. Nikola Džambo
- 2. Armend Likaj
- 3. Jan Milosavljević
- 4. Patrick Bareša
- 5. Luka Pedišić
- 6. Filip Durbić
- 7. Leon Tuna
- 8. Zorana Jukić
- 9. Ana Marija Rubeša
- 10. Filip Kapetanović
”We are Your GoodWill!”

„Small changes create a great opportunity!“ Zagorka Ivanković

THANK YOU FOR YOUR ATTENTION!