PROMOTION AND STRENGTHENING OF VOCATIONAL COMPETENCIES FOR TOURISM 2016.

Project on including education in preserving and promoting our intangible cultural heritage

– the glagolitic script
To contribute to the tourist offer of the town of Krk in accordance with the Tourism Development Strategy 2020

To create a new product which will enrich Krk’s tourism services

Partnership and long-term cooperation of our school and the local community and its institutions
Specific aims

- Promotion of the town’s historical / cultural attractions and its diversified tourist offer
- Production of promotional video of the island - AZ
- Production of a multimedia tourist brochure
- Production of an e-Cookery book with traditional dishes AZ
- Creating a trilingual web application which presents selected tours - Glagolitic path
- Shooting and editing video, timelapse contributions, panoramic images and their adaptation to the application
- Creating and publishing videos for the purpose of promoting cultural tourism
- Development and maintenance of the members part of the application
The making (shooting and editing) of video AZ, Glagolitic cod fish, Traditional pastries from island of Krk

The making of a promotional brochure Terra Incognita

The making (shooting and editing) of an e-Cookery book

Posting the video to website with the aim of promoting and protecting the tourist product

Uploading to Facebook and other social networks

Uploading of tourist promotional video to YouTube
We made a web application with multiple uses:

- It presents the most attractive tours in the area
- It gives all relevant information on tours
- It presents the most important cultural and historical monuments and tourist offer in the vicinity of individual tours
- It presents all important information on the project
- All content is published in three languages: Croatian, English and German
- The address of the web application is: http://sshkz.hr/terra-incognita/
MAIN PROJECT ACTIVITIES

- We purchased the needed equipment
- Purchased the web hosting and domain
- We toured and recorded all the planned tours and gathered information about tours, cultural - historical sites and tourist offer related to each tour
- We made videos and panoramas
- We designed, developed and published the website (application) with the translation of materials into German and English
MAIN PROJECT ACTIVITIES

- Research and gathering data about destination
- One-day educational tour of the town of Krk
- Collected data processing and analysis
- Tourism product development
- Creating a social network page and project website
- Promotional activities
- Presentation of the project to all the partners
The project Terra Incognita presents the tourist offer of the town of Krk in a modern way; it is tailor-made for a new generation of tourists, with the possibility of interactive data base search by means of photographs, multimedia view of historical-cultural heritage, gastronomy guide and video presentation of the making of local gastronomic specialties.
PRODUCT LAUNCH

- Media: radio station Otok Krk; printed media: Novi list, Krčki val; Grad Krk website
- Presenting the product to the public:
- May 19th – Decumanus Gallery Krk – the project Terra Incognita was introduced through the exhibition of photographs by students of secondary school Hrvatski kralj Zvonimir Krk – a project for promotion of historical and cultural heritage and folklore of the island of Krk
- June 3rd – School day, 4 June St. Quirinus Day – events commemorating the town of Krk
- July 24th – 30th – Exhibition in Vrbnik
- September 9th – Glagolitic week – Glagolitic cinema
- September 27th – Tourism Day
• Posters, flyers and business cards with information about the project were printed
• These promotional materials will be distributed by local tourist board, in school and at events
• Facebook pages were created to publish news and progress of the project
Cooperation with other institutions

- The town of Krk
- Cultural Centre in Krk
- The island of Krk Tourist Board
- The town of Krk Tourist Board
- Vrbnik Tourist Board
- Vrbnik Frankopan society
- Čakavski sabor society, Kornić
- Photostudio Brujo