Ministry of Tourism – High school Zabok

Project

Pozivnica za Štruklijadu
Content

- Studying the tender
- Project content and topic selection
- Creating project offer
- Project activities planning
- Activities during project-workshops implementation
- Project analysis
- Project results
- Conclusion
Studying the tender

- Students have:
  - Studied Promotion and Strengthening of Vocational Competencies 2016 tender
  - Studied Tourism Development Strategy until 2020
  - Written essays following tender criteria
- Debated possible project topics:
  - New products
  - Creative workshops
  - Traditional souvenir making
  - Park and promenade planning and developing
  - Environment protection
Project topic and content selection

Interesting suggestions:

- To research the origin of name *Slani potok*
- To plan and grow school herbs garden for the school workshop
- To continue with our trademark project *Medenjak uz kavicu* (*Gingerbread with Coffee*) and obtain a patent for it
- Exchange experience and skills with our peers from other Croatian regions
Creating project offer

- Our offer consists of:
  - Traditional štruklji:
    - Bučnica – pumpkin štruklji
    - Cheese štruklji
  - Innovative štruklji:
    - Apple and poppy seed štrukljeci
    - Apple and walnuts štrukljeci
    - Nettle and cheese štrukljeci
    - Barley and mushroom štrukljeci
  - Presented as finger food and street food
Project activities planning

- The agreement of drafting a list of tasks and responsibilities
- Selection of project team members and their roles
- Agreement on activities plan development
- Questionnaire preparation
- Workshops
- Presentations
- Tasting
Activities during project implementation

1st workshop: Štruklijada in Krapinske Toplice

- show cooking – štrukli presentation and tasting during 8th Štuklijade in Krapinske Toplice on 14 May 2016
http://www.kzz.hr/najbojle-strukle-pripremio-zebrano
Activities during project implementation

2nd workshop in our school
• for our teachers and peers who tasted and evaluated our štruklji
Activities during project implementation

3rd workshop: *Zagorski gospodarski zbor (Zagorje Economic Assembly)* in Krapina

- show cooking – štruklji presentation and tasting during 24th *Zagorski gospodarski zbor* in Krapina within Kajkavian Culture Week on 8 and 9 September 2016

[https://www.facebook.com/zagorjecom/videos](https://www.facebook.com/zagorjecom/videos)
Activities during project implementation

4th workshop: presentation and štruklji tasting at 100% Zagorsko in Zagreb on 16 September 2016
Activities during project implementation

5th workshop: presentation and tasting of štruklji in the meeting of Presidency of Zajednica ugostiteljsko turističkih škola RH 21/09/2016
Activities during project implementation

- Promotional activities through newspapers and social networks
- Questionnaire implementation, questionnaire evaluation and drawing conclusions on the basis of the questionnaire
Project analysis

- According to our questionnaire results
- Traditional štruklji
  - 73% guests gave the highest mark (5)
  - 27% guests gave the second best mark (4)
- Innovative štruklji
  - 74% circled 5
  - 24% circled 4
  - 2% circled 3
- WE DID NOT GET ANY NEGATIVE COMMENTS
Project analysis

Tasters' ideas:
- Štruklji with various fruit
- Cheese štruklji with bacon and greaves
- Štruklji with minced meat and prawns
- Štruklji with thick pastry
Srednja škola Zabok, Krapinsko zagorska županija i Ministarstvo turizma predstavljaju Vam Projekt Pozivnica na Štrukljadu, pa Vas molimo da odgovorite na ovih nekoliko pitanja:

<table>
<thead>
<tr>
<th>Pitanje</th>
<th>DA</th>
<th>NE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pripadaju li zagorski štruklj i Vašim omiljenim jelimu?</td>
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<td>2. Zamišljate li štruklje punjene samo sa sirnim nadjevom?</td>
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<td>3. Da li se u nude različito pripremljene štruklji u u gostiteljskim objektima?</td>
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<td>4. Biste li isprobali našu ponudu štrukljeca?</td>
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<td>5. Mislite li da ovaj naš projekt o drugačijim štrukljecima ima budućnost?</td>
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<td>6. Smatrate li dobrim da smo tradicijskim štrukljima dodali notu suvremenosti</td>
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<td>7. Molimo Vas da ocijenite kvalitetu tradicijskih štruklja</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>8. Molimo da ocijenite kvalitetu i kreativnost novih/kreativnih štruklja</td>
<td>1</td>
<td>2</td>
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<td>9. Koji Vam je proizvod danas bio najokusniji?</td>
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<td>10. Koji Vam se proizvod nikako ne sviđa?</td>
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<td>11. Molimo napišite Vaš prijedlog ili sugestiju</td>
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Molimo Vas da ocijenite kvalitetu tradicijskih štruklja u skali od 1 do 5 (1 neodgovarajućimo, 5 odgovarajučimo).
Project results

- Presentation of the traditional preparation of Zagorje štruklji
- Introduction of innovative types of štruklji
- Collecting the opinions of different people about zagorje štruklji
- All of our students know how to make Zagorje štruklji
Izrada štruklja
Conclusion - We are proud of:

- Participating in the most meaningful events in our region as well as in Zagreb
- Our contribution to branding of our region
- The fact that our ideas have been accepted and everyone we asked offered their help and support
- Successfully presenting how to make Zagorje štruklji and conducting our workshops
- The fact that all of our students know how to make Zagorje štruklji
Appreciation note

- Ministry of Tourism
- Tourist Board of Zabok
- Krapina-Zagorje County
- Aqua centre Krapinske Toplice
- Zagorski gospodarski zbor
- Radio “Kaj”
- Udruga Tradicija Zagorja