

# Čarobna Bujština - The Magic of the Buje region

A project by the Gospodarska škola Buje vocational high school

Public announcement to vocational and art schools „Promotion and strengthening of competences for trades in tourism 2015”

## About the project:

- ▶ „Čarobna Bujština” (The Magic of the Buje region) is a tourist guide written by the students of the Gospodarska škola Buje vocational high school to contribute to the touristic valorisation of the rural parts of the Buje-region. These comprise the towns Buje, Momjan, Grožnjan, Završje and Oprtalj since this area has long been underdeveloped in touristic terms, especially if compared to the nearby costal towns Umag and Novigrad.
- ▶ This tourist guide presents the geographical, historical, gastronomical and cultural features of the area highlighting its rich touristic offer.
- ▶ The project brought about an interesting cooperation of our students with various entrepreneurs and local authorities, which made them realise that tourism is actually a multi-sectoral area and that it is necessary that all parties active in that area collaborate in sync.

## About the Buje region (Bujština):



- ▶ The Buje-region (Bujština) comprises the northwestern part of the Istrian peninsula, the area between the rivers Dragonja and Mirna. However, the present guidebook is focussed on the rural part of the area since it is not as developed as the coastal towns Umag and Novigrad. Therefore, we have decided to present the picturesque towns of Buje, Momjan, Grožnjan, Završje and Oprtalj, their history and heritage.

# Project stages:

- ▶ **Our project was segmented into four stages:**
- ▶ **1st STAGE-ANALYSYS:** our students have begun their work by undertaking an **analysys of the tourist destination Bujština**, of the **target groups** at which particular parts will be directed and an **analysys of the guidebook writing process**.
- ▶ **2nd STAGE - PREPARATORY ACTIVITIES:** activities intended to prepare students for an effective material-collecting during the field trip. Activities included a **workshop on the local historical and architechatural heritage**; a **photography workshop etc.**
- ▶ **3rd STAGE - FIELD TRIP:** a licensed tourist guide took our team on the field to visit a lot of interesting places in the Buje-region. Upon our return, we selected the necessary data, gave out further writing instructions and a long process of text-writing and editing began.
- ▶ **4th STAGE - DISTRIBUTION AND PROMOTION:** upon completing the writing, designing and printing of our guidebook, we carried out a range of promotional activities meant to introduce the public to our project.

## VISITS, LECTURES AND WORKSHOPS:

- ▶ **25th March 2015** - Analysys of the tourist destination Bujština and of the target groups of our guidebook
- ▶ **24th and 27th April** - Photography workshop
- ▶ **28th April 2015** - Visit to the Tourist Bord Office of Buje - lecture on the tourist assets of the Bujština region and the process of creating a tourist brochure/guide
- ▶ **30th April 2014** - Lecture on the cultural and historical heritage of the area;  
Visit to the Ethnography Museum of Buje
- ▶ **4th May 2015** Field trip across the Bujština region; guided tour of Buje, Momjan, Završje, Oprtalj, Livade and Grožnjan
- ▶ Visit to the Fonticus gallery
- ▶ Visit to the Parenzana Museum in Livade
- ▶ Visit to the oil mill Agro Millo
- ▶ Visit to the Beerhouse San Servolo
- ▶ Visit to the „Stari podrum” restaurant
- ▶ ...

# Project activities - in pictures:

- ▶ Visit to the Ethnography Museum of Buje on 30th April 2015. :
- ▶ The curator familiarised students with the historically most important periods of the area and parts of its material and non-material heritage.



# Photography workshop:

- ▶ The 1st, theoretical part, took place on the 24th April in the premises of the Gospodarska škola high school. Students got introduced with the basics of photography and how to operate a digital camera.
- ▶ The 2nd, practical part, took place on 27th April with a project-task to complete on the field , followed by a feedback and post-production by our instructors in class.



## FIELD TRIP on 4th MAY 2015.

Our students went on a all-day field trip to get acquainted with the historical and architectural heritage of the towns Buje, Momjan, Završje, Oprtalj, Livade and Grožnjan. The tour was guided by a licensed tourist guide who is also an archeologist which made the experience truly enlightening.





## Other activities:

### ► Text-writing:

upon returning from the field trip, the students got down to writing and editing the texts for the guide. One of the main challenges was to break down all the huge amount of data we collected to the essential and most interesting bits. The writing, editing and translating was completed on 22nd May, when we could proceed with the graphic design.

### ► Cooperation with the graphic designer:

our project team has defined the main visual parameters of the guidebook, which were then further elaborated by our designer.

### ► Organisation of the official promotion and the photography-exhibition:

we decided to present our guidebook through an official promotion which was accompanied by the opening of a photography exhibition. Namely, as we returned from the field trip and developed the photos that were taken on the trip, we realised that they can be a promotional tool too because their beauty simply lures people to explore the area. The promotion was held on 8th June 2015 and it was attended by a lot of people including members of the City Council of Buje, the Tourist Board office of Buje, many students, teachers, parents and other photography aficionados.

- ▶ **Further promotional activities:** we set up an info table at school; organised an info-point in the town centre (Buje) to inform all citizens and tourists about our project; posted project-related information on the school`s official web and facebook page, appeared on TV in a regional mosaic programme on the local TV ISTRRA channel. The purpose of these activities was to raise people`s awareness of the attractiveness of Bujština as tourist destination and of the necessity to act in a planned way to foster its future development.

# The official promotion of our guide featuring the photography exhibition held on 8th June:



## Other promotional activities:

Appearance on TV ISTRRA on 21st May 2015.



Setting up an info-point in Buje on 10th and 11th June:





## In conclusion:

- ▶ The guidebook „Čarobna Bujština - Magic of the Buje region” was printed in 550 copies. On the occasion of the official promotion, the Town Buje, the Tourist Bord of Buje and the Open University Buje were given 100 copies each. 100 further copies were delivered to the Tourist Bord of Grožnjan. The remaining 150 copies were kept for the school's own promotional activities (distribution at the info-point in Buje etc)
- ▶ The public responds surprisingly well to both the guidebook and the exhibition and complimented their quality. The institutions we consulted while carrying out the project congratulated our students for their results and incited students to keep participating in this kind of initiatives in the future as well.
- ▶ Our students got acquainted with the concept of tourist destination and they learned about the different parties that constitute tourism as a multi-sectoral area.

**Thank you for your attention!**