PROMOTION AND STRENGTHENING OF VOCATIONAL COMPETENCIES FOR TOURISM 2015

A WALK AROUND KRK – reliving the past
PROJECT AIMS

General aims
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 a promotional short film “A Walk Around Krk”
Production of a multimedia tourist brochure “A Walk Around Krk”
Production of an e-Cookery book with traditional dishes
Seafront Tower

Is located at the intersection of the southern and western walls. The inscription and coat of arms indicate that the tower was built by the order of Nikola Frankopan in 1407. The inscription was carved into a Roman tombstone from the 1st century.

Kula na obali

Sijeverostrana ugona kuila srednjovjekovnog zapadnog i južnog dijela zidina. Dao ju je izgraditi knez Nikola Frankopan 1407. O tome govore natpis i GRB obitelji ukrašeni na rimskoj steni iz 1. stoljeća s prikazom Supružnika.
KRUŠIJA

PREMA TALIJANSKOJ RIJEČI CORSO - TIJEK, KRUŠIJA JE IZGRAĐENA NA UŠĆU PONORNICE PONIKVE U MORE. U XX. STOLJEĆU ŽENE SU, NOSIĆI OPREME KARAVANE NA GLAVI, DOLAZILE OVAMO IZRAĐIVATI RUBLJE.

KRUŠIJA

THE NAME IS DERIVED FROM THE ITALIAN CORSO, MEANING "TO FLOW", AS KRUŠIJA IS LOCATED AT THE MOUTH OF AN UNDERGROUND STREAM. UP TO THE 20TH CENTURY, WOMEN WOULD COME HERE TO RINSE BUCKETS FULL OF LAUNDRY.
RESEARCH HYPOTHESIS

Multimedia promotion of a tourist destination increases the interest of tourists in visiting the destination.

Promotion of a destination through short films and videos lead to a growing demand on the tourism market.
The influence of promotional tourism film on tourist

- It affected their decision where to travel 62%
  - Stimulated visiting destination websites 44%
  - They became familiar with an unknown destination 41%
- They were encouraged to consider the destination advertised in the promotional film 39%

Source: Research The 2013 Traveler’s Road to Decision: Affluent Insights, thinkinsights Google 2014 showed categories that took certain steps after seeing promotional tourism films
Multimedia sources used by tourists deciding about their holiday destination

- Social networks 21%
- Tourist destination websites 34%
- Blogs, forums, websites containing other tourists’ experiences
- Hotel websites 55%
- Internet search engines 62%

Advantages of using videos in the promotion of tourist destinations

• Travelling is an experience that affects all our senses, making it very personal and emotional for the traveller
• Before booking a trip, tourists must be able to visualize their visit and activities during their stay
• Promotional videos and the Internet help tourists visualize their stay at a certain destination
• Promotional videos educate tourists, raise their awareness about the unknown destination and help them shape a positive attitude towards the presented destination
ARMCHAIR TRAVEL

• A promotional video ‘A Walk Around Krk’ shows all the attractive sights and thereby promotes the destination

• This destination video guide includes a relived town history, everyday life in the town of Krk, natural and cultural sights, art, gastronomy, accompanied by musical background
PLANNING AND DEVELOPMENT OF A NEW TOURIST PRODUCT

• The making of a tourist promotional video ‘A Walk Around Krk’ - secondary school students as tourists guides take up the roles of historical figures and take the visitors for a sightseeing tour of the town of Krk, marking all important places and prominent historical and cultural sights.

• The making of a tourist brochure within the presentational programme Prezi.

• The making of an e-Cookery book containing traditional dishes of Krk.
VENERIN HRAM


THE TEMPLE OF VENUS

The rests of Roman temple from the 1st century B.C. dedicated to Venus, the Roman goddess of love as the Julians. Roman patriarhice of their ancestors. Temples were dedicated to her. Could be erected only by their permission. That's why they are few and far between.
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
APPLICATION OF INFORMATION TECHNOLOGY

The making (shooting and editing) of video A Walk Around Krk
The making of a promotional brochure A Walk Around Krk
The making (shooting and editing) of an e-Cookery book
Posting the video to school 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
ACHIEVED PROJECT OUTCOMES

• The project A Walk Around Krk 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.
Video tutorial: Xmas cookies and cakes of the island of Krk
PRODUCT LAUNCH

• Media: radio station Otok Krk; printed media: Novi list, Krčki val; Grad Krk website

• Presenting the product to the public:

• 19 May – Decumanus Gallery Krk – the project A Walk Around Krk was introduced through the exhibition of photographs Zasopimo, zakantajmo, zatancajmo (Let’s play, sing and dance) 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

• 3 June – School day, 4 June St. Quirinus Day – events commemorating the town of Krk

• 27 September – Tourism Day
Dir po Krku ili oživljena povijest grada

Ministarstvo turizma potiče krčke srednjoškolce

Osvrt

Maja Komadina Mrglo

Za vrijeme zimskih odmoraca u Školi za srednjoškolce u srednjem krčkom muzeju u izložbi "Dir po Krku ili oživljena povijest grada".

Zanimljivo je koristiti digitalizirane fotografije kao element izložbe, a u ovakvim slučajevima je to korak prema napretku u stvaranju turističkih promocija.

Grad Krk


Novac za Opatijsku paletu i Dir po Krku

OPATIJA/KRK

Ugostiteljska škola Opatija dobila je od Ministarstva turizma bespovratno 14.000 kuna za projekt Opatijsku paletu, dok je Srednja škola hrvatski kraj Zvonimir dobila 15.000 kuna za projekt Dir po Krku.

Ove škole, koje sredinom godine 2023. godine sastojali su se od 22 srednje škole koje Ministarstvo turizma s gotovo 396 tisuća kuna bespovratnih sredstava, potpore na projektima koji se odnosili na stvaranje turističkih proizvoda, promociju i razvoj IT komunikacijskih tehnologija, kao i razvoj njihovih obrazovnih centara te suradnju s međunarodnim i izvanravnome.

Možemo dati primjer za mlade koji su u svakom danu bavili se istim drugim i kreativno već od školskih klupa, uključujući učenike u kreiranje turističke naljepnice, koje će biti dostupne za koristioca.

Grad Krk


Darko Lorencić

Inačice, od 2012. je za razne projekte strukovnih škola izdvojeno 3,3 milijuna kuna (A. J.)
Bodulska baština očima krčkih srednjoškolaca

Dojamljivo kako to samo mladi otočci znaju fotogradijom, crtaštvom, ali i pjesnom i sopnjom, predstavljeni su neki od najprepoznatljivijih elemenata otočne folklorne baštine. Ponajprije poštujem

Mladen Trenklić

KBC

Krčki srednjoškolci u brojnim projektima

Moje ideje za bolju Europu

Dvoj brdima osećanje, vjerujte kojeg je vjero pravilo za bolju Europu. Iako se ne znači nestanak, Alea je ovaj projekt promoviran na različitim sobama i studenata. U prvom koraku se može vidi kako se neki mladi najavljuju posebna prezentacije.
WE COOPERATED WITH:

• The town of Krk
• Cultural Centre in Krk
• The island of Krk Tourist Board
• The town of Krk Tourist Board
• Vrbnik Tourist Board
• The Frankopan Dukes of Krk Association
• Dance group Povero Keko
• Archery club Maura Kal
• Photostudio Brujo
• Caffe bar Volsonis
THANK YOU FOR YOUR ATTENTION