Why Osijek doesn’t have a tourist boat?

Project by Ministry of Tourism
Promotion and strengthening of the competences of vocational professions for tourism, 2015.
Aim of the project

- To offer a new touristic product to the local community—tourist boat
- To present the product in a modern way—e-brochure and interactive map
- Put e-brochure and interactive map on portals of Tourist communities of the cities that are located on the touristic route
- To include the local community in joint partnership for deliberation on a new touristic offer of the city of Osijek
We have investigated

- The historical role of the river Drava in the economic development of the city of Osijek and the wider region
- Why Osijek doesn’t have a tourist boat
- Interests and needs of the citizens for a new tourist product
- Ecological sustainability and navigability on the provided tourist route
- Technical conditions for docking of the ships
- Technical specifics of a tourist boat
Throughout the history, the river has always been a initiator of economic development

- **Rafting** - rafting provided income for forest owners, forest workers, rafters, carriers.
- **Sand extraction** from the river Drava
- **Shipbuilding** and shipping guild in the 18th century
- Water from the river Drava has been used for **drinking**, and during the winter, **ice** was taken out
- Ever since 1697, there were active **millers** on the river Drava (around 200 of them)
- The coast from Tvrđa to Kalvariija in the Lower Town was called **drier** in the 18th century. It was the place where fish was cleaned, cut, salted and dried on fire during fishing season.
- Demand for fish was so big that it was driven by horse carriages all across Slavonia.
River traffic in Osijek

1909. a steamship line Osijek-Barcs-Osijek was established

1891. river traffic Osijek-Belišće-Osijek was established
Ship "Hungaria" maintains the line Osijek-Aljmaš-Osijek

1914. a regular line Osijek-Budapest was established

Those were mainly cargo lines, but soon a passenger traffic was established as well.
River traffic in Osijek

- **1929.** comes the first Osijek seatmship "Nikola". Owners were the captain of the ship Adam Goegoes and innkeeper Drago Kamenko.
- Osijek fleet is:
  - tugboat "Herman"
  - motor tow boat "Regina"
We have offered

- A new tourist product—tourist boat
- Tourist route on the river Drava
- Added value to the tourist destinations
- Themed trips
- Targeted user groups
- Partnership for all interested parties
- Practical classes for our students (tour guides on the route)
We have made

• **A questionnaire**, to see what our citizens think about this issue

• **E-brochure**- a) writing of texts on chosen tourist destinations

  b) taking photos of the chosen destinations (locations)

  c) translation to English and German

• **Interactive map**

• **Presentation** – writing a business letter and acquiring skills for public appearance
We have been working
We have been working
E-brochure

- is a result of a research of tourist destinations (from Donji Miholjac, Belišće, Osijek, to Aljmaša and Erduta)
- offers themed trips in three categories (history, gastronomy and recreation)
- reminds you why you should visit Slavonia
- find possibilities for sustainability of the project
- is a work of cooperation between students and teachers
- has 24 pages and photos that we have made ourselves
- • www.drava-online.com
Interactive map

- represents tourist destinations on the river route from Donji Miholjac to Erdut
- and e-brochure will be offered to tourist communities of these cities and it will be possible to add new contents
Vrsta dijela i prvi spomen ovog mjesta rezati je od 1527. godine, kada je izvršen potpuni zid, na zgrada kojima je ustanovljen obronak. Nakon odlaska novaca posjednik je stekao spomenik graja iz 15. stoljeća.

Zapamti sjeveroistočna Miholjačka obala je iz 15. stoljeća.
We have demonstrated that Osječko-baranjska county and the city of Osijek have unused tourist potentials and that they can offer new tourist products.
The part of the river upstream from Osijek is not recommended for sailing with larger boats because of the lower class of the channel. (the channel was not maintained and there are many meanders, sand bars and shoals and because of many protected plant and animal species)

Considering the specificity of the river Drava, when buying a boat it is necessary to look for a boat with specific references.

The characteristics of such boat would be:
- length 20 m.
- width 5 m.
- wade 1 m. or less
- Diesel engine of min power 2 x 100-120 kw
- Boat speed min. 15 km/h

The boat would have to have two crew members with expert (nautical) title.
The possibilities of project implementation

• General urban plan of the city of Osijek plans to build a passengers' and communal piers with hospitality facilities and with mandatory driveway and furnished coastal fortification.

• Regional development agency of Slavonia and Baranja is responsible for call for proposals for projects that can be financed through EU funds.

• A partnership between all interested parties and development of financial and action plan, would ensure the success and sustainability of the project.

• The possibility of organizing themed trips and animation of target excursion groups would give the students an opportunity to do practical classes as tour guides.
We have reached our goal

• We have investigated the possibility of river tourism
• We have offered a tourist route on the river Drava
• We have offered a new tourist product - tourist boat of the city
• We have created an e-brochure and an interactive map
  • We have informed the public about our idea
• We have learned how to turn an idea into a product
• As true hosts we have taken our guests to a sailing trip on the river Drava
We believe

That sailing the river would be great for our citizens and our guests.
Presentation of the project
Presentation of the project
Project evaluation

• We are especially happy that our guests took part in a discussion on the highlighted problem.
• Everybody present supported the idea of a tourist boat and evaluated the project as excellent, while the possibility of project implementation was evaluated as good.
• The problem of profitability of a tourist boat was pointed out as significant.
• We would like the Ministry of Tourism and Environment protection agency to support the efforts in development of river tourism. (there were talks about a solar powered boats)
From media

https://www.facebook.com/pages/Ugostiteljsko-turisti%C4%8Dka-%C5%A1kola-Osijek/237266299755455?fref=ts
Participants of the project

**Students**
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**Teachers**
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We would like to thank our consultants and media sponsors that have recognized the value of this project idea and that have made it possible for us to implement it.
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