

SECONDARY SCHOOL STJEPAN SULIMANAC  
Trg kralja Tomislava 6, Pitomača

**Project:**  
**ARŠANJ SPARKLING  
WINE**

*The symbol of our  
hospitality*



The Ministry of Tourism

The promotion of vocational competencies in tourism industry

## Project description:

- **this multidisciplinary project comprises:**
- enology and gastronomy aspects
- cultural history aspect
- scientific and technological aspect
- the aim is to raise the level of student and teacher competences through:
  - raising the awareness of the importance of tourism industry
  - cooperation between different economic sectors
  - development of students' project competences
- **Project participants:**
  - the students and teachers of Secondary School Stjepan Sulimanac
  - a number of public, private and civilian sectors
- two thirds of the project is financed by the Ministry of tourism (approx. kn 10,000), and one third of the project is self-financed (approx. kn 5,000)

## Project activities:

- 1. Web page and brochure design
  - the promotion of Agricultural Technician and Agriculturalist training programs
- 2. Students' field trip to Slatina
  - „Zavičajni muzej“ - the local history museum
  - „Stari podrum“ - local wine cellar
  - „Pustara Višnjica“ - local tourist resort
- 3. The education of students and the owners of local family agricultural businesses in Pitomača on the subjects of:
  - the production technology of sparkling wine using the traditional „champenoise“ method
  - the products with highly-profiled developmental prospects - gastronomy, enology, and rural tourism
- 4. Media activities and associated events

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# Web page and brochure design for the promotion of Agricultural Technician and Agriculturalist training programs

- Web page comprises:
  - detailed information on the project, its coordinators and participants
  - detailed information on the school and the Agricultural Technician and Agriculturalist training programs
  - the methods and traditional techniques of „champenoise“ production
  
- The brochure comprises
  - information about the school and the Agricultural Technician and Agriculturalist training programs
  - information about other vocational training programs

The Ministry of Tourism - The promotion of vocational competencies in tourism industry

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## Students' field trip to Slatina

- Local history museum in Slatina
  - displays the cultural heritage of Slatina and the nearby area
  - displays a part of the wooden barrel dating from 1864 in which the first Croatian sparkling wine was made



## Students' field trip to Slatina

- „Stari podrum“ Slatina
  - in 1864 the first Croatian sparkling wine was produced (owned by the German duke Georg Wilhelm -schaumburg - Lippe)
  - a conference



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## Students' field trip to Slatina

- „Pustara Višnjica“
  - the national winner of European Destination of Excellence (EDEN) for the year 2010/11
  - the presentation of the project „Sweet“ - the promotion of women's entrepreneurship
  - presentation of the production of the Aršanj sparkling wine
  - an example of the ecological production of yam (sweet potato)
  - an example of the ecological production of vegetables



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**The education of students and the owners of local family agricultural businesses in Pitomača**

- The experimental plantation of a few sorts of hybrids, i.e. cross breeds of grapevine
  - the basis for the ecological production of the eco sparkling wine

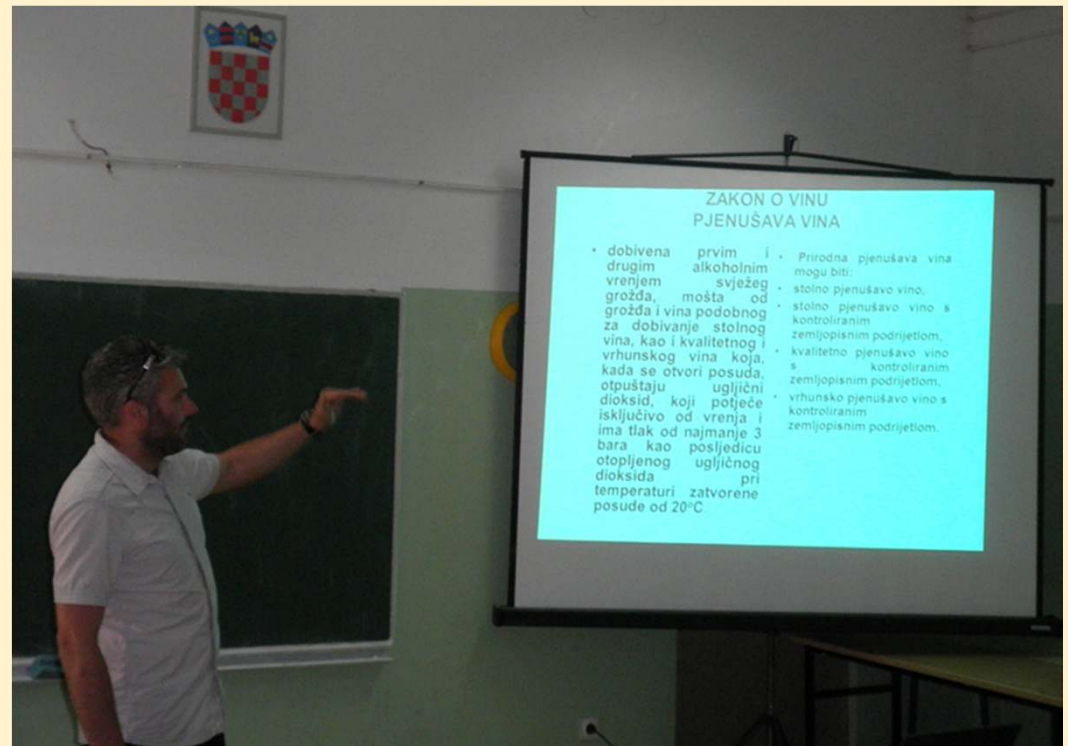




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The education of students and the owners of local family agricultural businesses in Pitomača

- Lectures - „The „champenoise“ traditional method of sparkling wine production technology
  - Dr Marko Karoglan - University of Zagreb Faculty of Agriculture, Department of Viticulture and Enology



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**The education of students and the owners of local family agricultural businesses in Pitomača**

- Post-lectures conference:
  - the promotion of the Agricultural Technician and Agriculturalist training programs
  - the promotion of the Aršanj sparkling wine



## Edukacija učenika i privatnih gospodarskih subjekata u Pitomači

- Lectures - „ Products with highly-profiled developmental prospects - gastronomy, enology and rural tourism“
  - Rikard Bakan, BSC in economics - College for Management in Tourism and Informatics in Virovitica



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## Media activities and associated events

- „Virovitički list“ - local newspaper
- [www.icv.hr](http://www.icv.hr)
- [www.ss-stjepana-sulimanca.skole.hr](http://www.ss-stjepana-sulimanca.skole.hr)
- [www.pitomaca.hr](http://www.pitomaca.hr)
- students' competitions in preparing cocktails with sparkling wine



## Project outcomes

- encouragement of students' interests in the Agricultural Technician and Agriculturalist training programs
- better cooperation of the school with the local tourist board, family-owned agricultural businesses and the local authorities
- better cooperation of the media and the school
- the promotion of the Virovitičko-Podravska County and Pitomača municipality as an attractive enogastronomic tourism destination
- the enrichment of the tourism potential by the production of the sparkling wine
- better cooperation of the school with the academic institutions
- .....

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## PROJECT PARTICIPANTS:

- Project coordinator - Tomislav Kakša, Agricultural engineer
- Agricultural training program students: Luka Hoić, Josip Klenović, Marino Dikšić i Ivan Meštrić
- Agricultural Technician training program students: Dominik Markač, Helena Šimunija, Maksimilijan Botković, Paula, Marović, Andrej Kovačić and Doris Barčan
- Lecturers: Marko Karoglan, Rikard Bakan
- Slatina Tourism Board, Slatina cultural history museum (Zavičajni muzej grada Slatine), Višnjica resort (Pustara Višnjica), Pitomača municipality, Pitomača Tourist Board, College for Management in Tourism and Informatics in Virovitica, Virovitičko-Podravska County Tourist Board, University of Zagreb Faculty of Agriculture
- Virovitički list, the local newspaper, [www.icv.hr](http://www.icv.hr), Pitomi radio, the local radio station
- English translation: Ana-Mari Bajser and Tatjana Brajković