Basic objectives of the project

1. Designing and setting at least twenty geocache spots in the area of the city Požega

2. Designing a web application which integrates overview of geocache spots and the most important cultural, historic and touristic sights of the city.
1. Geocaching

- Geocaching is a hidden treasure hunt game.
- Participants use GPS gadgets or smart phones to locate geocache and after that they are trying to find it because it is hidden in given location.
- Geocache contains memorial book where you can write down your finding and usually a simple present or a souvenir. You can take it and keep it only if you leave another object of the same or larger value in the geocache container.
- After registration one must leave geocache container in the same condition as found earlier.
Why geocaching?

• This type of activity started around 2000 and it became particularly popular with appearance/invention of smart phones with embedded geolocations as well as many, usually free applications that support it.

• This game is very popular in Croatia and around the world and on central web page [www.geocaching.com](http://www.geocaching.com) it has over 5 million registered users and around 2 million set geocaches.
Why geocaching...

• Creating new touristic attraction of the city, adjusted to a younger population that uses new technologies and is prone to/inclined to active or adventurous tourism.

• Content which is available the whole year, it is not limited by ‘the touristic season’.

• Before the project there were no set geocaches on the area of the city.
2. Web application

- Designed web application is based on Google maps and has several purposes:
  - Serves as overview and help in locating geocache spots
  - It gives overview and location of the most important sights of Požega in a new and interesting way
  - Contains an overview of photographs geolocated on the map
  - Contains basic information about the project
About web application

• It is placed on a separate domain: blagopozega.org
• Content is written in three languages (Croatian, English and German)
• It is designed so that it can be used on gadgets with different screen sizes – on classical computers as well as tablets and smart phones
About web application

• It is based on modified Google map
• All the sights, photographies and geocache spots are shown in the places where they are located
• You can get its detailed description or enlarged photo by clicking on it
Skriveno blago Požege

Geocaching
Na kari gradu pronadite lokacije skrivenih geocachinga i kronite u potragu za njima. Kada ih pronadgete, ne zaboravite podjeti svoja oskvada na geocaching stranicama. Vrše o geocachingu pročitajte ovdje.
Kronite u potragu za skrivenim blagom!

Znamenitosti
Upotrinite grad Požege kroz njegove najpomjernije kulturno-povijesne i druge znamenitosti.
Kronite na virtualnu ili stvarnu šetnju gradom i otkrijte podatke koje do sad ne znate.

Fotografije
Prelepite fotografije koje smo snimili mi, ali i drugi autori u gradu na označenim lokacijama i na taj način opoznajte Požegu.
Između znatih fotografija gradova koju bismo tijekom podržali na ovim stranicama, jednostavno je objaviti na Panoramo uključi i možda će se pojaviti i ovdje.
Conducted activities of the project

• Collecting material for the articles about the sights
• Writing and translating articles into English and German language
• Taking photographs and publishing in Panoramio
• Designing and publishing of the web application
Conducted activities of the project

• Selection and procurement of material for geocaches
• Designing and printing materials for geocaches
• Equipping and setting of geocaches
• Registration of geocaches on geocaches.com and publishing on web application
Activities in promoting the project

• Press conference and presentation of the project in Tourist Office (on 2 April 2014)
  • Newspaper articles and contributions in Glas Slavonije, Požeška kronika, 034 portal, official web sites of Požega, RVA radio and Županijski radio
Activities in promoting the project

• Printed posters, flyers and business cards
  • Printed materials are published within local Tourist Board and elementary and secondary schools in Požega,

• Social sites were made that publish news about events and activities in the project
  • Facebook Pages, Google+ Pages
Cooperation with other institutions

• Tourist Bord of Požega
  • Initiation of the project
  • Choosing of the points of interest for application
  • Help in getting permissions to set up a geocaches in public locations
  • Promotion of the project
Cooperation with other institutions

- City Museum
  - Help in finding historical material for articles
  - Choosing gifts / souvenirs for geocache

- Geopark Papuk
  - Sharing of the experience in working with geocaches
  - Help in designing geocache

7/2/2014
Cooperation with other institutions

- Students with dipl. ing. Goranom Pavićem in Papuk Geopark
Further activities of the project

• Although the main activities of the project are completed, it is planned to continue with certain activities to make the project fully came to life:
  • Maintenance and replacement of existing damaged or stolen geocache
  • Adding new geocache points
  • Additional promotional activities (Distribution of leaflets on the events in the city, visit the local radio stations, promotion pages on portals ...)

7/2/2014
Skriveno blago Požega
Interesting

- Only two days after placing first geocache we hosted the ten geocachers from all over the Croatia who had been searching for "hidden treasures" and advised us about the next steps
Interesting

• The first geocache placed (near the bridge over the river Orljava) was taken by the river that threatened by flood and we had to reset the cache later.
Zanimljivosti

• The project is used for exploring the city of Italian students who stayed in the Technical School as part of the Comenius project "My town from your eyes"
The Project crew

• Technical school :
  • Students: Denis Jagodić, Jan Jurković, Ivan Kerepčić, Patrik Oroz, Monika Pavić, Alen Puđ, Luka Šporčić
  • Teacher: Hrvoje Mikolčević

• Craft school :
  • Students: Michel Jakić, Nives Kozeljac, Bruno Kukić, Matej Mikac, Dino Musić
  • Teacher: Bojan Sikirica