STONEMASONRY SCHOOL AS A PRIZED TOURIST DESTINATION DURING THE SIGHTSEEING OF THE ISLAND OF BRAC
SOME OF THE PREVIOUS ACHIEVEMENTS:

• Contracts with a number of travel agencies
• The school has a brochure printed in six languages that are given to tourists
• Numerous exhibitions in Croatia and the EU (Paris, Verona ...)
• 2005-Award "Anton Štifanić" for the contribution to Croatian tourism
• Tourist Board Award for contribution to tourism Bol, Brac
OBJECTIVES

1. Attract new students to enroll the stonemasonry school

2. To improve the tourist offer of the school
Better school presentation via:

1. Making promotional videos

2. Equipping students with adequate protective clothes with the school logo
PARTICIPANTS IN THE PROJECT:

**STUDENTS:**
- 1a – David Pekić, Toni Zanne
- 1b – Josipa Farac, Eduard Kahlina, Željan Barbir
- 2a – Josip Andrijolić, Dominik Gabelica
- 2b – Ivan Tolj, Igor Đuričić
- 3a – Martin Zohil, Vlaho Radić

**MENTORS:**
- Mariola Milardović – TV journalist
- Petar Granić – cameraman
- Vesna Martnić, teacher
- Jadranka Mornar, teacher
- Tamara Plastić, teacher

PROJECT REALIZATION

Workshop on development of promotional materials and the importance of scenarios in shooting
Based on the prepared scenarios some students were tested as cameramen.
Promocija i jačanje kompetencija strukovnih zanimanja za turizam – 2014.

Students – presenters

... some as presenters
...and some of them show what they have learned and what skills they have gained
Students showed us round some interesting sights and beauties of Pučišća.
We have had a nice time together...
especially a great fun...
pssss...the school is very close to the beach, just a minute!
THE RESULTS OF THE PROJECT

• DVD with advertising materials that will be given to visitors of the school workshop
THE RESULTS OF THE PROJECT

- Protecting clothes for the students, participants of the project – important for starting point in education for the work in the safe way
THE RESULTS OF THE PROJECT

• Brochure in English
THE RESULTS OF THE PROJECT

- Brochure in Croatian
DISEMINATION OF THE PROJECT AND EVALUATION

- Initiating TV reports on realization of the project in cooperation with different TVs (HRT, RTL, NOVA, JADRAN...)
- Inviting the newspaper reporters (Slobodna Dalmacija, Večernji list, Jutarnji list...)
- Questionnaire among tourist guides
- Questionnaire among visitors
- The possible correction of the materials based on the given results of the questionnaires

IN CASE OF POSITIVE REACTION CONCERNING PROJECT THE SCHOOL WOULD CONTINUE ITS APPLYING AFTER OFFICIAL END

Promocija i jačanje kompetencija strukovnih zanimanja za turizam – 2014.
Thanks for your attention!

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