SECONDARY SCHOOL ZABOK

PROMOTION AND STRENGTHENING OF VOCATIONAL COMPETENCIES FOR TOURISM 2014

SHOW ME SO I CAN LEARN AND WORK
CONTENTS

- Studying the competition closely
- Project workshops
- Promotion of profession
- Public event
- Project benefits
Students looked into the text of the competition published on the Ministry of Tourism website: Promotion and strengthening of vocational competencies for tourism 2014
students brainstormed ideas through essay writing

Suggested project topics:
- New Gingerbread marketing
- New products
- Creative workshops
- Park renovation
- Environmental protection
Selected topic: Strengthening human resources competitiveness in cooperation with the private sector

Project:

Mali gastro - show me so I can learn and work
COMPETITION REGISTRATION

- Initial workshops on trends in the cocktail industry preceded registration – results showed a great interest of participants while the ability to organize educational workshops was proven.
- Our project mentor filled in the registration form and submitted it.
- The Ministry of tourism approved funds
- Planning of activities
PLANNING OF ACTIVITIES

- Workshops for students and teachers
  - Culinary and pastry workshops
  - Barista and cocktail workshops

- Activities for eighth graders and parents
  - Designing promotional flyers
  - Visiting elementary schools
  - The School’s open day

- Charity event
  - Raising money by selling students’ products
  - Presenting students’ knowledge and skills
Cocktail Workshops

- Croatian Chamber of Trades and Crafts-Krapina- Zagorje County and Zagorje Development Agency helped us with the implementation of the first pilot trainings
- Croatian Association of Waiters and Barmen conducted 3 theme workshops at school
Voditelji:
Zoran Lukić, predsjednik Udruge
Marko Popović, trener
CROATIAN CULINARY FEDERATION WORKSHOPS

FINGER FOOD – small bites

• Mentors: Anđelko Levanić and Grozdana Bohorč

GLOBAL COOKING TRENDS

• Mentors: Anđelko Levanić and Marija Kuzminski
PAstry Workshop by “tri užitka”

CAKE
• Mentor: Štefica Gulija

Wedding Cakes
• Mentor: Krešo Gulija
BARISTA WORKSHOP BY GALAPLUS – DISTRIBUTOR OF LAVAZZA COFFEE IN CROATIA

FROM BEANS TO CUP

• Mentor: Marijo Karlica

BARISTA TECHNIQUES

• Mentor: Marijo Karlica
PROMOTION OF SCHOOL CURRICULUM

- Promotional flyers: making flyers to promote profession (target group: eighth graders)
- The Secondary School Zabok team visited 33 elementary schools in Krapina-Zagorje County and presented catering – tourism programs
- Welcoming students at school
- Welcoming students at Mali Gastro
Dragi najljubši osmatrači,

Svjesni ste da su turizam i ugošiteljstvo najveći trend ovih dana?

Žaljeli biste postati dijelom toga trenda?

Posjetite nas 9. svibnja 2014. g. na trgu K.S. Gjalskog od 10–12 sati, gdje će učenici Srednje škole Zabok pokazati svoje ugošiteljsko-turističke vještine.

U isto vrijeme moći ćete i razgledati školu te kutili raznolike gastronomске delicije.

Vidimo se!
Presenting workshop results
- Guests, media representatives, eighth graders and their parents could taste and buy finger foods, sweets and cocktails

Participating secondary schools
- Secondary School Pregrada
- Secondary School Prelog
- Catering and Tourism School, Zagreb
- Trade and Catering School, Karlovac
We have attracted attention of:

- Eighth graders and their parents
- Professionals in hospitality and tourism industry and entrepreneurs
- Public figures
  - Dunja Špoljar, member of the Parliament
  - Jasna Petek, vice prefect of Krapina-Zagorje County
  - Ivan Hanžek, mayor of Zabok
  - Ivica Lozo, senior advisor at ASOO

Media: HRT, Mreža TV, Radio KAJ, Radio Zabok, Radio Stubica, Zagorski list
9 educational trainings included:

- 130 active participants
- 300 passive participants
- Approximately 20 employees in hospitality industry
- 6 teachers
Promotion of catering and tourism and related professions, School and the event through:

- Websites of the school, Association of Barmen, town of Zabok and Croatian Culinary Federation
- Radio shows on the Croatian Radio 1 and Radio Stubica
- TV shows: *Zagrebačka panorama* (HRT2) Mreža TV
- Newspaper: Zagorski list
Utrka konobara se održava u čast zagorskih vina

Najbrži konobar je Denis Mehinović iz Karlovca

ZABOK - Ministarstvo turizma je i ove godine raspisalo natječaj za projekat Promocije sanijenije u ugrađenom turizmu na kojemu se prijavilo i Srednja Škola Zabok. Odobreo je učenjski projekat Mali gastro - Pokali se da bi učenici upravo u sklopu kojega je u proteku tri mjeseca održano nekoliko nadjemaca, sve snažno pozdravljali svojim prijateljima. Sve su se u život vukale gostu svojom prijateljicom. Dali su se na mali kuhinji u Dječjoj zgradi Zaboka.

Introducing the project to other catering and tourism schools
Selling all products during the event
Donating money to charities
Project continuation:

- cooperation with Galaplus- distributor of Lavazza coffee in the Republic of Croatia
- Free barista trainings for 4 students have been agreed on
CONCLUSION

We

+ were taken seriously
+ experienced real-life situations
+ felt proud for doing useful and practical things
+ look forward to another project
THANKS

- to the Ministry of Tourism for making it possible for us to experience a new form of learning-project-based learning!
- all partners and participants who supported the project!