



Cvjetovi Zagore

**PROMOTION AND STRENGTHENING OF COMPETENCE OF
PROFESSIONAL OCCUPATION FOR TOURISM 2015**

**High School Ivan
Meštrović Drniš**

**Team of students 3.g class under
the mentorship of Martina
Jerković univ.spec.oec.**

PROJECT DESCRIPTION

- Project title – Flowers of Zagora
- Priority - connecting secondary school students with various community stakeholders to strengthen and increase employability in this area and lifelong learning
- Topics to which the project refers - rural tourism



The objectives achieved by the implementation of the proposed project

- General goal: to contribute to the development, activating underutilized tourist facilities hinterland that will allow greater use of available capacity destinations Drniš area and attract the attention of a number of potential visitors



- Specific objectives:
- 1. Diversification of the tourism product Zagora increase tourism activities in order to reduce the effects of uneven dispersion of tourist activities in the Šibenik-Knin County and the extension of the tourist season
- 2. Strengthening competences of secondary vocational schools Ivan Meštrović Drniš works overall tourism destination competitiveness in which the school is located



MAIN ACTIVITIES OF THE PROJECT

1. Research and
data collection
on the
destination

2. Processing
and analysis
of data
collected

3. The creation
of the tourism
product –
brochure
Cvjetovi Zagore

4. Creating a
page on social
networks, project
website

5. Day trip
Visovac, Roški
slap, Krka
Monastery

6. The promotion
activities

7. Presentation of
the project to all
stakeholders



1. Research and collection data about the destination

- The students attending the economists explore the field and collect information about the specifics of individual destinations of the area needed to produce a brochure.



2. Processing and analysis of data collected

- The students attending the economists and computing processing the data collected, sorted them and prepare for printing



3. The creation of the tourism product

- Brochure Flowers of Zagora



4. Creating a page on the social networks, the Web site of the project

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PRIVLAČI TURISTE

Drniški trećaši: Mi smo 'Cvjetovi Zagore'

Svako 110 sec Tweet +1



Baš tako, "Cvjetovi Zagore", nazvaše zato svoj projekt trećaši drniške Srednje škole Ivana Meštrovića i njihova voditeljica **Martina Jerković**. Nazvaše i osmisliše, a onda i osvojiše od Ministarstva turizma petnaest tisuća kuna. Nije mnogo, ali ih veseli što je čelno tijelo tog upravnog resora prepoznalo projekt kao jedan od dvadeset i dva koja zaslužuju poticaj iz državnog proračuna za "promociju i jačanje kompetencija strukovnih zanimanja za turizam".

Desetero budućih ekonomista koji su nas sa svojom mentoricom dočekali u školi, odlučno je, uz ostale nastavne obveze, prionuti pravom znanstvenom istraživanju. Razvoj svoga grada i njegove okolice, aktiviranje neiskorištenih turističkih kapaciteta i privlačenje pažnje potencijalnih posjetitelja osnovni su ciljevi projekta, referiraju nam "kao veliki" **Zrinka Škiljo, Martina Blažević, Viktor Ivan Goreta, Petra Kulušić, Mateo Galić, Bruno Mihaljević, Lucija Barišić, Maja Ercegovac, Antonija Vukušić i Antonija Jukica**. Nisu baš svi iz Drniša. U njihovu razredu ravnopravno su zastupljene i Čavoglave, Parčić, Ružić, Miljevci, Badanj...



5. Day trip Visovac, Roški slap, Krka Monastery

- students are better met their homeland
- socializing ended joint lunch



6. Promotion activities

- We informed some regional media on the implementation of the project, namely: Slobodna Dalmacija, Radio Drniš, Radio Knin, Radio Šibenik, šibenik In And Rhythm Radio, Television Sibenik, Dalmatia Regional Radio
- We made brochures equally for all guests and stakeholders who have helped in the development of the project



7. Presentation of the project to all stakeholders

- Final presentation of the project was at the very end of the project and the results of the project presented to all project stakeholders and the general public in the premises of the National Park Krka
- The project was presented by the students who were involved in this project through the current visual aids and Prezi presentations





Achieved results of project

- Brochure Flowers of Zagora is designed in Croatian and in four languages:
 - English
 - German
 - Italian
 - Czech



TOWN OF DRNIŠ

- Drniš is a town in Dalmatian zagora which rises above the Petrovo field. The first document mentioning Drniš dates to back 1494. The city has numerous monuments sculptures by the Ivan Meštrović such as Spring of Life, relief Oracle, Mother and Child and Our Lady Petropoljska in the church of Our Lady of Rosary .



DRNIŠ TOWN MUSEUM

- The museum in Drniš was founded in 1971 and is located in the house which belongs to the Adžija family. The museum has its permanent collection, occasional exhibitions, library, archive and a collection of numerous works of a world-renowned sculptor Ivan Meštrović. The medieval fortred of Gradina on the Čikola River is registred as a cultural heritage and is 334 metres above sea-level.



FORTFIELD TOWNS: KLJUČICA, NEČVEN, TROŠENJ

- Ključica is on the right side of the Čikola River Canyon and it was erected by the Nelipić noble family in the first half of the 14th. It was built to control the trade between the Venetians, situated in Šibenik with the hinterland and Bosina. Nečven is a Croatian medieval fortress located west of the mountain Promina, on the edge of the sheer cliff on the left bank of the Krka River. Its primary purpose was to protect a strategically important bridge over the Krka River.



BURNUM

- Burnum was a Roman military camp. Its remains are located in the village of Ivoševci. This archaeological location consists of two sites. Portica principia was the military headquarters, administrative and religious centre of the camp. The other site refers to an amphitheatre built in the 1st century, i.e. during the reign of the emperor Vespasian.



THE SPRING OF THE ČIKOLA RIVER

- The Čikola River is the longest tributary of the Krka River and it springs next to the village of Čavoglave. The girl's name was Čika and the river in which she ended her life was named Čikola after her.



THE ČIKOLA CANYON

- The Čikola canyon has been protected since 1965. It is 13 km long and the protected section of the river flows from the town of Drniš to its confluence with the Krka River.



OZIĐANA PEĆINA CAVE

- Oziđana pećina Cave is a place of a unique natural, cultural and historical value. It is a part of an educational footpath „Stinice-Roški slap-Oziđana Cave”.



VISOVAC

- Visovac is one of the most recognisable Croatian islands. It is found in centre of a lake and it owes a lot of its present attractiveness to Franciscan friars. The church of Our Lady of Visovac was built in the 17th century. The monestary museum holds a valuable collection. There is also a lapidarium.



ROŠKI SLAP

- Roški slap is well-known for its water mills, which today serve as ethnological collections, souvenir shops and catering establishments. Roški slap is 650 meters long, 450 meters wide and the total difference in height is a little more than 22 meters.



THE MONASTERY KRKA

- A spiritual centre of Orthodox Christians – the monastery is situated by the Krka River. It was first mentioned in 1402.



FLAVOURS OF THE DALMATIAN ZAGORA

- Numerous winemakers in their family wineries, especially in the Promina area, offer their guests a chance to taste the wines and traditional dishes so they can get the full experience of the Dalmatinska Zagora. Autochthonous grapevine cultivars are Debit, Maraština, Plavina, Merlot, Lasina.



PRŠUT

- The word „pršut” comes from an Italian word „prosciutto”, which is a dry-cured pork ham. A special flavour and quality of pršut production can be experienced in the facilities of Dimmess d.o.o. company, which is situated not far away from the spring of the Čikola River.



MANIFESTATIONS

- „Ojkavica” is a type of vocal music characterised by a special kind of singing-so called throat singing. It was inscribed on the UNESCO’s Intangible Cultural Heritage list in 2010. Nijemo kolo is a silent circle dance. It is interpreted without music and it was inscribed on the UNESCO’s Intangible Cultural Heritage list in 2011. Burnum Ides have been held since 2011 with the intention to re-enact life lived at the times of Roman emperors. St Rocco is the patron saint of the town of Drniš and is celebrated on 16 August. On this day different kinds of events and concerts with folk manifestations.



- Town Drniš is rich in cultural tradition. First tambourine choir was founded in 1887. Since 1975 has been continuously active tambura orchestra.



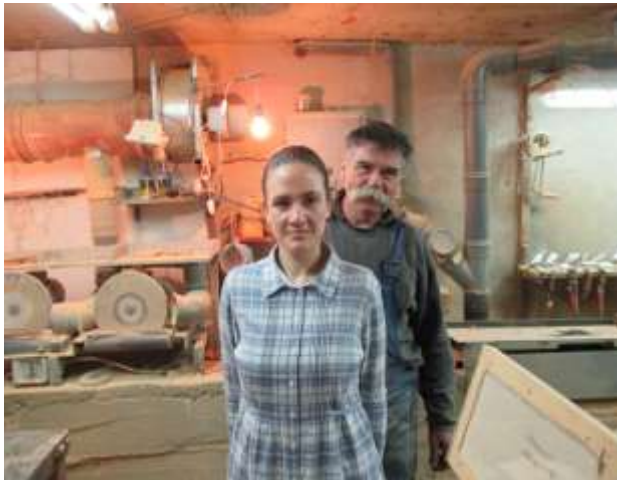
LAND SPORTS

- Promina Mountain is situated north of Drniš and has always been an inexhaustible source of refreshment, but also fun. There is also a climber's lodge that offers accommodation. It is characterised by an extreme diversity of habitats and numerous animals and plants. The best free climbing locality is by the Čikola River.



DRNIŠ SUSAK

- You need at least one year to make a susak because wood needs to be air dried after a tree is cut. The tree should be wide enough to make quality batens for susak. After drying, prickly juniper is cut and sawed in order to form battens that the susak is made of. Visitors are allowed to be a part of that process themselves.



THE VILLAGE OF OTAVICE-IVAN MEŠTROVIĆ

- Ivan Meštrović, Croatian sculptor, an architect and a writer, spent his childhood in the village of Otavice, close to Drniš. His mausoleum and the Church of the Holy Redeemer, situated in the middle of the Petrovo field, is his and his family's resting place.



- One of them is the Church of the Most Holy Redeemer. Protected by the Law on the protection of cultural monuments as immovable cultural monument.
- 2009 at the foot of the mausoleum was built memorabilia.
- Annual attendance is around 2,500 visitors. The main problem is a poor connection. Near the mausoleum no family farms or similar facilities where visitors can take a break and taste the authentic food.



- Within the project, we visited the Faculty of Economics at the lecture Professor Neven Šerić, hung out with a group of students of the fourth year study of tourism. We discussed a number of topics related to marketing and branding strategy and we are especially touched upon the project *Cvjetovi Zagore*.



- OGI was created in 1992 in Osijek of 2002. started to act in Central Dalmatia, opening regional office in Drniš. Today, operating through two offices, Osijek and Drniš. Within the project we attended at the premises of OGI and the education of writing projects for EU funds about which we spoke Aleksandra Janjić.



ETNOLAND DALMATI

- In the etnoland Dalmati, visitors can enjoy the traditional cuisine and experience the past of the Dalmatian Zagora.



DIM – MES d.o.o.



SPLIT



VISOVAC



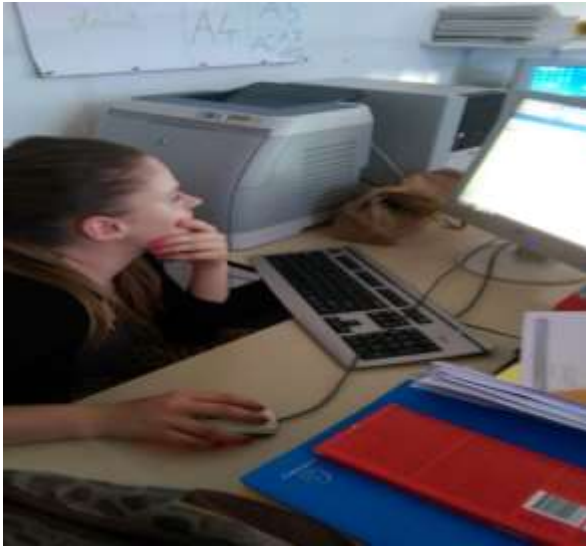
ROŠKI SLAP



Building NP „Krka”



PRODUCTION OF PROMOTIONAL MATERIAL





Students who participated in the project:

1. Maja Ercegovac	3rd grade, economist
2. Antonija Jukica	3rd grade, economist
3. Martina Blažević	3rd grade, economist
4. Petra Kulušić	3rd grade, economist
5. Antonija Vukušić	3rd grade, economist
6. Zrinka Škiljo	3rd grade, economist
7. Lucija Barišić	3rd grade, economist
8. Viktor Ivan Goreta	3rd grade, economist
9. Mateo Galić	3rd grade, economist



The conclusion of the project

- The implementation of planned activities flowers Zagora developed by the student competence, to better communication in the mother tongue , foreign languages , computer literacy , social , civic, cultural competence , entrepreneurial spirit and teamwork of students . It was created for the first time brochures flowers Zagora , which was conducted in four languages , which will suit the needs of future visitors young , dinks and empty nesters .

