



FOTOAVANTURA
FOTOGRAFSKE SKITNJE SLAVONIJOM

„PROMOCIJA I JAČANJE KOMPETENCIJA STRUKOVNIH
ZANIMANJA ZA TURIZAM“ 2016.
Technical school and vocational school in Požega



General objectives of the project

1. To increase an overall turistical traffic of the city/county and to extend the tourist season by attracting greater number of visitors.
2. To inform the visitors and other interested parties about the possibilities for photo tourism & in Požega and it's touristic offers using the modern information technologies .
3. Contribution to the promotion and development of the city's identity and it's surroundings as an attractive tourist destination, especially through new media and social networks.



Specific objectives of the project

1. To develop the terms for photo workshops and convenient facilities.
2. To design and develop the website on three different languages(Croatian, English and German). The website will represent the activities of the Photo adventure project, as well as it's previous most successfull work. It will also have a user friendly platform which will be used for future information and reservations of the workshop.
3. To come up with complete and new touristic offer for the visitors. It would, include acommodation, transport, food and organized site visits.



Specific objectives of the project

4. To design and create a new souvenir of the city, in the form of postcards which are created at the photo workshops. We will be giving away the first fifty postcard as „gift packages“, further development of „gift package“ postcards will be financed from the profits of future commercial photo workshops.
5. To organize a photo tour with famous touristic journalists and bloggers. The tour will last for 3 days.
6. To design and develop informational materials for the photo workshop (brochures, leaflets, T-shirts, ...)



Web application

- We have constructed a web application which has several purposes:
 - It represents the most attractive photo tours in Slavonia
 - It gives all relevant information about the tours.
 - It represents the most important monuments and tourist offers in the immediate vicinity of tours.
 - It contains basic information about the project.
 - All content is published in three languages: Croatian, English and German!

- Website link:

www.fotoavantura.com



About web application





About web application

- The content of the application is divided into two parts:
 - The first section is designed to inform future visitors and it also contains application modules for the upcoming user photo workshop.
 - The second section is dedicated to the Green Gate Travel agency's personell. They receive E-mail notifications of the visitor bookings and they they administer reservations and payments
 - Application was designed, programmed and published by students involved in the project.



Financial Payments

- All financial payments are made through the Green Gate Travel Agency, which is the official organizer.
- The Technical and Vocational school have developed an application through which the payments and bookings are made. It generates all the information needed for payment and through that, the agency staff have access to the number of reservations.



Completed activities of the project

- Meetings were held with all participants of the project and all participants were given their assignments
- There were also consultations with the Green Gate Travel agency as well as with the city's Touristic community regarding the selection of tours and mutual assistance.
- Equipment was purchased (camera and accessories)
- We secured a website server/domain for the official website.
- We designed and published official web page for the project on three languages (Croatian, English and German)



promotion of the project

- The project will be presented through the promotional photo workshop (through 23-25th of September, 2016.) with travel journalists who will write about it afterwards
- There will be a press conference for local journalists on 25. of September.
- We also printed posters, flyers, postcards with all the crucial project information.
- These promo materials will be distributed at the tourist bord, agencies and schools.



promotion of the project

- Facebook, Google+, Instagram websites were created.



The news for the project are published on them.

- The websites, especially Facebook, attracted great number of interest and visitors, and they have a large number of members which is continuously and exponentially growing.



Cooperation with other institutions

- The Tourist board of Požega
 - Initiating the project
 - Promotion of the project
 - Connecting with other institutions
 - Help with numerous locations of the Photo tours
- Green Gate Travel agency
 - Promotion of the project
 - Help with organization of accommodation and transport
 - All the financial payments are made through the Green Gate Travel Agency



Cooperation with other institutions

- Nature park Papuk
 - Help with photo tour locations,
 - Promotion of the project
- KUD "Radinje" from Siče
 - Help with the organisation of photo-sessions of the traditional Slavonian folklore



Problems in the project's realization

- During the project, we faced a few minor problems, such as.....
 - Last moment cancelling of some journalists invited to the promotional workshop.
 - The only period in which the Photo workshop could „fit in“ was from 23rd to 25th September, 2016. (because of the events which are traditionally maintained in Slavonia – Aurea Fest, Vinkovačke jeseni, Đakovački vitezovi).
 - Due to the school summer holidays, the students were only able to work on the project during the school year, which started in September.



Further project activities

- One of the main goals for the project was to design and organize the very first promotional photo workshop, and the future organizations will be done by the Green Gate Travel Agency
- Materials from the upcoming photo workshops will be used to produce promotional postcards and other promotional materials.



Further project activities

- News about the future photo workshops, as well as the most successful photographs will be posted on the project's website www.fotoavantura.com
- There will be publishments on social networks of the most important news related to future workshops.



The Project crew

- Technical school:
 - Students: Jan Jurković, Josip Konjarik, Goran Jurić, Matej Bošković, Michael Žegrec
 - Teacher: Hrvoje Mikolčević
- Obrtnička škola:
 - Students: Fabijan Blažević, Matija Gudac, Anabela Sulić, Ivona Bošnjak
 - Teacher: Bojan Sikirica