



Project for competition
PROMOCIJA I JAČANJE KOMPETENCIJA STRUKOVNIH ZANIMANJA ZA TURIZAM 2015.
Technical and Craft school in Požega



Basic objectives of the project

1. Attracting the tourists fond of active tourism
2. Informing visitors and all interested parties about the possibilities for active tourism in Požega and its tourist offer
3. Contribution in branding Požega and its surroundings as an excellent center for "outdoor" activities
4. Motivating visitors to complete more tours through several visits, or an extension of their stay

Specific objectives of the project

1. Creating a trilingual web application which presents selected hiking and cycling tours near Požega
2. Shooting and editing video and timelapse contributions and panoramic images and their adaptation to the application
3. Creating and publishing videos for the purpose of promoting active tourism
4. Development and maintenance of the members part of the application

- We made a web application with multiple uses:
 - It presents the most attractive walking and cycling tours in the area
 - It gives all relevant information on tours
 - It presents the most important cultural and historical monuments and tourist offer in the vicinity of individual tours
 - It presents all important information on the project
 - All content is published in three languages : Croatian, English and German
- The address of the web application is:
www.aureusmons.org



- The content of the web application is divided into four parts :
 - **Video** – displays video which represents the project
 - **Hiking** – shows hiking tours in the form of connected 360 × 180 panoramas
 - **Cycling** – shows cycling tours using video clips
 - **Members** – pages for site members where they can enroll the tour

- The application is designed in such a way that is suitable for viewing on all types of browsers and devices
- The first part of every page occupies the entire screen - to emphasize the multimedia experience of visiting tours in "first person"



- The mobile version of the application uses a gyroscope and GPS - it is enough to move the device to change the display of panoramas



- Each tour (cycling or hiking) contains:
 - Description
 - Google map
 - Elevation profile
 - GPS data and files for download
 - Information about the monuments and tourist offer in vicinity



- members page is part of the application with access protected by username and password
- Registration and access are provided to anyone with a valid email address



- Registered users can log the tour using a mobile device with geolocation or by sending photos
- A list with ranking and number of points is visible to registered users



Completed activities of the project

- Meetings were held with all participants of the project and the division of tasks was made
- Consultations were conducted with members of the Mountain - Bike Club Požega, Croatian Mountaineering Association Sokolovac, Nature Park Papuk and the Tourist Board regarding selection of tours and help in project implementation
- Equipment was purchased (GoPro camera and accessories)
- Purchased the web hosting and domain

Completed activities of the project

- We toured and recorded all the planned cycling and hiking tours and gathered information about tours, cultural - historical sites and tourist offer related to each tour
- We made videos for cycling tours and associated 360 × 180 panoramas for walking tours
- We designed, developed and published the website (application) with the translation of materials into German and English

- The project was presented at the show "Pozega Healthy City" held on 30.05.2015. where we had a press conference. Articles were later published in local newspapers and radio and TV stations have broadcast news about the project.



- Posters, flyers and business cards with information about the project were printed.
- These promotional materials will be distributed by local tourist board, in schools and at events.
- Promotional stickers are placed on all parking machines in Požega



- Facebook, Google+ and Twitter pages were created to publish news and progress of the project
- Pages (especially Facebook) have caused great interest and have a large number of members growing steadily



- City Tourist Board
 - Initiating the project and co-operation
 - Relinquishment of printed materials to assist in the development of content
 - Mediation in obtaining permits to set the promotional stickers on the parking machines
 - Project promotion
- County Tourist Board
 - Giving information on marked tours in the area
 - Connecting with other institutions
 - Project promotion

- Nature Park Papuk
 - Help with the selection and planning of walking and cycling tours
 - Project promotion
- Mountain-bike Club Požega
 - Help in planning cycling tours
 - Driving and recording cycling tours
- Croatian Mountaineering Association Sokolovac, Požega
 - Help and devising hiking tours

- When implementing the project we faced a few minor problems, such as...
 - Bad weather in May, which is why we could not shoot according to the planned schedule
 - Equipment failures - during the shooting two bike mounts for GoPro camera were broken
 - The lack of computers in the school sufficiently powerful to handle multimedia - the most of work we have done at home or we even had to bring our computers to school

Further activities of the project

- All tours are published except the last planned bike tour that will be shoot and subsequently released
- Although the main activities of the project are completed, it is planned to continue with promotional activities:
 - On events in the city,
 - At sporting and other events in the area
 - By guest appearances on local radio stations
 - Via the Internet, exchanging links with other sites of similar themes

- Technical school:
 - Students: Jan Jurković, Ivan Kerepčić, Patrik Oroz, Monika Pavić, Luka Šporčić
 - Teacher: Hrvoje Mikolčević
- Craft school:
 - Students: Fabijan Blažević, Demian Pejnović, Matej Genadij, Michel Jakić, Tena Šumski
 - Teacher: Bojan Sikirica