

# Deliverable 2.5.7

## Cross fertilization online meetings

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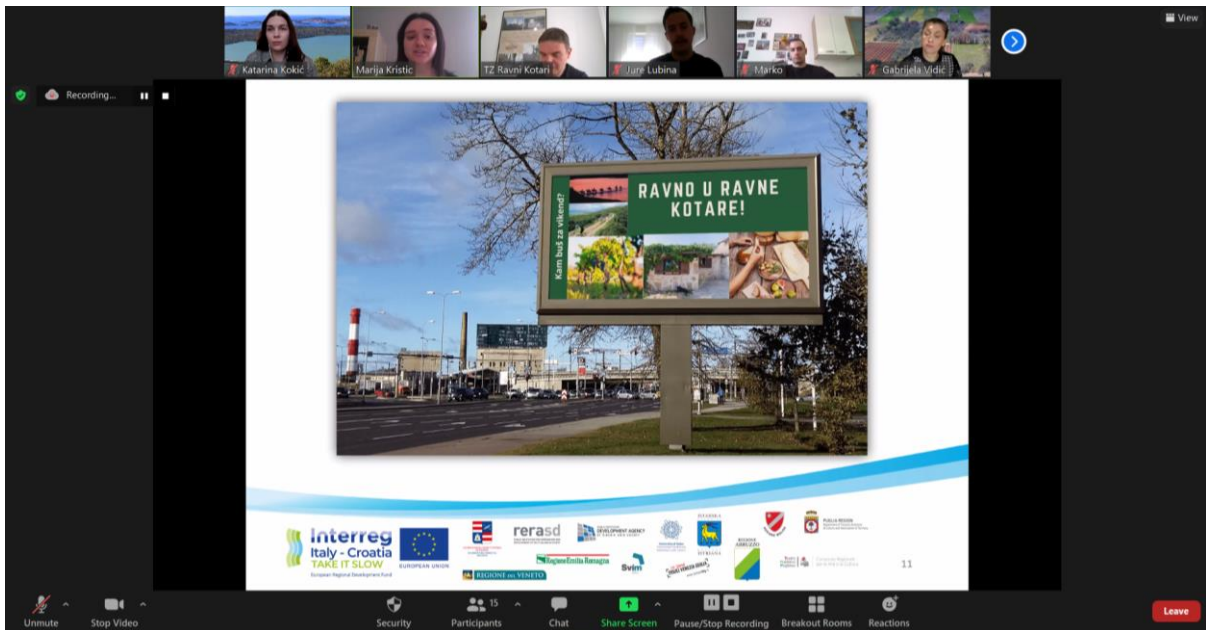
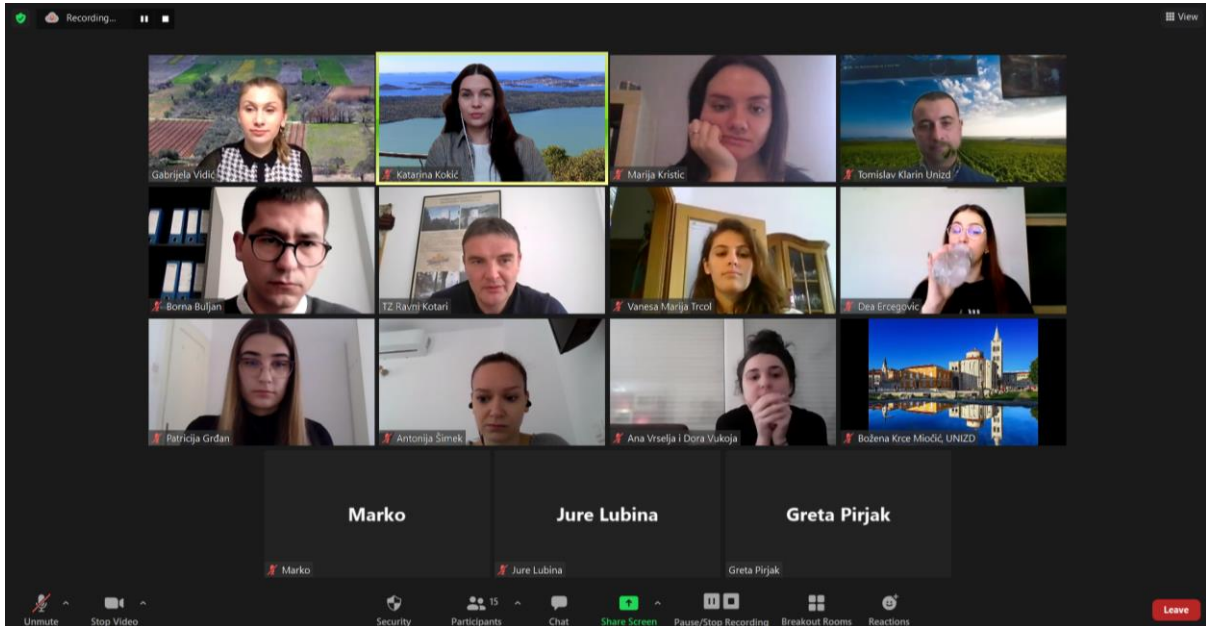
## THE UNIVERSITY OF ZADAR HAS ORGANIZED A CROSS-FERTILIZATION ONLINE MEETING

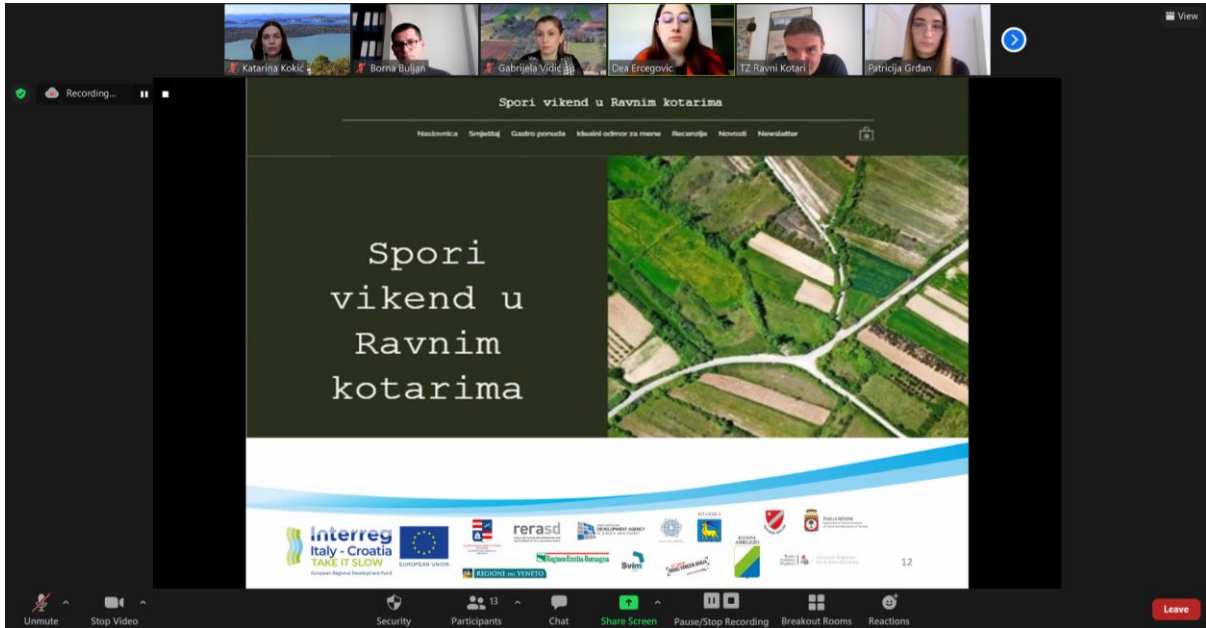
On the 9<sup>th</sup> February 2022, University of Zadar has organized a cross-fertilization online meeting within the TAKE IT SLOW project. The meeting was held between the University of Zadar project team, students of the final year of the graduate programme Entrepreneurship in Culture and Tourism at the University of Zadar and the director of the Ravni Kotari Tourist Board, Mr. Vanja Čvrljak. The students had the task within the course Marketing in culture and tourism to develop a marketing campaign based on the tourism offer of Ravni Kotari. Since Ravni Kotari are the pilot area that the University of Zadar has chosen within the project, this was a great opportunity to connect the students in the field of tourism that are soon to graduate with the Tourist Board of Ravni Kotari and to discuss together the possibilities of tourism development of Ravni Kotari.

The meeting was held online via the Zoom platform and the students prepared their campaign ideas in a form of presentation, of which there were four in total. The first group to present designed a campaign named “Kod babe i dida na selo” (“*Visiting the grandparent in the village*”), which was designed with the aim of promoting rural tourism in the municipalities of Ravni Kotari, through the promotion of existing family farms, encouraging them to expand the tourist offer. The campaign is meant to encourage the residents of Zadar County, especially families, to discover the “backyard” tourism and to explore Ravni Kotari on weekends in a way they have not done before. The second group presented their campaign – “Ravno u Ravne kotare” (“*Straight to Ravni Kotari*”). The goal of this campaign is to use the potential arising from the proximity of the emitting and receptive market in order for visitors to decide to visit Ravni Kotari and get acquainted with the natural and anthropogenic components of the tourist offer of the destination. The third group campaign “Vrati se, srce te moje zove” (“*Come back, my heart calls for you*”), is centred around the emotions of the chosen target market and focuses on the desires and needs of getting to know your own roots. In accordance to that, the selected target market of this campaign are the residents of Zadar County, who find enjoyment in re-discovering the area in which they live, especially in the sense of culture and gastronomy. The final group to present designed a campaign under the name “Spori vikend u Ravnim kotarima” (“*A slow weekend in Ravni Kotari*”). The goal of this campaign is to increase the visibility of Ravni Kotari as a tourist destination on the market of Dalmatia. The result should be an increase in the number of tourist arrivals from Dalmatia, and later through their recommendation and an increase in the arrival of foreign and other tourists.

After each of the presentations, the director of the Tourist Board of Ravni Kotari, Mr. Vanja Čvrljak, gave his opinion on the ideas presented and a constructive discussion was held.

In the end, although all presentations were very interesting, the last one was rated the best. Nevertheless, Mr. Čvrljak expressed his satisfaction with the ideas that were presented and encouraged the students to further develop their creativity.







NAME OF THE EVENT



## SVEUČILIŠTE U ZADRU

Vas poziva na:

### CROSS FERTILIZATION ONLINE MEETING



9. veljače 2022. godine od 09:50 do 11:15 sati



Online (Zoom platforma)

European Regional Development Fund





Poštovani/a,

Sveučilište u Zadru partner je na projektu TAKE IT SLOW, koji je kreiran u svrhu uspostavljanja, upravljanja i promocije Jadranske regije kao pametne, integrirane, održive, pristupačne, cjelogodišnje, zelene i *slow* mediteranske turističke destinacije, temeljene na pristupačnoj, zaštićenoj, valoriziranoj i promoviranoj zajedničkoj materijalnoj i nematerijalnoj prirodnoj i kulturnoj baštini otoka, zaleđa i ruralnog Jadrana. S ovim projektom, hrvatski i talijanski partneri zajedničkim djelovanjem nastoje pokrenuti visokokvalitetnu razinu usluga i proizvoda turističkog lanca kroz koncepte pametne specijalizacije, stimulirajući pri tome inovaciju, znanje, konkurentnost, umrežavanje i prekogranično partnerstvo.

Kao jedna aktivnosti kojom će se ovaj cilj realizirati, Sveučilište u Zadru organiziralo je događanje naziva "Cross fertilization online meeting". Svrha ovog događanja je prezentacija inovativnih mogućnosti promocije turističkih proizvoda Ravnih kotara, kao projektnog pilot područja Sveučilišta u Zadru, temeljenih na pametnom, *slow* i zelenom turizmu. Ovim putem Vas pozivamo na sudjelovanje u opisanom događanju te Vam rado stojimo na raspolaganju za sva pitanja.

European Regional Development Fund



**PROJECT:** Smart and Slow Tourism  
Supporting Adriatic Heritage for  
Tomorrow **ACRONYM:** TAKE IT SLOW  
**PROJECT ID:** 10255547  
**CUP:** H79E20000520003  
**DURATION:** 1/6/20-31/12/22  
**LEAD PARTNER:** Dubrovnik-Neretva  
County

# Cross fertilization online meeting

9. veljače 2022.  
godine

## AGENDA



# Srijeda, 09/02/2022

09:50 – 10:00 **Registracija**

10:00 – 10:10 **Uvodna riječ**

*Gabrijela Vidić, University of Zadar*

*Katarina Kokić, University of Zadar*

10:10 – 10:20 **Prezentacija: Ravno u Ravne kotare**

*Piera Bertolini, Marija Kristić, Jure Lubina*

10:20 – 10:30 **Prezentacija: Vрати se, srce te moje zove**

*Donika Zimaj Rasi, Dora Vukoja, Marko Romac*

10:30 – 10:40 **Prezentacija: Kod babe i dida na selo**

*Lana Šefer-Moravček, Vanesa Marija Trcol, Mateja Brekalo, Marin Žilić*

10:30 – 10:40 **Prezentacija: Spori vikend u Ravnim kotarima**

*Marija Bakarić, Dea Ercegović, Patricija Grđan*

10:40 – 11:00 **Komentari na izlaganja i konstruktivna rasprava**

*Vanja Čvrliak, Ravni kotari Tourist Board*

11:00 – 11:10 **Pitanja i odgovori**

11:10 – 11:15 **Zaključna riječ**

*Gabrijela Vidić, University of Zadar*



# CROSS FERTILIZATION ONLINE MEETING

D2.5.7 Cross fertilization online meetings

9th February 2022

Online (Zoom platform)

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