

Past, present, and future of tourism in Karlovac County

JURRA held an Info day at the magical Advent in Karlovac, where media, children, history buffs and many visitors from all over Croatia got to know hidden tourism gems from Karlovac county. Their experience was deepened with tasting traditional products made by Ogulin Women's Association, hearing about Christmas tradition and stories by Sabina Gvozdić, while getting to know history of Karlovac through costumed tour guides from Bastion – Association of Tourist Guides of Karlovac County. Discover the hidden, remember the forgotten and taste the tradition - that was a motto of Excover Info day by Public Institution Regional Development Agency of Karlovac County, which made the first step toward creating tourist packages and test them through interaction with locals and potential tourists.

Delicious masnica from Ogulin, sweet cakes, mulled wine, hot tea and lots of smiles, combined with stories for children by the fire and tourist routes with first-person historical figures. All of this was included in the Info Day of the Excover project, which was presented to visitors as part of Advent in Karlovac by the Public Institution Regional Development Agency of Karlovac County. Tastes of tradition were presented by Ogulin Women's Association, children's attention was captured by narrator Sabina Gvozdić, while members of the Association of Tourist Guides of Karlovac County - Bastion with two interactive tours led by Marjeta Trkman Kravak and Dubravko Halovanić, who brought a breath of history as empress Maria Theresa and Austro-Hungarian officer.

Testing of tourist packages with traditional products

The program united the essence of the Excover project because some of the lesser-known tourist potentials of Karlovac County were discovered, through which visitors learned all about the past, present and future of tourism in this area. Thus, the Public Institution Regional Development Agency of Karlovac County took the first steps towards creating and testing tourist packages through interaction with the local population and potential tourists from all over Croatia.

The info day was held under the motto "Discover the hidden, remember the forgotten, taste the tradition", so in the context of the gastronomic offer, representatives of the Ogulin Women's Association revealed that Ogulin masnica is an indigenous dish, in which the secret ingredients are onions, lard and eggs. Even though it is forgotten, the initiative of this association seeks to protect it in the category of guaranteed traditional specialty of the Croatian Ministry of Agriculture. Crowds of visitors returned to their childhood by tasting this dish, wondering why masnica is not more widespread and accessible.

Stories about Karlovac region for children and adults

The big attraction at the Excover info day was the Empress Maria Theresa and the Austro-Hungarian officer, who pointed out rich history and connection with Karlovac. Namely, Marjeta Trkman Kravak revealed in an interesting costume that she has never visited Karlovac for life, but now she often returns to it because she is the one most responsible for his status as a free royal city. On the other hand, Dubravko Halovanić impressed all visitors with his equipment, sword and knowledge of the history of Karlovac in the Austro-Hungarian Monarchy.

- In our region, Christmas was celebrated traditionally and modestly, but with a lot of spirit. On Christmas Eve, the head of the family would get up and bring the Christmas tree into the house - a branch made of beech or oak, which was then set on fire and watched over until the feast of the Three Kings. The point was to maintain, not burn, or smolder the tree. The housewives kneaded the unleavened Christmas bread, which is placed in a round mold, while the rest of the dough was used to make decorations in form of two braids that would be placed on the bread as a sign of the cross, representing the four seasons - said narrator Sabina Gvozdić, who, in addition to folk customs, told the children a Christmas fairy tale for good night.