

# TRANS-EDU-NET

## Educational Camp in Transnational Entrepreneurship in Tourism

### Thessaloniki, Greece

### 22<sup>nd</sup> – 25<sup>th</sup> October 2019

The Educational Camp in Transnational Entrepreneurship in Tourism is for university students who are enrolled in tourism or similar industries as a main or additional subject and features classes in business, tourism, business model canvas, marketing management, etc. It is a great opportunity for young people between 18 – 30 years old to spend a time learning, networking and having fun with peers from 4 Balkan countries in the region of Thessaloniki, Greece.

#### 22nd October 2019 (Day 1)

13:00 – 13:30

Check-in at the hotels

13:30 – 14:30

Arrival and registration. Networking lunch

14:30 – 15:15

Opening ceremony

- Objectives of the EduCamp
- TRANS-EDU-NET main messages
- TRANS-EDU-NET Platforms

15:15 – 15:30

Icebreaker Game

15:30 – 16:00

Class session 1

**Fundamentals of International Tourism**

16:00 – 16:30

Class session 2

**International Marketing Management in Tourism**

16:30 – 17:00

Class session 3

**International Financial Management in Tourism**

17:00 – 17:30

17:30 -

20:00

Questions and answers. Summary of the day

Free time

Dinner for participants

**23th October 2019 (Day 2)**

10:00 – 10:30

Arrival and registration of participants and partners. Coffee break

10:30 – 11:30

**Role Game - Travel Agency CEO**

Students take the role of persons who are in charge of a travel agency and are confronted with four different scenarios.

What is the right course of action?

11:30 – 12:00

Class session 4

**Managing International Business Risk in Tourism**

12:00 – 12:45

Class session 5

**Business Stewardship in Tourism**

12:45 – 13:00

Icebreaker Game

13:00 – 14:00

Lunch for participants

14:00 – 15:00

**Group Assignments**

Students will be divided into groups. Every group will choose 1 of the partner countries (Bulgaria, Albania, Greece, North Macedonia) and based on the resources and assets of each country, the students will establish a company and will prepare a marketing plan.

15:00 -

Group assignments tips and time for consultations with partners representatives  
Work on the group assignments

20:00 -

Dinner for participants

**24th October 2019 (Day 3)**

10:00 – 10:30	Coffee break and registration
10:30 – 12:00	Presenting the group assignments. Feedback and comments
12:00 – 12:15	Icebreaker Game
12:15 – 13:00	Class session 6: <b>Innovations and creativity in Tourism</b> Game
13:00 – 14:00	Lunch for participants
14:00 – 15:00	<b>Business Model Canvas Workshop</b> lead by partners representatives (transnational team)  Students will learn how to create a business and what are the main components of running a successful business  Students prepare and present business model canvases for existing or fictional companies active in the field of tourism.
15:00 – 16:00	Presenting the developed Business Model Canvas. Main conclusions and recommendations
16:00 – 18:00	Team Building activity in Thessaloniki. Find the Treasure!
18:00 -	Free time
20:00 -	Dinner for participants.  <b>Transnational Evening</b> – opportunity for students to present their cultural specifics in an interactive way – dances, songs, paintings, presentations, videos, etc.

10:00 – 11:00

**Role Game – Take the test**

Are you an Entrepreneur? Present yourself with 2 sentences

11:00 – 12:00

**Class session 7 – Case studies**

Case Studies from Albania, Bulgaria, Greece and North Macedonia

12:00 – 13:00

Group assignments – presenting case studies from students' point of view

13:00 – 13:30

**Certificates awarding ceremony**

13:30 – 14:30

Lunch for participants

14:30 -

Departure

## ADDITIONAL INFORMATION

Venue: Social Innovation & Cohesion Institute

Proxenou Koromila 51, Thessaloniki 54631 Greece

The activity will take place in Thessaloniki which is the second largest city of Greece, a unique city of different cultures and civilizations; it will offer you a wonderful experience. Training will take place in the Seminar Room (Social Innovation and Cohesion Institute) in the city center (51, Proxenou Koromila str).



Accommodation will be booked in due time in hotel in the city center and you will be informed before your arrival.

*Many stories, one Heart*

*Welcome to Thessaloniki! Thessaloniki (Salonique, Salonica, Solun, Salonico, Selanik and of course... Θεσσαλονίκη!) is a vibrant, full of surprises destination. Located in the heart of Macedonia, it is the second largest city in Greece. Being a unique mosaic of different cultures and civilizations, Thessaloniki will offer you a wonderful experience.*

*Historic buildings, Byzantine temples and medieval walls...*

*Wonderful museums, cozy bars, impressive night clubs, and a shopping paradise in Tsimiski Avenue and shopping malls. This city is full of surprises for everyone! The more time you'll spend walking around the city center, the more secrets will be revealed to you. You'll get this unique feeling of finding a small treasure in every step!*

*Dance like the locals in Valaoritou area. Find out why Ladadika is an all-time popular destination for everyone! The variety of the historic bistros, bars, restaurants and clubs will make you understand the reason Thessaloniki is such a beloved destination. A youthful city that hosts countless of music concerts, cultural events and various festivals, all year round.*

*Read more: <http://www.inthessaloniki.com/en/>*

*Airport: THESSALONIKI MAKEDONIA AIRPOT*

*You fly to and from Thessaloniki Makedonia Airport (<https://www.skg-airport.gr/en>)*

*To reach the city center you have to take the bus No 01X just outside Arrivals. The ticket costs 2 EUR and you can either buy it from the kiosk near the bus stop or from the ticket machine inside the bus. This bus (No 01X) goes straight to the city center with few stops during its route.*

Keep your tickets for reimbursement!

**Accommodation: you will be informed shortly!**

Buses: Organisation of Public Transport of Thessaloniki – OASTH (<http://oasth.gr/>). Buses are coloured red, blue and white (with colour strips on their sides). Ticket costs 1 euro/route.

TAXI: you will be lodged in the City Center so you don't need to use a TAXI. However, in case you want to use a TAXI have in mind that the minimum price is 3, 50 EUR. TAXIS are coloured blue with a white roof top. Just rise your hand... and it's ready to take you wherever you want!

Police Number: Call the number 100 or 112 which is the European emergency number. But please be sure you will not call the Police. Thessaloniki is a very safe city and you will always see people walking around any e of the day and night. However, protect yourself and do not put yourself into risk.

Medical Emergency Number: 166 or 112 which is the European emergency number. In case of a health emergency call also one of our team members to help you. Keep your European Health Insurance Card always with you, along with your ID/Passport.

**Contacts of project partners:**

If needed or in case of any emergency, the relevant group of participants can contact the project partners representatives at any time during the event.

Albanian project partner – AULEDA - 00355693693973

Bulgarian project partner – NTC BG Guide – 00359884293280

Greek project partner – AUTH, LHTEE – 00306907600918

North Macedonian project partner – Kichevo – 0038972600860

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*\*\*\* Meals for participants are covered by the host organisation and under the project; all meals (lunch/dinner for project partners representatives during the event are self-paid).*