

ERASMUS+ „ENGLISH THROUGH ENTREPRENEURSHIP“

MOBILITY IN STRASBOURG – MARCH, 2018

JOINT VENTURE GROUP (TOURISM AGENCY + ENTREPRENEURS)

ITINERARIES ACTIVITY

INSTRUCTIONS:

**Before Strasbourg:**

1. Students from each country should research and prepare 1 travel itinerary for their own country/town. They should focus on cities and regions they are familiar with, that they have visited before, and have some knowledge on.
2. Travel itineraries do not have any duration limit. They can be prepared on a per day basis (suggestion for each day), or they can include categories and suggestions (food, museums, night life, fun activities...)
3. Travel itineraries should be prepared for **youth travellers** (students have to think about what young travellers would like to see and do – they are more active, they seek different experiences, fun activities too, etc.)
4. Students should decide what to include in terms of interesting historical facts, legends, etc. but they should keep the number of words limited to certain extent, as all itineraries will be connected into one brochure, and we cannot have a brochure with 50 pages.
5. Travel itineraries from different countries do not have to have same sections, but it is recommended to use sections like things to do, places where youth hangs out, where to sleep, local food recommendations, interesting history facts, legends, even puzzles, etc. They could be prepared per day, but they don't have to be. Students may choose and be creative. Any „insider“ info and recommendations from students will add value to these itineraries
6. Besides preparing the content, students should also discuss and prepare ideas/suggestions on the design of the brochure (tools they can use, design suggestions, icon suggestions, etc.) as they will discuss this and choose one design to work with in Strasbourg.

**In Strasbourg:**

1. Students from each country will have to present their travel itinerary for their own country to others.
2. Students will then present their ideas on the design of a brochure, they will discuss all ideas and vote for one.
3. Once they choose a design, they will start putting all travel itineraries together into one brochure. One brochure will have one design for all travel itineraries. Brochure should also include some info on our project and who prepared it.
4. Students may adapt their travel itineraries (prepared at home) in Strasbourg in order to fit them into the brochure.
5. Students will go and print brochures to take them to Tourist office/agency in Strasbourg and to present them. Tourism office can then offer these brochures for free to any youth travellers interested in our countries.

Since this Joint Venture group will have **4 students from each country (20 all together)**, this is a suggestion on how they can work:

- at the beginning – board meeting where they present itineraries and discuss designs – everyone are involved since they will all have to vote for one design
- then they would split into departments:

**CONTENT & DESIGN – 10 students (2 from each country)** will work on putting all travel itineraries into the chosen design, add icons, info about our project, etc. and will prepare them for printing. This will be the biggest department, since 2 students from each country will work on their own itinerary first to put them into a design with icons, and then all 10 students will put everything together.

**OPERATIONS – 5 students (one from each country)** will work on finding the printing shop, check the prices (we could give them a limited budget?) and check how fast can we get printed brochures, etc. Once they get the finished brochure, they will take this file to the print shop.

**MARKETING – 5 students (one from each country)** will work on some other ideas on how to promote their brochure. They will have to present it in the tourist office, but they will have to also organise some other guerilla marketing campaigns (free, creative ideas) to share brochures (where, how..) – for example, they could organise themselves to share them in the square to young people, to ask them if they know anything about our countries, etc. or they could do something else..