



SEARCH

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# Project database

	Euro	
	Number of projects	Allocation
2016	28	689 995

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## Baltic tourism business plans

### Main partner(s):

Kalajoki Upper Secondary Highschool (FI, Upper secondary school)

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### Other partners:

Design & Construction College Hermods AB (SE) (SE, University College)

Grobina Gymnasium (LV, Upper secondary school)

Framhaldsskólinn í Vestmannaeyjum (IS, Upper secondary school)

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## Application Summary

Tourism plays a key role in the project concept and often tourism can be the best way to showcase a region's history and linguistic characteristics. Therefore using the catalyst of tourism we aim to create bonds and awareness between our students and schools using the 4 languages of the project partners and English as the working language.

The project will be based around 4 main student exchanges. During each exchange language workshops will be held in the national language of the host to familiarize students with the language and culture of the area. The subject of the project will be based around entrepreneurship and there will also be language courses using entrepreneurship as part of each exchange.

Each student exchange will focus on mixed groups of students working on and creating business plans for 8 to 10 events (2 tourism events per exchange). Each business plan will also be translated into the 4 project language. Tourism concepts are the results from a previous project and the continuation of which provides an excellent source of project funding.

The project is at its heart a language project with the goal of sharing our languages and cultures amongst part however an important element of the project will be students working with local companies and Baltic entrepreneurs.

Prior to each exchange students will perform a SWOT analysis on the local tourism company that they will be working with. During each exchange students will visit local tourism companies, present the SWOTs analysis of that company and work on creating the business plans in cooperation with the company. Each business plan will have 4 main sections and will be translated into all project languages. The 4 main sections will be decided upon at the first teachers meeting.

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**Programme:** Nordplus Junior  
**Call:** Nordplus Junior 2016  
**Project ID:** NPJR-2016/10166  
**Year of allocation:** 2016  
**Period:** Aug 2016 - Aug 2018  
**Project Status:** Completed  
**Allocation:** 38 925 EUR



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