

Mobility report

Mobility 3 Czechia, Frýdek-Místek, 6th – 12th November 2022

Sunday, 6th November 2022

Sunday was the day of travel and thrill of the upcoming event for all the participants. So many hours of preparations – exchanging the information and mails, planning the details of exchange, attending videoconferencies, shooting students' introduction videos, preparing presentations for each other and many other activities... We have done all this and even more and finally there was „ the D day“ - the mobility itself was about to start!

The first team to arrive were the Turkish, shortly afterwards the Bulgarian students with teachers Zina and Sylvia arrived. During the afternoon as well the biggest Romanian group, which used its own minivan for transport, arrived safely to the place of accommodation. Hotel „U Přehradý“, located in the village of Morávka, not far from Frýdek-Místek was chosen to host this international students event. (The hotel common room was transformed into a students conference room, with the desk workstations for group work of the students and all the necessary technical equipment, such as laptops, dataprojector, printer, loudspeakers, wi-fi connection etc.) Upon arrival, everyone was welcomed, students and teachers were accommodated in rooms according to their wishes and preferences. Later that evening the Belgian group arrived, too.

Monday, 7th November

The first day of the official programme started with a welcome ceremony. The headmaster of Primmat Private secondary school of business, Ms Eva Zykmondová warmly welcomed all the guests and wished them a very nice and enriching stay. Afterwards the pair of host guides, lovely Czech students Nikola Kabátová and Klára Hrbáčková, made all the guests familiar with the detailed programme of the mobility, both in Czech and English language. The presentations of Czech students followed: Denis Mařík presented the Czech republic, with a particular emphasis on tourism in hosting country. Vanessa Martynková continued with the presentation of the Education system in Czechia and the block of presentations was ended with Veronika Legutová proudly presenting both key information about economy and business and tourist highlights of the Moravian-Silesian region.

After a short coffeebreak the programme went on and the floor was given to our guests. The Turkish, Bulgarian, Romanian and Belgian students prepared lovely presentations, containing basic information about the countries and region they were coming from, with a special regard to business, tourism and places of interest in their home countries and regions. All the presentations were prepared with a great care and proved a good level of communicative skills in English language. This part of the programme helped the students to get the first impression of each other and broaden the picture of the participating countries in our minds!

The afternoon programme was dedicated to the first field trip. After lunch the bus picked us up and some important places for the local economy were waiting for us! Our first stop was the company Marlenka in Frýdek-Místek. A cozy and modern visitor centre welcomed us, where delicious coffee and a tasting plate with cakes were served. During the guided tour could we see the state-of-the-art factory and a breath-taking entrepreneurial career of Mr Avetisjan, founder of the company, was

presented. After the tour just short shopping in the Marlenka company store, a common photo in front of the building and we had to continue to Ostrava. There, in the Lower Vítkovice District, could our guests see a completely different face of local business. The industrial history of the region was revealed. The guide presented them a unique area where coal mines, cokeries, blast furnaces, ironworks and steelworks shaped the history of heavy industry in our country and influenced lives of inhabitants of Moravian-Silesian region.

On our way back to Morávka just a short stop in the shopping centre to exchange currency and we headed to hotel, to enjoy a rest and process lots of new impressions.

Tuesday, 8th November

The morning programme started with the Bulgarian presentation of local businesses, which they hadn't made the day before. Students prepared not only a lot of information, videos and interviews with entrepreneurs, but also tasting plates with delicious cheeses and hams from Razlog region, so it was a pleasant start to the working day indeed!

Afterwards were the students divided into international mixed groups and were assigned a task for their common work: create a start-up business operating in the tourism industry and prepare a particular product: an euro-weekend trip, presenting the tourists one of the Unesco heritage sites in the Czech Republic.

The necessary theoretical and entrepreneurial background information was provided to the student teams by Ms Lenka Kotásková, who prepared some instructive presentations of marketing mix and SWOT analysis theory, applied to the tourism industry.

Some hours of busy working activity followed. Cooperate in a multinational team; process data from a completely unknown area; share, divide and delegate tasks within a group; incorporate a marketing-orientated approach to the product... these were just some of the challenges students had to face!

Lunch was planned a bit earlier that day, we needed to have enough time to visit a beautiful open-air museum, Walachian Town in Rožnov pod Radhoštěm. The guided tour in this place presented the students rich and colourful folklore history of the region, traditions and former lifestyle of the Walachians. Then we continued our bus journey upwards, to the mountains. The bus took us to the Pustevny mountain, above 1000 m a.s.l. The amazing pieces of folk architecture, Libušín and Maměnka were visited and admired. We were lucky enough to see them beautifully lit by the setting sun.

Wednesday, the 9th November

Wednesday morning was spent in the school building of PrimMat school. The guests finally had the opportunity to meet other students and teachers' team of the host school. A lot of school activities, successful students' fictional companies, charity events, interesting student work placements etc. were presented. We were also able to spend at least some time on the project work of international mixed teams and make use of the high-tech gadget. The VR goggles helped to make students more familiar with the UNESCO heritage sites in the Czech Republic. A completely new and exciting experience for most of the students!

Afternoon field trip took us to the Radegast brewery. One of the biggest in our country and for sure the most beloved beer brand in the region revealed some of the secrets of its unique bitter taste.

Since the students in the international teams got to know much better by now, they were (became?) really busily engaged into their tasks and continued working both before and after dinner. Step by step, their business plans for euro-weekend were getting clearer outlines...

Thursday, the 10th November

...and on Thursday morning the time came, to finalize their products. As the deadline was approaching everyone got really excited. Both students and teachers couldn't wait to see the results. By drawing lots the order of the teams was determined and the final presentations started. The quality of the student work was appreciated in the teacher feedback. Engagement and active cooperation not only inside but also among the teams proved how beneficiary these students activities and projects are! The official part of the programme was ended by awarding certificates to all participants.

The village Hukvaldy was waiting for us in the afternoon. Students visited the Museum of Leoš Janáček, the famous Czech composer; walked through the game reserve under the castle ruin Hukvaldy and admired the statue of the Cunning little vixen (which supposedly possess the power of fulfilling wish after touching its tail). Afterward, our trip continued to the picturesque small town Štramberk. We were welcomed there by amazing smell of freshly baked „ears“, local specialty with lovely smell of gingerbread. Beautiful scenery of the town situated on a hill, well preserved historical centre with a charming square and old castle tower „Trúba“ together with a lovely sunset left a deep impression in all guests.

Evening time was dedicated to a small party: everybody was happy to play some games, enjoy dance and teach some specific, national dances to each other!

Friday, the 11th November

Early in the morning our Belgian friends seperated from us, we said goodbye to each other and they went to Poland to visit Krakow and Auschwitz-Birkenau concentration camp.

The other groups set off to spent all day in Olomouc right after the breakfast. The capital city of neighbouring Olomoucký region, with a vibrant atmosphere of student city, with amazing historical centre, several unique churches and cathedrals and highly developed hospitality sector was presented to our guests during a guided tour. Our muslim and orthodox christian friends were really impressed by the beauty of gothic catholic cathedral and other sights. In the afternoon we had some time to go shopping for gifts and we were heading back to the hotel to enjoy the last night and get some rest before the journey back home.

Enriched with plenty of new experiences, tired but happy everyone set off on their way back home... having in our mind our next meeting. Everyone is looking forward to seeing friends again in Belgium and Turkey!

Thanks for now, see you!