

Book of Business

Nemunas Tour

Guest House



Kaunas, Lithuania

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Contents

1. Why BoB?	3
2. What is BoB about?	4
3. Book of Business– about the Book of Business and how to use it.....	5
4. Story	6
5. Special guests	7
6. “Nemunas tour” family	8
7. Location	9
8. Breakfast	10
9. What can our guests expect?	12
10. Official information	14



1. Why BoB?

MINDS into MATTER - the "Book of Business" is Erasmus+ Strategic Partnership project, focusing on professional development of SMES and trainers who shared best practices in the field of tourism and hospitality. 5 partners from the Czech Republic, Poland, Lithuania, Estonia, and Spain participated in this 2 year project under the coordination of "Step by Step" NGO, Iceland.

The specific project goal is to visualize knowledge from the mind of entrepreneurs in tourism into usable training tool/matter, called in this project the sustainable "Book of Business"- BoB. (M & M = BoB). The project is based on "Step by Step" research on the **Tourist Rural Business Owners (TURBOs)** in Iceland and Ireland. Project participants ask questions, explore, documentation and describe what TURBOs are doing in their businesses. Thus visualize the methodology and experience in established businesses in the rural tourist filed. This is the bone-structure of BoB.



2. What is BoB about?

Book of Business BoB is a simple and practical tool for use in internal training of the company. May become the framework on which new content can be created, developed according to the company's needs. It is an open form, you can design successive cards of the guide for your own business, change already existing, replace with new ones.

Book of Business is an individual tool developed only for one recipient and responds to his individual needs. Therefore, BoB can be used in large and resilient enterprises, with extensive experience, also it works in smaller, developing companies and beginners.

By designing and using the "Book of Business" the entrepreneur has a flexible tool at his disposal that can be used to work together, training new employees, increasing their skills and chances for the labour market.

Now we live in lifelong learning times, so BoB is one of learning tool.



3. Book of Business– about the Book of Business and how to use it

Jurgis Žabaliūnas&Danute Žabaliūnienė.
Owners of Nemunas Tour Residence



This book is what we like to call the Book of business. Here we have put everything that we'd like you to know about our business at Guesthouse NEMUNAS. Where you will find most of the stuff you need to know.

First of all we need to tell rich story about start of this family business, about personalities of owners.

After our stories, there will be part about business – location, rooms, and services.

Special part in the book must be about BREAKFAST, special guests and their stories.

4. Story



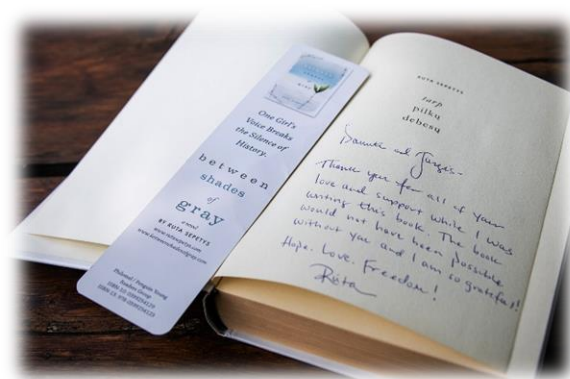
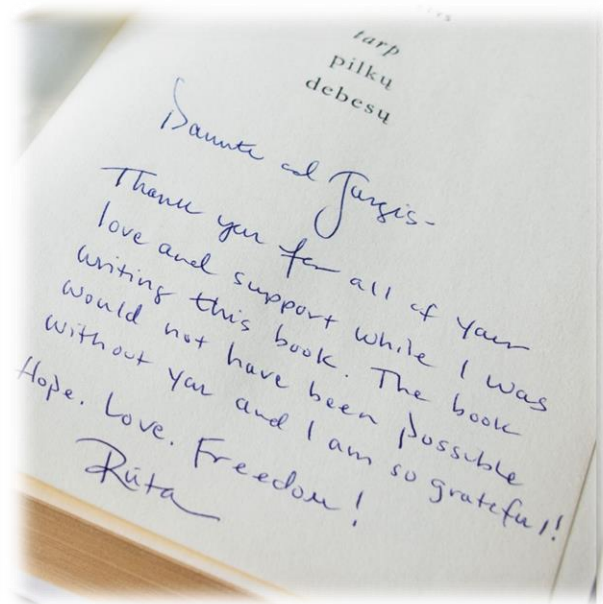
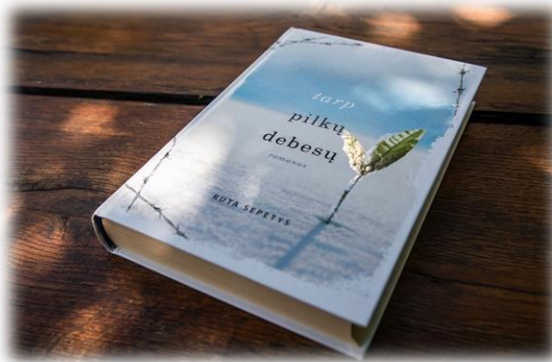
The beginning of our activity was based on a new home stay idea for accommodation in the world tourism industry as a potential economic activity in tourism sector. Nemunas Tour Guesthouse from the beginning is Zabaliunas family owned accommodation facility and has been open and developing activity since 1999. Homestead was founded and began operations by Jurgis and Danute, former Lithuanian Agricultural University teachers, who after internships in Great Britain in 1997 decided to take on this exciting business. During internship period both were learning English language.

Jurgis, as professor of management of agriculture industry, had good knowledge in marketing. Equipment of guesthouse was going together with marketing company – reading message and searching partners in England and USA – counties, where friends and relatives lived. Everything in the house was built by owners. Both had a clear view what must be done and how it will look like.

Later the homestead accommodation business was led by son Linas, and after by daughter Indre.

5. Special guests

Travelling and working in USA Danute & Jurgis met Lithuanian writer, born in USA Ruta Šepetytė. Of course they invited Ruta to visit Lithuania and new guesthouse „Nemunas“. Ruta was one of their first customers. The mood of the house was so good, that American writer was coming every autumn and spending 1-2 month writing books here. In this special place was written the best book of Ruta Šepetytė „Between Shades of Grey“ about remarkable history of Lithuania after Russian occupation. Ruta Šepetytė is coming back to Lithuania every year, staying in „Nemunas“ guesthouse to write books.



6. "Nemunas tour" family



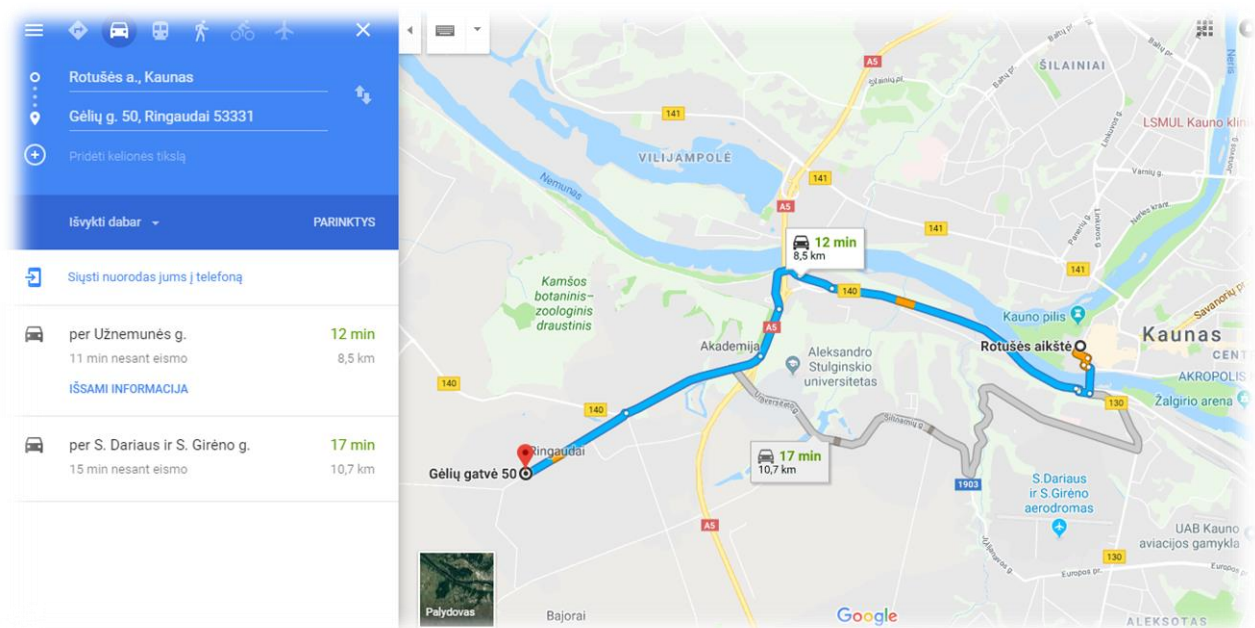
Nemunas Tour Guesthouse is a modern and cosy family owned residence, located in the quiet residential area of Ringaudai (western suburbs of Kaunas) and has perfect public transport connections to the main places of the City. Peaceful setting, beautiful countryside. This comfortable eco-friendly hotel is heated by Renewable Solar Energy, built with environmentally friendly materials, for breakfast serving organic and local food: homemade bread, jam and juices, home grown ecological berries, fruits and vegetables.



7. Location



The guesthouse is close to the major international route -VIA BALTICA (road E-67/ A-5), connecting Berlin, Warsaw, Kaunas, Riga, Tallinn, Helsinki and St. Petersburg, and is an excellent stopover for road travellers. Also it is an ideal place for a quiet family vacation, for sightseeing visits to the City or for an active holiday in the countryside.



8. Breakfast

Special ritual of every morning – breakfast made by Danute. To make it perfect, Danute wake up at 6 in the morning.. She starts breakfast ritual – making omelette with special herbs and seeds, fresh vegetables and homemade bread.

If guests want something special – there is no problem for Danute – she is able to make breakfast for vegetarian or vegan. Perfect kitchen garden is just outside the house. Even marks for water, coffee and tea are made by hand – written with pen by Danute. Is it nothing special? Or very special!!!





9. What can our guests expect?



We love living and working here, meeting and communicating to new people, observing changing seasons and nature. Great attention in our rural retreat is placed on nature conservation, the use of advanced technology and renewable energy sources. Nemunas Tour Guesthouse and all of its authentic surroundings is our way of life and the place that inspires us and our guests for good deeds and warm personal relations.





The guesthouse provides a shuttle service to and from Kaunas Airport for an additional surcharge, and offers private one-day tours to several attractions in Lithuania.

10. *Official information*



Nemunas Tour

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