

## Turbo training in each participant countries from Mars- September 2017

### Introduction of the main theme of the Turbo training in the MM project.

The main aim of this training is to get to know each Turbos with each Mentors in their own countries. Each training & meeting is structured through 5 days and is designed by the Mentor and Turbos according to the time, needs and situations. Participant in this area of the project are 2 Mentor, 2 Turbos from each partners, 2 members form the A&R team and the project manager. This is from the MM applications and is mentioned here to set the stage for the training.

One of the project goal is to make a connection between SME and Turbo (Tourist rural business owners) trainers in this field, using new tool, which will assure quality of WBL in rural tourism enterprises. With better professional operations, more knowledge and stronger images they will undertake the role of becoming great mentors for young people from diverse international backgrounds in entrepreneurship and innovative thinking.

To implement this idea, we are going to established Tourist Rural Business Owners (or TURBOs as we are going to refer to them in this project) in Europe, which is our target group, to improve social values, professionalism, increase visibility and profits for their companies. **In this project we will carry out the pilot project with sets of 2 businesses in 6 different countries or total of 12 companies.** In practical terms this means that the TURBOs need to work with the mentor writing the "Book of Business" - BOB and they also need to be trained into non-formal educators to be able to train their own people. This work will create better work based learning quality in companies, and is likely to reduce staff turnover and create meaningful employment in a growing field as well as increase profits and stability of the enterprise. Instead of inviting participants to a seminar, or tell them that they are in a need for some sort **of educations, the non-formal educator/ mentor is working closely with the Turbos inside their own business.** During that process the business owners (Turbo) / entrepreneurs are telling about their business, explaining the business idea, the concept, the growth, their expectations and future visions. They are also describing how they work, how things are done in their businesses and their working procedures in each area of the business. This is a very good method to define skills and other knowledge's that are to be used in each company.

While this is going on (usually take some days over a approx. 6 months period) the Book of Business is being written and constructed. This "BoB" is then to be used as a sustainable training manual for further growth in the business and for gaining better profit, by for example shortening the training time for newcomers and helping to define quality and better working procedures. By doing this, the business creates its **manifesto**.

## 2. TURBOs Training, Tenerife, Canary Islands Spain 13<sup>th</sup> – 17<sup>th</sup> March 2017



## Short memo from Mariví Gracia

Spanish mentors Teresa, Pepa and Mariví prepared the training with the project manager for their 2 TURBOs and A/R team, five eventful and fruitful days. We all had a starting meeting to have an overview of the week of work we were starting Training Turbos. Our two Turbos have significant differences:

Tenerife is a touristic destination where the highest amount of business comes through tour operators who offer sea front hotels to enjoy sun & sea. We also have in Tenerife a growing industry of rural tourism due to the new trends of travelling to learn, travelling to enjoy culture and local traditions and travelling for sports and nature. For this reason we have chosen in Tenerife two different Turbos to work with during this project: one rural tourism accommodation which is Casas Alberto, her owner and manager Flor, and the other Turbo is a Hotel in the seafront working for leisure clients and part of a hotel group, Hovima La Pinta.

The special characteristic of **Hovima La Pinta Hotel** is also that the hotel is going to close from April to August 2017 for a huge renovation, not only in the structure of the hotel but also in the orientation of the business because after the refurbishment the hotel will be family orientated and also offering some exclusive services to guest willing to pay a little bit to improve their holidays. BoB is going to be a key tool to enhance and improve the hotel after renovation. This is a challenge for the mentor, Pepa. She will have to get an overview and analysis of the hotel before renovation and see the changes during the refurbishment. With all this, Pepa will have to work on BoB thinking how to gather all this changes and also the improvement needed in the staff and operational work of the hotel. BoB is going to have a special importance for the staff of the hotel: some of them have been working at Hovima La Pinta for many years, the lack of motivation could be a problem for this change at the hotel: BoB is going to be tool to help the staff to see the “new La Pinta” as a challenge to improve in the task and abilities that every member of the staff have.

All this was discussed during the Training Turbos week visiting the hotel, having a presentation from Patricia Paulsen, La Pinta Turbos representative, about the planning of changes that the hotel was going to go through and thinking about the key points that the BoB should have to be an important tool for the staff after the reopening.

**Casas Alberto** represents the classic concept of Rural Tourism settle in the mountains of the south east part of the island. With Flor her owner and Turbo had discussions about the situation of the business which is fully booked the most of the season, not only because the property is amazing but also due to the advance situation of the tourism industry in Tenerife at this moment compared with other more disadvantage areas in Europe when we talk about tourism. We all know that the terrorism in Europe has change the interest of tourists towards safer destinations like the Canary Islands. But we should not relax now and instead see how to improve the business and how to work with tools like BoB so in the near future we are ready to face difficult times.

We discus with Flor about all this and focus in some new things that Casas Alberto was working on, like opening a very small restaurant inside the premises for clients, a very good idea as the village were Casa Alberto is Place do not offer restaurant options for clients and they need a car to find restaurants.

We asked the questions: Why and how they started the business, what they get from the business after the years, discussed the highlights of their job and difficulties. This was a good way to have an overview of the use and the meaning of BoB.

Hovima La Pinta





