

"MINDS into MATTER - the "Book of Business" sustainable training tool in the tourist industry"

Project number 2016-1-IS01-KA202-017090

TURBOs training in Estonia, September 13-17, 2017

Estonian mentors prepared the training program for five days. Training activities started in Tallinn with presentation of participants and training agenda, expression of expectations. Project coordinator Hansina B Einarsdóttir presented M&M project in details. Participants discussed what is going to be the main benefits for all, what obstacles, goals and gaining of the work can be.

The second day started with the presentation of working plan of Book of Business and the sample of Icelandic BoB from Vitin restaurant. Participants discussed specific of Estonian rural tourism businesses and how to make BoBs in Estonia.

Participants visited Nelijärve Puhkekeskus (Nelijärve Holiday centre) - one of the project turbo's place. Owner Reet Purre introduced her business and invited for a short tour around. There are three generations involved in the business, all expressed interest to be part of M&M project and to work on own Book of Business.



M&M project team with Estonian turbo Reet Purre and her grandson in Nelijärve

The third day was devoted to the main structure of BoB, business concept and the vision. Participants discussed also how to make videos. On the afternoon they visited Nelijärve Puhkekeskus office in Tallinn and had a meeting with staff. Contact person in M&M project Andeia Keäry explained the structure of work in Holiday Center. Participants discussed how to work on BoB, how to organise cooperation between turbos and mentors.



Turbo training in Estonia



Meeting in Nelijärve Puhkekeskus office in Tallinn

Estonian mentors and turbos organised walking tour in the Old Town for foreign guests from Iceland and Poland in the evening.

Next day participants discussed SWOT analyses of Estonian turbos made during implementation of Output1, perspectives and opportunities for rural touristic businesses and how BoB as a working tool can improve business. Project team (Estonian mentors and foreign guests) discussed the work on M&M Erasmus+ project and made some analysis of the application and reality. Project team visited Estonian National Theatre “ESTONIA”, “Bayadere” performance, in the evening.

The last day was devoted to the overview of the work with BoBs in Estonia. There was discussion with the mentors and turbos about next steps in the M&M project. The mentors and turbos made evaluations of the five days training. Turbos were invited to take part in the multipliers event in August 28, 2018 in Nelijärve Puhkekeskus in Estonia.

All five days the A&R project team analysed training and implementation of the project to ensure the quality of the project. At the last day A&R project team made evaluation of turbo training in Estonia and discussed next steps of the project.



M&M project coordinator and A&R project team in Tallinn