

New Entrepreneur (NE)

Name & surname: Marija Jović

Country: Serbia

Age: 23

Status: *Would-be entrepreneur/Start-up*

Sector: Tourism

Name of business: Adventure Travel

Host Entrepreneur (HE)

Name & surname: Fabiola Abritta

Country: Spain

Age: 51

Experience (years): 10

Sector: Tourism

Name of business: Rural Tenerife

Website: Ruraltenerife.net



Details of the exchange

Period of Exchange: May-July 2016

Duration of Exchange: 1,5 months

Brief introduction:

NE Marija Jović: I heard about the program online and was immediately interested. My idea was to gain valuable experience and knowledge, which would help me in creating my own business.

HE Fabiola Abritta: I discovered the program through the Centro de Innovación y Desarrollo Empresarial. My expectations were to receive the input from a young person with a fresh perspective and continue with the collaboration in the future.

Activities undertaken:

The NE was writing weekly blog entries, developing marketing strategies on social media, translating various documents and correcting what was necessary, working with the calendar and database, communicating with clients, working with WordPress, SemRush, Hootsuite and many other useful tools, learning about the reservation process and getting to know the product.

Benefits achieved:

NE: I gained new insights from an experienced and successful entrepreneur and will continue working on my plans, with additional motivation and knowledge.

HE: She brought new ideas to our future projects and actively assisted in carrying out the activities of the company. We expect to continue working together after this experience.

Quotation regarding the experience:

NE: “A productive, dynamic and life-changing experience.”

HE: “A very enriching relationship, but a bit short.”

For further information about the exchange:

- HIO, Mladen Radisic, IEM Department, FTS, mladenr@uns.ac.rs
- NIO Instituto Tecnológico de Canarias, Lucía Dobarro: eye@itccanarias.org

For information on the programme and details on how to enroll visit:

www.erasmus-entrepreneurs.eu