

Success story: RLT180008

New Entrepreneur (NE)

Name & surname: Jitka Hrebikova
Country: Czech Republic
Status: *Would-be entrepreneur/Start-up*
Sector: Tourism
Name of business: Boho Travels
Website: www.bohotravels.com

Host Entrepreneur (HE)

Name & surname: Juan Vallecillo Morales
Country: Spain
Experience (years):32
Sector: Tourism
Name of business: Vallecid S.L.
Website: www.canarias.com

Details of the exchange

Period of Exchange: 2/10/2017 – 31/01/2018

Duration of Exchange: 4 months

Brief introduction:

Jitka Hřebíková - young business woman presents **Boho Travels**. The incoming travel agency to the Czech Republic with the business focus to medical and spa field.

Experience I could gain throughout this Erasmus exchange program enriched me by the cultural diversity, different business behavior, knowledge and habit and show me a new way of thinking.

Juan Vallecillo is a business man with over 35 years' experience in the travel business. He is the founder and chairman of the Canarias.com group that comprises a Rent a Car Fleet, a premium chauffeur service and an Online Travel Agency. Canarias.com has grown based on the solid grounds of a good understanding of the Travel Business in General and the incoming business in Tenerife specifically. Always looking ahead and being in the loop of all that goes on in the new technologies arena that can improve its service and enhance its businesses. Juan Vallecillo heard of the EYE Program from local officials and also contacted the local IO and found this project a great showcase for the company and a way to share the know how while bringing young entrepreneurs with fresh ideas and new perspectives.

Activities undertaken:

Support our Digital Media Team - help with social media, content and articles by SEO professional tools, communication with our business partners. Help to build our advertisement campaigns, come with new fresh ideas. Help with our internal booking systems, help by improvement from the technical point of view and test it by the customer side of use. Achieved new processes in the management, the services items, qualities, and standards have to facilitate business travellers.

Benefits achieved:



NE:

My position was mostly placed in the back office very close to the owners and in the environment of the management of the company where we could discuss on daily bases about our project plans and other duties. My close cooperation was with the digital manager (SEO, marketing), IT analyst and programmer (building of the website - coding, programming), web designer team (creation and designing webpage), head manager (coordinator of events, problem solver, managing employees, B2B communication and relations).

I have learned new processes in the management, the services items, qualities, and standards have to facilitate business travelers.

Get a deeper insight about modern digital marketing tools and strategies of social networks, how to increase SEO for the web, social media marketing. How you tools for analyses of SEO, how to write content and optimize websites.

Webpage development of my business website. How to build own woo commerce website, use coding, professional technical IT tools and learn how to professionally work as a web designer.

Gain different insight about customer services, bookings and planning itinerary.

Get information how to build a brand. Differentiate in the business market to build a strong and professional name.

Quotation regarding the experience:

NE: *“My experience and information I gained from the professional team of the company enriched me and moved my project forward.*

The EYE program is very useful for everyone who wants to build his own business and gain more experiences from abroad. Already the stay in the foreign country give you more confident after adapting in the new environment. You can daily learn from the behavior in the company, see the differences of the culture and the behavior. It gives you a new point of view how deal with new situations, find solution for actually projects, get more ideas in many fields of the company and teach you improvise, be more creative and enjoy the fulfillment of the completed projects.”

HE: *“As always it is a challenge to bring into a working environment a young entrepreneur, firstly we have the initial apprehensive of living up to the young entrepreneur’s expectations and secondly we wish the integration to be smooth and productive. I feel we have succeeded with Jitka to the point we are studying ways of prolonging our professional collaboration beyond the Erasmus exchange.”*

For further information about the exchange:

- NIO, JCI Czech Republic, www.jcicr.cz
- HIO, Instituto Tecnológico de Canarias, eye@itccanarias.org

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

www.erasmus-entrepreneurs.eu