

Tenerife Job Training



Dossier



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01/ Introduction

Tenerife is an island where tourism is of central importance and it is one of the most attractive spots in Europe as the following study, elaborate by the Tenerife Island's Council for Tourism, shows:

"2012 is still showing very acceptable results in tourism. Despite the economic crisis in Spain and surrounding countries, arrival data of the first six months of the year point to a drop of no more than 3 percent compared to 2011, a loss supposed to be recovered in the second half, receiving till the end of the year about five million visitors, almost the same as last year. These good results are expected both for the winter season that begins in the last months of 2012 and for the next summer 2013."

It is not only the quantity of tourists which visit the Island that makes Tenerife so attractive for Tenerife Job Training, it is also the high quality of the local hotels which increase the learning opportunities for students.

The "Q" label, which stands for Quality Tourism in Spain, can be awarded for any activity related to tourism services or products, and it is beginning to be recognised also at international level. The "Q" label is proof of compliance with a series of characteristics and provides prestige, distinction, reliability and excellence to certified tourism establishments. It is a sign of the certified establishment's commitment to ensure the full satisfaction of its clients by covering all their needs, exceeding their expectations and offering an excellent service. Only establishments which guarantee the quality levels specified in the Quality Services Standard obtain the certification, after passing the objective tests provided for in the Regulations and Standards.

Quality has become the main objective of tourism industry in Tenerife and evidence for it can be found in the efforts made by the municipalities to achieve the certification. By 2012 most of the tourism services offered in Tenerife are already certified.

That is why Tenerife Job Training decided to give this excellent opportunity to students in mobility programmes who are looking for their first working experience.

Tenerife Job Training operates as a competent and creative motor which introduces the concept of EDUCATIONAL TOURISM to the island and works to enhance it as a stimulus to visit the island as important as the sun, the landscape and the culture, the most common reasons that every year bring millions of tourist.

Tenerife Job Training is proud to be ambassador for students in this wonderful archipelago.

Thank you for giving us this great responsibility.

02/ My Principles



After over 20 years of working in tourism, where I started as a student on training, the project of founding Tenerife Job Training was something I felt, I really needed to do.

The working reality in tourism has nothing to do with the studies of tourism, so the impact for the student is often too hard without a period of training.

Tenerife Job Training helps students to arrive at a new country, face a new culture and get in touch with the world of their professional future. My work is to help them to make a fabulous experience which they hopefully won't forget ever. This is my reason to be.

In order to guarantee the quality of the service and to create transparent standards for all shareholders I developed this Business Policy.

Tenerife Job Training follows the principles ...

... with my clients:

To guarantee personalized and direct attention for my clients.

To verify the satisfaction of the clients during their stay.

To augment the level of confidence with already loyal clients.

... with the development of processes:

To control exhaustively any documentation and confirmations.

To maintain constant coordination with firms or institutions and service providers.

To certify the quality of the service providers and the clients.

... with Tourism:

To promote Tenerife as destination for visitors interested in education and advanced training.

To continue developing the concept of Educational Tourism in collaboration with tourist enterprises with the aim to improve their teaching capacities for professionals.

To cooperate with local firms for the diffusion of the image of Tenerife as tourist destination.

... with the future of my firm:

To investigate constantly possible improvements in the cooperation with educational institutions and providers of traineeships.

To expand the service offer to other working areas apart from tourism.

To support emitting activities for students towards the European union.

To establish new international cooperations based in agile operation, quality and compromise with the service.

03/ My Concept of Educational Tourism

Spain offers fabulous training opportunity for future professionals especially in Tourism, and serves as benchmark in the EU for high quality internships.

Each year the number of students choosing Spain for tourism internships increases and many of them decide to add a trip and enjoying the country. Shouldn't we focus on this source of visitors, which also are a special kind of tourists, and give it the value it deserves, positioning educational tourism as a hip way to boost tourism in destinations which are tired of not having anything new to offer?

So far, as we look up Educational Tourism in Google, we only find Spanish courses in Salamanca or Seville including a pack of Sevillana classes. Well, I think we can and must carry it further, really believe that we are good in tourism, and point out that we are the second most important country in the world in number of visitors. The Educational Tourism must encompass and focus its efforts on these young students that visit us each year to make their practices in our hotel companies and learn from us.

Apparently it seems to be a reduced number of visitors for Spain, so it seems not to be cost effective for large promoters of tourist destinations or public institutions. However we must not despise this number and we must add the almost always obligatory visit of relatives who want to see their beloved children, nieces/nephews etc for a week or so and to get to know the area, which they otherwise might not have ever visited. I do not dispose of overall figures but you just have to ask the big hotel chains how many students they receive for internships every year.

We do not sufficiently esteem the importance of the image that the student takes away from the company where it does an internship and which he/she will never forget during his/her career. These students are potencial multipliers of the reputation of a hotel and they can become active vendors of the company during and after practices due to their internal and external vision of the firm and its team.

We should ask us:

1. What do we offer the student
2. What benefits does the student bring to the company
3. What do we need to consolidate our position as the top destination in Educational Tourism.

1. What do we offer the student:

This is where a phrase from my friend Domènec Biosca applies, "There is no business without entertainment": the students could choose other destinations but in Spain we like the easy going and to have a good time. Don't lie in your own sack, there is always a strong motivation to have fun when someone decides to do an intership abroad, and why not? Spain is fun! Spain is different?

The serious part is that they want their curriculum, which not yet shines with work experience (and unfortunately it takes longer and longer to get to that point), does so with

the help of an internship in a prestigious Spanish tourism company. And what happens sometimes is that they do so well that there is a good percentage of job placement after practices.

In this time of a difficult employment situation, young people have decided not to waste time and extend at least their training to avoid the difficulties in job market. Tourism businesses should take advantage and benefit from it.

2. What benefits does the student bring to the company:

Of course, my list is endless here but I will point out just a few ones: they are part of the team and, although they are unprepared, they compensate this lack with a huge dose of motivation and enthusiasm, overwhelming their teams and provoking reflexion in who is trapped in the passivity of seniority. They are a turbo without power steering and need to be handled and conducted in the right direction. Another major contribution is their domination of languages and their desire to learn Spanish. Yes, please, Department heads, label them with a badge as "Trainee" since your customers have a heart and do not get upset when someone who is "labelled" makes a mistake in a five star hotel.

And take note that I am not saying that all will be pleasantries, there will also be black sheep beyond them like in any other of your teams and you will have to deal with them.

3. What do we need to consolidate our position as the top destination in Educational Tourism.

The first thing we need is that tourism businesses stop looking interns as:

Trainee = cheap labor = season saved in personnel costs.

They are a back up so that the customer attention is closer and in their native languages, they are fresh air to the dusty old staff, they are active vendors of the brand and they will spread the news how the business works inside and outside. The companies should cultivate good teamwork and good vibes.

The second thing we need is for tourism enterprises channel the requests of students and determine students' needs concerning dates and departments. The current model is receiving emails like "crazy" by uncontrolled communication channels, accepting CV which arrive by commercial channels, through info, reservations, or any other way of web presence which can be encountered by the student.

Protocols for arrival have to be established, student have to be monitorized and responsables have to be prepared to monitor their progress. And of course they need pamper, make sure they feel fine, that they love what they do, that their accommodation is good and the food is edible (sorry but I never employ another term, I speak from experience). Ah! and please, I know we have to control costs but do not tell me that a small financial allowance can not be paid. They also have a right to have a beer after work like everyone else.

To this distinguished visitors we can offer the same like any tour operator offers its clients, in fact in Tenerife Job Training do it, we offer transfer upon arrival, full dossier with usefull information about the island, cultural activities and Spanish courses (sorry, no Sevillana classes). And, besides that, we relieve from tourism businesses that immense amount of work with agreements, dates, questions, ..

And finally we want to raise awareness in the companies about considering Educational Tourism as a serious option in Tourism Innovation for our immediate future.

Marivi Gracia
Founder of TJT



04/ My Services

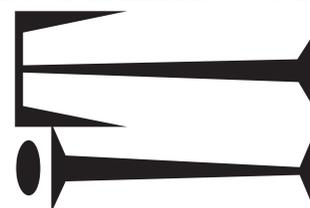
My mission is to provide students and young professionals with the opportunity to gain international working experience that will foster professional development and personal growth via affordable, pre-professional internships. I believe that learning in a hands-on environment, while living in a foreign country, will encourage a broader understanding of the world, the individual and the business world.

Your institution can rely on us the following services:

- Transfer upon arrival and departure.
- Search of the best internship available according to the student's profile.
- Follow up of the student with personal visits every two weeks.
- Linguistic lessons by professionals.
- Cultural, sport and fun activities.
- Reports, agreements, certifications and any official document needed by the sending institution.

The sectors where Tenerife Job Training has arranged internships show a broad variety:

Hotels and restaurants
Sales and Marketing Trainer and Animator
Textile design *Fashion Gardening*
Film and Photography



Design and fashion training has been one of our first new markets open after tourism and we are proud to say that it's been a great success. We have worked with Tenerife Carnival 2011 and 2012 official Designers receiving students on training during the previous months of one of the world most famous carnivals in the world after Rio de Janeiro. The experience of working with dresses about four meters high with spectacular designs has been an unforgettable experience.

Encouraging learners to take part in vocational education and training in different countries is also a priority of EU actions, providing individuals with increased opportunities and experiences, and enhancing efficiency and innovation.

The Leonardo da Vinci Programme (part of the Lifelong Learning Programme) funds a wide range of actions in vocational training, ranging from opportunities for individuals to improve their work-related skills through placements abroad, to co-operation projects between training organisations in different countries.

Tenerife Job Training has acted as intermediary organisation in several Leonardo Da Vinci mobilities with success:

05/ My Team



Mariví

...is the heart of the service. With more than 20 years of professional expertise in tourism she is the Founder and Director of Tenerife Job Training. She is responsible for the personal attention of the clients and loves to do it with a lot of humour and big enthusiasm. Besides that, she maintains contact to all institutions and service providers. Although very busy, she continuously develops new strategic visions of the service which she finally carries out with the help of her collaborators.

Academia Armeñime



...is an education center located in Adeje (Tenerife), which, besides teaching all school subjects, specializes in foreign language classes for children and adults (Spanish, English, German and Russian) and translations (from / to English, Spanish, German, Russian, Dutch, Italian, French, Finnish and Swedish). Its team of professionals is always ready to listen to each student's demands, guiding the classes and preparing a program focused on each student's needs, whether work, social or just recreational. The close collaboration with Tenerife Job Training is motivated by their demonstrated professionalism, camaraderie, joy and humanity.



Gerhard Kalt

...is a Civil Engineer who changed business to become an Enterprise Coach. During his training as Innovation Consultant in 2011 he worked in Tenerife Job Training elaborating a strategic report about the firm, creating proposals of improvements and execute them like the renewal of the firm's Corporate Identity and its web presence. Since then he stayed as a loyal collaborator who helps to put the firm's strategic vision of the service into practice.

06/ My International Cooperations

International Institutional Cooperations

Encouraging learners to take part in vocational education and training in different countries is also a priority of EU actions, providing individuals with increased opportunities and experiences, and enhancing efficiency and innovation.

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Tenerife Job Training has acted as intermediary organisation in several Leonardo Da Vinci mobilities with success:

- 2010 BIC Nordturingen, Alemania: "EU-Kompetenz für Personen in Erstausbildung II"
- 2010 Stredni Skola, Rep.Checa : "The Mobility for the students SSCR in the hotels in Spain and Greece"
- 2010 Liljaskolan, Sweden: "Tourism and sport training mobilities"
- 2011 Stredni Skola, Rep.Checa: "The mobility for students Stredni Skoly Cestovniho Ruchu, Roznov p.R. in the in the hotels in UK, Greece and Spain"
- 2011 Fundação Odemira, Portugal: "Europa, uma oportunidade para os jovens profissionais"
- 2011 South Nottingham College, UK: "Real Experience Nottingham to Tenerife"
- 2011 Liljaskolan, Sweden: "Tourism and sport training mobilities"
- 2011 Galway Technical Institute, Ireland: "MAKE: Mobility Abroad for Knowledge & Experience"
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- 2012 Mission Insertion Jeunes, New Caledonie: "MOB-ISLANDS"
- 2012 South Nottingham College, UK: "Real Experience Nottingham to Tenerife"
- 2012 Liljaskolan, Sweden: "Tourism and sport training mobilities"
- 2013 Escola Secundária de D.Dinis de Santo Tirso, Portugal: "EPFF - Formação sem Fronteiras"
- 2013 Escola de Tecnologia y Gestao Barcelos, Portugal: "Vivencias profissionais e cidadania europeia"
- 2013 Kenwerk-EU Moveabroad, Netherlands: "EUmoveabroad 4 mobility in VET"
- 2013 Galway Technical Institute, Ireland: "MAKE-2: Mobility Abroad for Knowledge & Experience"
- 2013 Liljaskolan, Sweden: "Tourism and sport training mobilities"





Future projects

TJT is developing a new project to work as a sending institution to help Spanish students abroad in mobility experiences around Europe. If you think your institution could help us in this new project, please let us know...

07/ Press Room

TJT mentioned in international press

EL DÍA, S/C de Tenerife 14th of March 2012

Suecia “mira” a Tenerife

Alumnas nórdicas estudian el diseño de la Reina del Carnaval

La marca Tenerife Moda, entidad dependiente del Cabildo, en colaboración con la empresa Tenerife Job Training, encargada de organizar las prácticas de estudiantes extranjeros en la Isla, ha facilitado la participación de estudiantes de diseño de la escuela de Liljas, en Suecia, en unas prácticas dirigidas a aprender cómo se elaboró el traje de la reina del Carnaval 2012.

El consejero insular de Desarrollo Económico, Comercio y Empleo, Efraín Medina destacó que “esta acción formativa ha contribuido a promocionar nuestro carnaval en ese país debido principalmente a la importante repercusión mediática del acontecimiento en los medios de comunicación suecos”. Este proyecto de formación en diseño y costura se inició en el carnaval 2011 gracias a la colaboración del diseñador Santi Castro, perteneciente al colectivo Tenerife Moda Carnaval, que aceptó acoger a las primeras estudiantes en prácticas en su taller. Este año se repitió la experiencia con la satisfacción que supuso que el diseño de Santi Castro, en representación de Zona Comercial Tranvía, resultara el elegido. La experiencia vivida por estas jóvenes estudiantes ha servido para promocionar el carnaval tinerfeño a través de una publicación sueca que sitúa esta fiesta como la más importante del mundo tras el Carnaval de Río de Janeiro. En la información publicada se citan las particularidades de los trajes que participan en este certamen, destacando su gran tamaño, peso y dificultad en la confección. Del mismo modo, el reportaje recoge la valoración de las alumnas sobre la experiencia vivida en Tenerife y de las bondades climáticas.

(Source: <http://eldia.es/2012-03-14/GENTE/2-Suecia-mira-Tenerife.htm>)

LILJASKOLAN, Vännäs Gymnasium, Umea October 2012

Elever på Liljaskolan får jobb på Teneriffa

Marivi Garcia från Teneriffa besökte under förra veckan Liljaskolan. Flera av våra elever får utlandspraktik, jobb eller traineekontrakt på Kanarieöarna.

Teneriffa är en av våra stora destinationer när det gäller att skicka elever på utlandspraktik, och under v.40 fick vi fint besök från Spanien och Teneriffa. Marivi Garcia som representerar en rad olika hotell och turistföretag på ön besökte skolan och träffade våra hotell- och turismelever.

Vårt fokus under veckan har varit att dels träffa eleverna, men även stärka samarbete mellan företagen på ön. Ett annat område har varit att visa våra elever vilka möjligheter de har till jobb och trainee efter utbildningen.

De senaste åren har mellan 8-10 elever som gått Hotell- och turismutbildningen på Lil-



jaskolan fått jobb eller traineekontrakt på Kanarieöarna. Just möjligheterna för eleverna har få jobba i ett annat land efter utbildningen är något unikt som vi är stolta över.

Veckan med Marivi har varit väldigt inspirerande och spännande, och vi är nöjda med detta samarbete. Vi kunde tillsammans konstatera att vi kommer att arbeta för att utveckla konceptet ytterligare i framtiden.

Stefan Karlsson
Hotell- och turismprogrammet
(Source: <http://www.lilja.vannas.se/default.asp?id=9237&ptid=6876>)

JUAN CENTENO, El diario online de Adeje 17th October 2012

Profesores portugueses del programa de movilidad Leonardo Da Vinci visitan Adeje

La visita pretendía llevar a cabo la puesta en marcha del programa Leonardo Da Vinci

Recientemente, la Concejal del Área de Cultura del Ayuntamiento de Adeje, Nayra Medina Bethencourt, recibió a un equipo de profesores de la escuela Profesional y Gestión de Barcelos, Portugal. Los profesores Augusto Castro Director General, Mario Carvalho Director Pedagógico y Paulo Antunes, responsable del programa "Follow up training", visitaron la Villa adejera para llevar a cabo la puesta en marcha el Programa de Movilidad Leonardo Da Vinci para sus alumnos de gastronomía y diseño gráfico.

La Concejal de Cultura, indicó que el Ayuntamiento de Adeje es sensible al apoyo de todos aquellos alumnos que logren participar en actividades de formación continua así como en la adquisición y uso de conocimientos, competencias, y cualificaciones con miras al desarrollo personal y profesional que contempla el proyecto de movilidad Leonardo Da Vinci. El programa pretende dar respuesta a 80.000 alumnos de la Unión Europea.

Da Vinci va dirigido a atender las necesidades de enseñanza y aprendizaje de todas las personas implicadas en la educación y Formación Profesional, así como a las instituciones y organizaciones que imparten o facilitan esa formación en el ámbito de la Unión Europea

Dicho proyecto cuenta con el apoyo de la empresa Tenerife Job Training, su directora Mariví Gracia se ocupará de la acogida, coordinación y búsqueda de empresas adejeras para los alumnos seleccionados por la escuela durante su periodo de prácticas.

(Source: <http://www.juancenteno.es/?noticia%2F545%2Fprofesores-portugueses-del-programa-de-movilidad-leonardo-da-vinci-visitacion-adeje>)

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