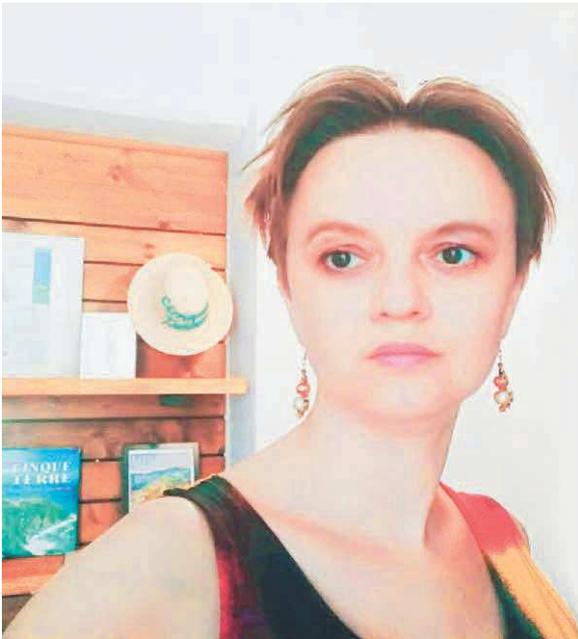


# Erasmus for Young Entrepreneurs

## Erasmus for Young Entrepreneurs

### SUCCESS STORY

#### “Learning touristic in the times of pandemia”



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#### New Entrepreneur

##### **Mariola Jurczyk (Poland)**

Age: 47

Status: **Would-be entrepreneur**

Sector: **Hotel, restaurant, tourism, travel services and wellness**

*It was a very unique experience spending this summer in Italy and - by helping Martina in her business - become a small part of the process of recreating tourism in the times of the pandemic challenge. I learned a lot and this special time will always stay in my memory.*



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#### Host Entrepreneur

##### **Martina Vezzoni (Italy)**

Age: 34

Experience: **5 years**

Sector: **Hotel, restaurant, tourism, travel services and wellness**

Name of business/website: **‘La Casa delle Acciughe’**

*Mariola’s presence has been very positive and motivating, especially during these difficult times. She has been involved on every level of the company with a great success. She also helped me to understand better the Polish market and hopefully the collaboration will go on.*

# Erasmus for Young Entrepreneurs

## **Details of exchange:**

Date of exchange: **VII- X 2020**

Duration of exchange: **4 months**

## **Brief introduction**

*Being on the verge of reorienting her professional career, freshly after finishing language studies Mariola thought of combining her language skills with the passion for traveling and sightseeing by establishing a small touristic company based on the cultural heritage of the region she lives. And what place could be better for learning how to 'sell' own local resources to the tourists in an efficient way than Italy, a country so proficient in tourism based on the regional specifics?*

*Knowing more about EYE programme she started to look for a proper Italian entrepreneur who could become her mentor allowing her getting an insider's knowledge about running an own touristic firm, giving some inspirations and showing possible ways of its execution. This way she found Martina – the owner of 'La Casa delle Acciughe' – a guest house located in La Spezia, a few minutes away from the famous Cinque Terre area. Martina has joined the EYE programme looking for a creative exchange of ideas providing professional growth both for her business and for the new entrepreneur.*

## **Benefits /outcomes**

*Taking into account the way the pandemic affected the whole touristic branch realising an EYE exchange in this sector this season can be considered a success itself. What Mariola was able to learn in such circumstances was not just how as an owner of a small company take care about various aspects connected with managing it and building up brand influence, but how to do it successfully also during the crisis, which is much more difficult thing to do.*

*Mariola developed also such important skill for a successful entrepreneur in any branch as flexibility and ability to adopt to the present situation. Working together Martina and Mariola managed to maintain almost full occupancy of the rooms during the summertime and maintain or even increase high level of customer satisfaction (visible in high average ratings on booking portals). As some effects of their cooperation (especially those trying to tap Polish market more) may be visible only in the following season they certainly will stay in touch to see whether Martina's Guest House will have more guests from Poland next year.*