

## Who can participate in HoCo?

HoCo welcomes:

- ✓ Small hotels
- ✓ Guesthouses, Tongkonan

with a maximum of 15 employees.

The HoCo Program require the participation of the business owner and a minimum of 1 staff member.

The HoCo Program is designed to give professional understanding and operational practice to small hotels and guesthouses. By the end of the training the owner and staff will have the needed skills and experience to be successful and keep up with their competition. The HoCo program is designed to meet your unique business needs, therefore a maximum of **5 businesses** will be admitted to each training cycle.

Don't miss out, register today!

With the successful completion of the HoCo program you will receive:

- Complimentary website advertisement on **www.visittoraja.com** (terms and conditions applied)
- HoCo certificate which can be used to market your business

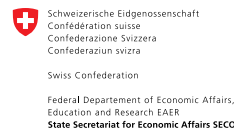
To register for HoCo or to find out more about our program please contact:

- **Secretariat of PHRI Toraja Utara:**  
281 0782
- **0811469971 (Yohan Tangkesalu)**
- **e-Mail: phri@visittoraja.com**



**Toraja Destination Management Organisation**  
phri@visittoraja.com  
[www.visittoraja.com](http://www.visittoraja.com)

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# HoCo

Hospitality Coaching






**BE ONE STEP AHEAD OF YOUR COMPETITORS!  
BE THE BEST IN YOUR FIELD!**





## The HoCo Program

The HoCo training program has three themes. Each theme includes one training workshop and two coaching visits. The program will run over 2-3 months.

<p><b>Theme 1</b></p> <p><b>Workplace Cooperation</b></p> 	<p><b>1 * Training workshop</b></p> <p>Learn to:</p> <ul style="list-style-type: none"> <li>• Improve team-work in your business</li> <li>• Build common understanding between management &amp; employees</li> <li>• Use "5S" - as practical tools for good housekeeping</li> </ul> <p><b>3* Coaching Visits</b></p> <p>You will receive in-depth guidance by a HoCo trainer tailored to your challenges</p>
<p><b>Theme 2</b></p> <p><b>Service Quality &amp; Human Resource Management</b></p> 	<p><b>1 * Training Workshop</b></p> <p>Learn to:</p> <ul style="list-style-type: none"> <li>• Understand why your market can help improve your service quality</li> <li>• Match the services you offer with your customer needs and expectations</li> <li>• Use practical tools to improve and manage your service quality</li> <li>• Understand the benefits of simple HRM Strategies</li> </ul> <p><b>3* Coaching Visits</b></p> <p>You will receive in-depth guidance by a HoCo trainer tailored to your challenges</p>
<p><b>Theme 3</b></p> <p><b>Good Environmental Practice &amp; Community Engagement</b></p> 	<p><b>1 * Training Workshop</b></p> <p>Learn to:</p> <ul style="list-style-type: none"> <li>• Understand why environmental management may matter to your customers</li> <li>• Improve your environmental footprint with low-cost &amp; easy to implement solutions</li> <li>• Use local products to benefit your business</li> </ul> <p><b>3* Coaching Visits</b></p> <p>You will receive in-depth guidance by a HoCo trainer tailored to your challenges</p>

HoCo begins with a personalised business assessment, a HoCo Trainer will visit you to discuss your business needs and the challenges your business faces.

HoCo closes with a result presentation, this is an opportunity for you to share your business improvements with other participants.



## What is HoCo?

HoCo is a unique, new hospitality coaching program for small hotels and guesthouses in Toraja.

This program is led by experienced trainers and is tailored to meet the individual needs of your business!

HoCo will assist you to:

- ✓ **Become more competitive and efficient**  
Learn how to attract your market and be the best among your competitors!
- ✓ **Increase guest satisfaction**  
Improve your service quality and understand your guests' needs
- ✓ **Learn the benefits of low-cost and easy solutions to being environmentally friendly**  
How to attract guests and keep them coming back by improving environmental management!

**HoCo offers 3 practical training workshops and 9 in-house coaching visits**

**Three Training Workshops** offer practical information, interactive group activities and discussions. Learn how to:

- ➔ develop low-cost and easy to implement solutions to help improve your business
- ➔ create action plans to tackle workplace challenges

**Six in-house coaching visits** offer one-on-one intensive guidance by a HoCo trainer who will assist you to implement your action plans, and help to find solutions to your workplace challenges. In between coaching sessions, a HoCo trainer will be available to assist you via e-mail, phone & WhatsApp.

