

Who can participate in HoCo?

HoCo welcomes:

- ✓ Small hotels
- ✓ Guesthouses
- ✓ Homestays

with a maximum of 15 employees.

The training workshops require the participation of the business owner and a minimum of 1 staff member.

The HoCo Program is designed to meet your unique business needs, therefore a maximum of five businesses will be admitted to each training cycle.

Don't miss out, register today!

On successful completion of the HoCo program you will receive:

- Complimentary website advertisement on www.florestourism.com, valid for 6 months (approx. value of Rp 6.000.000)
- HoCo certification which can be used to market your business

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

- **Flores DMO: (0381) 23141**
- **e-Mail: hoco@florestourism.com**



Flores Destination Management Organisation

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HoCo

Hospitality Coaching



Be one step ahead of your competitors!
Be the best in your field!



Explore the extraordinary
FLORES



What is HoCo?

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

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 6 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.

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.

Theme 1

Workplace Cooperation



1* Training Workshop

Learn to:

- Improve team-work in your business
- Build common understanding between management & employees
- Use „5 S“ – as practical tools for good housekeeping

2* Coaching Visits

You will receive in-depth guidance by a HoCo trainer tailored to your challenges

Theme 2

Service Quality & HRM



1* Training Workshop

learn to:

- Why understanding your market can help improve your service quality
- How to match the services you offer with your customer needs and expectations
- To use practical tools to improve and manage your service quality
- About the benefits of simple HRM Strategies

2* Coaching Visits

You will receive in-depth guidance by a HoCo trainer tailored to your challenges

Theme 3

Good Environmental Practice & Community Engagement



1* Training Workshop

Learn to:

- Understand why environmental management may matter to your customers
- Improve your environmental footprint with low-cost & easy to implement solutions
- Use local products to benefit for your business

2* Coaching Visits

You will receive in-depth guidance by a HoCo trainer tailored to your challenges

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 **marketing presentation**, this is an opportunity for you to share your business improvements with other participants.

