

# ESC@HECANSA 2024

HECANSA (HOTELES ESCUELA DE CANARIAS S.A.)

CONSEJERÍA DE TURISMO Y EMPLEO DEL GOBIERNO DE CANARIAS



**CUERPO  
EUROPEO  
DE SOLIDARIDAD**

# ESC@HECANSÁ 2024

WELCOME TO THE CANARY ISLANDS DEAR ESC VOLUNTEER!!

We are very glad to host you as ESC volunteers and here you have some useful information about your project that can help you to prepare yourself for your stay. We hope it will be an enriching, useful and pleasant experience!

## CANARY ISLANDS

Where are we?



For any questions you may have, please feel free to contact !!

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## GETTING TO KNOW HECANSA

Hotels School of the Canary Islands (HECANSA) is a center attached to the Ministry of Tourism and Employment of the Government of the Canary Islands that offers Dual Vocational Training, with hotel establishments and restaurants that offer a real learning escenario. We allow students to train through the acquisition of theoretical and practical knowledge, applied from the first day with clients and in real scenarios.

You can have more information about us visiting our website and social media:

[www.hecansa.com](http://www.hecansa.com)

**Instagram:** HECANSA (Hoteles Escuela de Canarias, SA)

**Facebook:** HECANSA (Hoteles Escuela de Canarias, S.A.)

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## THE ESC PROJECT

Our project hosts 8 international volunteers:

- 2 volunteers for the island of Gran Canaria from the 1st of March 2024 to the 31st of July 2024
- 2 volunteers for the island of Tenerife from the 1st of March 2024 to the 31st of July 2024
- 2 volunteers for the island of Gran Canaria from the 1st of September 2024 to the 31 of January 2025
- 2 volunteers for the island of Tenerife from the 1st of September 2024 to the 31 of January 2025

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## ACTIVITIES AND TASKS

The volunteers will participate in different activities:

- International department: helping with internationalization.
  - Be in touch with the partner organizations
  - Help to manage all the documentation of the students who go abroad and the students who comes to our hotels'schools
  - Organice the stays of the students
  - Organice talks about the advantages of going to another country
  - Etc
- Communication, marketing and event department:
  - Database segmentation
  - The communication regarding the training that is published in HECANSA that is translated for the volunteers' Facebook
  - Investigate about Competitor marketing strategies and propose improvements
  - Assist in the translation of the content focused in the international public.
  - Adapt marketing strategies for different cultures and markets
  - Conduct market research to understand customer trends and preferences
  - Collect data on demand and competition to inform marketing strategies
  - Etc
- Educational department: helping with the language classes, organizing speaking lessons with the students by using non-formal education methodology.

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## ACCOMMODATION

- Volunteers who comes to Gran Canaria:

They will live in the students' residence of the Hotel School in Santa Brigida (40 minutes by bus from the capital, Las Palmas de Gran Canaria). Normally they share double rooms with a bathroom to share between 4 person.

- Volunteers who comes to Tenerife:

They will live in the students' residence of the Hotel School in Santa Cruz already in the capital of the island, Santa Cruz de Tenerife. Normally they share double rooms with own bathroom.



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## WHAT TO BRING

- Passport and/or ID card
- Your European Health Card
- Your HENNER insurance card
- If you have any extra medical cover, bring the card with you as well.
- Your negative Certificate of Sexual Offences (necessary to work with minors)
- Some spare money for emergency costs or to cover some needs you might have here ( to buy clothes, gadgets, travel at weekends, etc).
- If you have some extra needs or wishes, think of bringing those things with you.
- Clothes and personal stuff you will need during your time here.
- **All your motivation and energy!!**

ii Estamos deseando conocerte y darte la bienvenida a la familia CES HECANSA!!

ii Nos vemos muy pronto !!

El equipo de HECANSA