

GRADO EN TURISMO (BACHELOR IN TOURISM)

Subjet	Entrepreneurship in tourism industry	Code	800035
Module	Complementary education in tourism	Area	Complementar y education in tourism business administration
Character	Optional	Credits	6
Curriculum	0810 - Grado en Turismo (2009-10)	Course and semester	4º (2nd semester)

Departament	Organización de Empresas
Coordinator	Pedro López Sáez
Academic course	2023/2024

SYNOPSIS

SHORT DESCRIPTOR
<p>Analyzing the main aspects related to the creation of tourist businesses: The entrepreneur and the entrepreneur. Corporate entrepreneur or 'intrapreneurship.' Entrepreneurial characteristics. Creativity, innovation, and the business idea. Business opportunities in the tourism sector. Protecting the idea. The business plan or feasibility analysis. Business models. Independent creation versus franchise. Sources of capital for the new business. Venture capital and business angels. Strategies for the growth of the new business.</p>
PRE-REQUISITES
<p>Special requirements are not required. Basic knowledge of business management and its various functional areas (marketing, operations, organization and human resources, accounting, and finance) is recommended.</p>
OBJETIVES
Learning outcomes
<p>Students will have delved into the various chosen subjects, acquiring different knowledge, skills, and abilities based on the topics studied. In general, they will have expanded their knowledge of the administration of tourism-related businesses.</p>
Competences
<p>General competences:</p> <ul style="list-style-type: none"> - CG3 - Problem-solving - CG4 - Critical reasoning

Specific competences:

- CE1 - Understand the principles of tourism: its spatial, social, cultural, political, labor, and economic dimensions. Understand the various aspects of tourism from a cross-sectional perspective, especially the sector's relationships with its environment, tourist behaviors, and interrelationships at the destination.
- CE2 - Analyze the economic dimension of tourism. Understand the macroeconomic and microeconomic dimensions of tourism, as well as the economic agents for their identification and proper assessment.
- CE3 - Know the evolution of the tourist product in the context of today's leisure society. Understand the progressive complexity and diversification of tourism as a product to maintain a positive and rational attitude in the development of the activity and make open and reflective decisions in today's leisure society.
- CE6 - Develop a strong customer service orientation. Understand and meet the needs and expectations of consumers of tourism products and services to achieve excellence in relationships.
- CE9 - Analyze, synthesize, and critically summarize economic and financial information from tourism organizations. Understand the financial (economic-financial) situation and results derived from the management of tourism companies and how this information is prepared for decision-making.
- CE10 - Manage financial resources. Know and understand the main economic and financial concepts that affect tourism companies, as well as the tools to be used to develop proper management of their financial resources to make investment and financing decisions, solve financial imbalances, and seize improvement opportunities.
- CE11 - Define objectives, strategies, and commercial policies. Know how to define commercial objectives and make decisions about commercial strategies and policies to develop a marketing plan in tourism companies.
- CE12 - Lead and manage different types of tourism organizations. Understand the basic principles of management and direction of companies, as well as the different models of organizational structure for their application in tourism companies and organizations.
- CE13 - Handle communication techniques. Acquire communication skills for their application in the internal and external areas of tourism companies and organizations.
- CE14 - Understand the legal framework regulating tourism activities. Know the current regulations affecting the sector and different types of tourism companies to be able to plan and develop activities in accordance with the regulatory framework.
- CE19 - Know the operational procedures of different subsectors of the tourism activity. Understand the operational areas of different types of accommodation, catering, distribution, and intermediation to conduct a comprehensive analysis of their production process.
- CE20 - Analyze and use information and communication technologies (ICT) in various areas of the tourism sector. Understand ICT as essential tools for the management, promotion, and marketing of tourism companies and institutions, both internally and externally.
- CE22 - Plan and manage human resources in tourism organizations. Know and understand the principles and tools necessary to design and implement the most suitable human resources strategies and policies in tourism companies.
- CE24 - Work in different sociocultural environments. Develop skills and sensitivity to understand customs and different cultural contexts, whether in foreign countries or their own city.

**CONTENS
(Syllabus)****1. INTRODUCTION**

- 1.1. Definition and Essential Concepts
- 1.2. Types of Entrepreneurship
- 1.3. Entrepreneurial Environment
- 1.4. Entrepreneurial Process

2. VALUE PROPOSITION

- 2.1. Concept and Utility
- 2.2. Value Proposition Canvas
- 2.3. Customer Segment Selection
- 2.4. Competitive Analysis

3. BUSINESS MODEL

- 3.1. Concept and Utility
- 3.2. Components
- 3.3. Typology
- 3.4. Selection of the "Beachhead"

4. DEVELOPMENT AND VALIDATION

- 4.1. Minimum Viable Product
- 4.2. Entrepreneurial Team
- 4.3. "Traction"
- 4.4. Financing for Development and Validation

5. BUSINESS PLAN

- 5.1. Concept and Utility
- 5.2. Contents and Structure
- 5.3. Supporting Documents
- 5.4. Mission, Vision, and Business Objectives

6. GROWTH AND PROFITABILITY

- 6.1. Definition of Activities
- 6.2. Organization, Planning, and Human Resources
- 6.3. Demand Estimation and Growth Hacking
- 6.4. Financing for Growth and Profitability

TEACHING ACTIVITIES	HOURS	ATTENDANCE
Attendance class and active participation	45	100%
Guided activities	27.5	55 %
Student´s autonomous work	40	0%
Student teamwork	25	0%
Other activities	12.5	0%

ASSESSMENT

Assessment system	Weight in the final assessment (%)
Oral and/or writtent tests	50%
Classroom presentations	15%
Teamwork and/or individual work and reports	20%
Participation and attitude of the student throughout the semester	15%

Assessment observations:

- Continuous evaluation includes presentations, projects and reports, and classroom attendance and participation. These will add up to 50% of the final grade, and will be maintained, if necessary, until the extraordinary call.

RESOURCES

BASIC REFERENCES

- **Osterwalder, A., & Pigneur, Y. (2010).** Business model generation: a handbook for visionaries, game changers, and challengers. John Wiley & Sons.
- **Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015).** Value proposition design: How to create products and services customers want. John Wiley & Sons.
- **Ries, E. (2011).** The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Business. Crown Business.

COMPLEMENTARY REFERENCES

- **Aulet, B. (2013).** Disciplined Entrepreneurship: 24 Steps to a Successful Startup. Wiley.
- **Blank, S., & Dorf, B. (2012).** The startup owner's manual: The step-by-step guide for building a great company. John Wiley & Sons.
- **Kawasaki, G. (2015).** Art of the Start 2.0: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything. Penguin Books Ltd.

ADDITIONAL INFORMATION

LANGUAGE

English

OTHER INFORMATION

The exams for the subject in each examination call (regular and extraordinary) will be held on the dates and times established by the official examination schedule of the Faculty of Commerce and Tourism.