

**COURSE DATA****Data Subject**

Code	35135
Name	Entrepreneurship in tourism activities
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1317 - Degree in Tourism	35 - Business management II (AP Urban tourism)	Optional

Coordination

Name	Department
TORRES CUEVAS, ENRIQUE	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

In the tourism sector, increasingly globalized and competitive, the figure of the entrepreneur acquires a leading role in the economic and social progress of a community. In fact, entrepreneurs as founders of small businesses are responsible for a significant percentage of the generation of employment and the wealth of a community.

With the subject "Entrepreneurship in Tourist Activities", the aim is to instill in the student an entrepreneurial spirit and to train them to face greater chances of success at birth and the management of new businesses in the tourism sector.

The didactic approach of the subject is eminently practical and students will be invited to get involved in a wide range of exercises and works of a fully applied nature.

The essential objective of the learning process in business creation should be the development of entrepreneurial and management skills in the tourism sector. Under this conception, it is intended to train



students to transform ideas into concrete projects, making them capable of identifying opportunities, resources necessary to exploit them, know how to organize them and direct them in a competitive environment, achieving sustainable advantages.

The course aims to provide the student with a critical vision of the problem of the entrepreneur and the start-up of new companies, as well as the procedures to develop a business plan and analyze the viability of business projects. During the course the student will have the opportunity to work with various tools and basic techniques in the creation of companies, such as the following: creativity and generation of business ideas. Feasibility analysis of business ideas. distinguish the basic skills of the entrepreneur and his team

The main chapter of the program is dedicated to presenting the entire entrepreneurial process, from the idea to the implementation or start-up of the company, with special reference to the Business Plan. In this chapter there will be references to current approaches on Business Plan developed by prestigious international universities.

In other chapters the different types of companies and businesses will be discussed, as well as the decisive role that innovation and adaptation to changes play in the competitiveness of the current tourism business. The critical factors for the effective start-up of new companies and factors considered success and failure will also be analyzed.

The program covers other relevant elements for effective business take-off such as sources of funding and the institutional and budgetary environment of entrepreneurial support oriented in the tourism sector.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

It is recommended to have taken the course Strategic Management of Tourism Companies, offered in the second year of various degrees, including the Degree in Tourism.

OUTCOMES



1317 - Degree in Tourism

- Lead and manage the different types of tourism entities.
- Plan and manage the human resources of tourism organisations.
- Have initiative and entrepreneurial spirit.
- Demonstrate motivation for quality.

LEARNING OUTCOMES

The following learning outcomes are expected:

- . Uses databases and other information sources to perform analyzes.
- . It exposes and defends in public with professionalism the results of works and investigations.
- . Presents written reports on studies and research.
- . Knowing how to propose a viable and effective business plan, which specifies a business idea in a business project of the tourism sector
- . Know how to identify the characteristics of entrepreneurs and complement, where appropriate, possible weaknesses in aspects of tourism management
- . Know the legislation and procedures for the start-up of a business project
- . Present and argue convincingly a business project or a business strategy
- . Work effectively with other colleagues
- . Present and communicate in an effective way the results of work or analysis carried out, both orally and in writing
- . Identify new business ideas and objectively evaluate their viability in the current context
- . Discern the value of a business idea and determine if it really responds to a real business opportunity .
- . Identify typical errors committed by entrepreneurs and new businesses in the tourism sector
- . Know the critical factors for the correct take-off and performance of new business projects
- . Realize realistic economic and market penetration estimates
- . Assess the impact of the competitive environment and the market on the expectations of new companies
- . Acquire a good knowledge of the environment and support mechanisms for the entrepreneur in the tourism sector, with special reference to the instruments promoted by institutions and established bodies, mainly in the Valencian Community



. Recognize the need to incorporate a strategy for new companies guided by innovation and adaptation to changes

DESCRIPTION OF CONTENTS

1. Theme 1: The Entrepreneur

Entrepreneurship.
Basic skills for the entrepreneur.
Creativity and viability of new ideas.
The team.

2. Theme 2: Business Plan

2.1 Executive Summary.
2.2 Value proposal.
2.3 Competitors.
2.4 Strategic plan.
2.5 Market segmentation.
2.6 Economic-financial plan.
2.7 Other aspects: legal, human resources.

3. Theme 3: Financing of the new company

3.1 Traditional financing mechanisms.
3.2 Venture Capital.
3.3 Business Angels.

4. Theme 4: Innovation

4.1 Innovation and adaptation to change.
4.2 Modalities of companies and advanced technology.

5. Theme 5: Performance of new businesses

5.1 Factors of entrepreneurial success.
5.2 Main causes of failure.

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Classroom practices	45,00	100
Theory classes	15,00	100
Attendance at events and external activities	10,00	0
Development of group work	15,00	0
Development of individual work	25,00	0
Study and independent work	15,00	0
Readings supplementary material	5,00	0
Preparation of practical classes and problem	5,00	0
Resolution of case studies	15,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The teaching methodology to be used in the subject will be eminently applied, in line with the greater weight of the practical part (4.5 credits) compared to the theoretical part (1.5 credits).

For the sessions of the theoretical part will resort mainly to exhibition didactic forms, which will encourage the participation of students through questions, opinions and answers to questions made by the teacher.

For the sessions of the practical part we will resort to a wide variety of participative didactic forms such as the resolution of cases; role-playing; techniques application exercises; oral and written presentations; debates, multimedia presentations, ...

The student will be encouraged to search and filter information, materials and documentation from Databases, in preference to those available at the University of Valencia.

Throughout the course, students must prepare exercises, papers and presentations both individually and as a team. For the most part, these works will be defended in public before their classmates.

EVALUATION

The subject will be evaluated by means of the following tests:

Part I (Examination): 6 points

Objective test. It will consist of an exam with questions of a theoretical-practical or exclusively practical



nature. To pass the subject, the student must present this objective test and obtain at least 3 points.

Part II (Continuous evaluation): 4 points

Final work in group: report and exhibition: 3,25 points

Practical tests consisting of resolution of exercises, practical cases, as well as its oral presentation and debate: 0.75 points

It is essential to attend a minimum of the total of 80% of the practical classes. For the assessment of active participation, the development of specific activities that support the future and the student's abilities can be considered and will be assessed individually and with the assessment agreed upon by the professor at the time.

For students with difficulties for regular attendance at classes, especially for practice classes, these students should contact the teacher before October 9th.

The teacher will try to find a customized solution for each student-a. However, the subject will be considered without the possibility of approving when the student does not present himself to the teacher with the aforementioned advance notice.

Students who have not attended most of the practical sessions of the course, have not submitted individual works or participated and exposed the final work of the subject, will not have the option to pass the subject in the first call, although they can take the exam. If they pass the exam, they keep the note for the second call.

In second call, for students who have attended regularly to class, and continuously assessed their practices, they will keep the same mark to this second call. On the other hand, for those students who have not attended or have evaluated the practices by continuous assessment, they will have to contact the teacher to agree on the individual practices (which will be different from the others that appear in the virtual classroom) as well as what they will do the final work (which will have to agree with the teacher previously). All the works will be delivered on the day of the examination of this second call.

REFERENCES

Basic

- Tur-Porcar, A. y Ribeiro, D. (2017). Inside the Mind of the Entrepreneur. London: Springer.
- Ribeiro, D. y otros (2014). Creación de Empresas y Emprendimiento: de Estudiante a Empresario. Madrid: Pearson.



- Galindo, M.A., y Ribeiro, D. (Eds.). (2011). Womens entrepreneurship and economics: New perspectives, practices, and policies (Vol. 1000). Springer Science & Business Media.
- Galindo, M.A., Guzmán, J., y Ribeiro, D. (2011). Entrepreneurship and business. A regional perspective. NY: Springer.
- Galindo, M.A. y Ribeiro, D. (2010). Entrepreneurship and Regional Development. NY: Springer.
- Cuervo, A., Ribeiro, D. y Roig, S. (2007). Entrepreneurship: Conceptos, Teoría y Perspectivas. Valencia: Fundación Bancaja.
- Veciana, J.M. (2005), La creación de empresas. Un enfoque gerencial. La Caixa, Barcelona
- www.emprenemjunts.es
- www.ceei.net
- www.emprendedores.es
- www.uv.es/catDACSA

Additional

- Virginia Simón-Moya, Lorenzo Revuelto-Taboada, Domingo Ribeiro
TÍTULO: Influence of economic crisis on new SME survival: reality or fiction?
NOMBRE DE LA REVISTA: Entrepreneurship & Regional Development
VOLUMEN 28
PÁGINAS Desde: 157 Hasta: 176
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VOLUMEN 33
PÁGINAS Desde: 559 Hasta: 572
AÑO DE PUBLICACIÓN 2016
- Andrea Rey-Martí, Domingo Ribeiro, Daniel Palacios-Marqués
TÍTULO: Entrepreneurial attributes of human capital and contingency factors in the culinary tourism
NOMBRE DE LA REVISTA: International Entrepreneurship and Management Journal
VOLUMEN 12
PÁGINAS Desde: 67 Hasta: 85
AÑO DE PUBLICACIÓN 2016
- Jesús Ruiz, Domingo Ribeiro, Alicia Coduras
TÍTULO: Challenges in measuring readiness for entrepreneurship
NOMBRE DE LA REVISTA: Management Decision
VOLUMEN 54
PÁGINAS Desde: 1022 Hasta: 1046
AÑO DE PUBLICACIÓN 2016



- Yejun Xu, Domingo Ribeiro, J. Gonzalez-Garcia
TÍTULO: Crowdsourcing, innovation and firm performance
NOMBRE DE LA REVISTA: Management Decision
VOLUMEN 53
PÁGINAS Desde: 1158 Hasta: 1169
AÑO DE PUBLICACIÓN 2015

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available