

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

<b>Code</b>	35135
<b>Name</b>	Entrepreneurship in tourism activities
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

**Study (s)**

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

**Subject-matter**

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

**Coordination**

<b>Name</b>	<b>Department</b>
LLOPIS CORCOLES, OSCAR	105 - Business Administration 'Juan José Renau Piqueras'

**SUMMARY**

In the tourism sector, increasingly globalized and competitive, the figure of the entrepreneur gains a key role in the economic and social progress of a region. 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 Tourism 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 encouraged to get involved in a wide range of activities 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, identify opportunities as well as the required resources to exploit them, know how to organize and manage them in a competitive environment, achieving sustainable advantages.

The course aims to provide the student with a critical vision about the entrepreneurial process and the start-up of new companies, as well as the required procedures to develop a business plan and analyze the viability of business projects. During the course, students will have the opportunity to work with various tools and techniques for the creation of companies, such as the following:

- Creativity and generation of business ideas
- Feasibility analysis of business ideas
- Identification of the basic skills of an entrepreneur and her team

The main section of the course 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 universities and well-known scholars.

Other sections discuss the different types of companies and businesses, as well as the decisive role that innovation and adaptation to changes play in the competitiveness of the current tourism business. The critical elements for an effective start-up process, as well as the success and failure factors 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

- Know 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 convincingly defend 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.
- Knowing the critical factors for the correct take-off and performance of new business projects.
- Perform 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.
- Use of databases and other information sources to perform analyses.
- Presentation and public defense with professionalism of the results of works and investigations.
- Presentation of written reports on studies and research.

## DESCRIPTION OF CONTENTS

### 1. Theme 1: The Entrepreneur

Entrepreneurship and sustainability.

Basic skills and abilities of an entrepreneur.

Creativity and viability of new ideas.

Social entrepreneurship.



## **2. Theme 2: The business plan**

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

## **3. Topic 3: Definition and validation of the business model**

- 3.1. The Lean Startup Methodology
- 3.2. The Value Proposition Canvas
- 3.3. The Business Model Canvas

## **4. Theme 4: Financing of the new company**

- 3.1. Capital requirements for new businesses
- 3.2. Own and third-party sources of financing
- 3.3. New financing modalities
- 3.4. Choice of financing type

## **5. Theme 5: Innovation**

- 5.1. Introduction to innovation
- 5.2. Typology of innovations
- 5.3. Social innovation
- 5.4. Open innovation

## **6. Theme 6: Performance of new businesses**

- 6.1. Factors of entrepreneurial success and failure
- 6.2. Creation of shared value
- 6.3. Institutions and measures to support entrepreneurship

**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	15,00	0
Study and independent work	15,00	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	10,00	0
Resolution of case studies	15,00	0
<b>TOTAL</b>	<b>150,00</b>	

**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).

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

The sessions of the practical part will employ 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, ...

Students 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 in front of their classmates.

**EVALUATION**

- Part I (Oral and/or written exams): 60%.

It will include a final exam of the subject on the official dates set by the Faculty of Economics. In order to pass the course, the student must take the test and obtain a minimum of 5 points out of 10 in the final exam.

- Part II (Continuous evaluation): 40%.



Several continuous evaluation activities to be developed throughout the semester. Practical tests consisting of the resolution of exercises and practical cases and their oral presentation and debate. It is compulsory to attend at least 80% of the practical classes. Students who have difficulties to attend classes regularly, especially the practical classes, should contact the professor during the first two weeks of the course. The professor will try to find a personalized solution for each student. If a student does not notify the professor before the indicated date, he/she will not be able to pass the course.

## 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
- Palacio, J. R. S., Climent, V. C., & Catalá, A. T. E. (2020). Emprendimiento sostenible: Emprendiendo desde la cocreación de valor y el bien común. Ediciones Pirámide.
- Barringer, B., & Ireland, R. D. (2019). Entrepreneurship: successfully launching new ventures. London, UK: Pearson Education Limited.

### 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  
AÑO DE PUBLICACIÓN 2016



- Esther Calderon-Monge, Iván Pastor Sanz, Domingo Ribeiro  
TÍTULO: Franchising in Europe: Exploring the Case of Spain with Self-organizing Time Maps  
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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