

## DEGREE IN: TOURISM

### 1. GENERAL DETAILS OF THE SUBJECT

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Name: **SETTING UP A TOURISM BUSINESS**

Level: FOURTH

Semester: SECOND

Type (Basic/Compulsory/Elective subject): Mandatory

Weekly class hours: 4

Credits (ECTS): 6

Year of Study Programme: 2009

Lecturer: Francisco José Jiménez García

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### 2. DESCRIPTION

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Analysis of tourism organizations, these as systems, and within its environment. Structure of the tourism industry. Management of touristic PYME's.

How to set up a tourism business, paying special attention to the business plan, as a main way to have a successful experience.

Classes meant to be totally participative, working individually and also in groups.

### 3. SITUATION

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PREVIOUS KNOWLEDGE AND SKILLS:

- Capacity for analysis and synthesis
- Ability to organize and plan
- Basic general knowledge
- Oral and written communication in your native language
- Basic computer skills
- Ability to retrieve and analyze information from different sources
- Troubleshooting
- Decision making
- Critical capacity and self-criticism
- Teamwork
- Skills in interpersonal relationships
- Recognition of diversity and multiculturalism
- Ability to apply theory to practice
- Research Skills
- Ability to learn
- Creativity
- Leadership
- Understanding of cultures and customs of other countries
- Ability to work independently
- Planning and conducting
- Other skills and competences

RECOMMENDATIONS:

Basic knowledge in management and tourism

ADAPTATION FOR STUDENTS WITH SPECIAL NEEDS (FOREIGN STUDENTS, STUDENTS WITH SOME KIND OF DISABILITY)

The subject program is made especially for them.

#### 4. OBJECTIVES AND COMPETENCIES

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##### OBJECTIVES:

- + Offer an integrating vision of the different subsystems that make up the system organization/company.
- + Provide a work scheme that allows a rational approach to the process start-up of a new organization/company.
- + Promote the entrepreneurial spirit among students as a formula for insertion professional.
- + Getting used to group work, providing guidelines regarding the organization of the activities required for optimal design and development of the business plan.
- + Promote direct contact with business reality so that it can acquired from the classroom some useful experience for the future entrepreneur.
- + Stimulate the acquisition of other skills necessary for later success professional of the student: investigative effort, capacity for debate, rationality in the decision making, oral and written expository capacity, critical spirit, etc.

##### Specific skills:

- + Ability to solve problems in the work group.
- + Search skills and selection of data and information sources.
- + Interest in researching innovative products, services and business processes.
- + Ability to interpret relevant information and data from the business context in general and tourism in particular.

##### Generic skills:

Capacity for analysis and synthesis.  
Ability to organize and plan.  
Solid basic knowledge of the profession.  
Written communication in the native language.  
Elementary Computer Skills.  
Ability to retrieve and analyze information from different sources.  
Problem resolution.  
Decision making Teamwork.  
Skills in interpersonal relationships  
Ability to apply theory to practice investigation skills.  
Ability to learn.  
Adaptability to new situations.  
Ability to generate new ideas.  
Ability to work autonomously plan and lead.  
Initiative and entrepreneurial spirit concern for success.

#### 5. COURSE CONTENTS OR THEMATICS SECTIONS

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##### BLOCK 1: INTRODUCTION

- Topic 1: Entrepreneur and company  
Topic 2: Idea and business model: the entrepreneurial process and the bases for its implementation.  
Topic 3 : The project and the working group

##### BLOCK II: THE BUSINESS PROJECT

- Topic 4: Analysis of the sector and strategic lines  
Topic 5: Marketing plan  
Topic 6: Production plan  
Topic 7: Organization and human resources plan  
Topic 8: Production plan information and communication technologies  
Topic 9: Economic-financial plan  
Topic 10: Feasibility plan, risk analysis and strategic schedule.

## 6. LIST OF TOPICS

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In general, this course will provide the student a concrete and real vision of the most important aspects of business management in general; apply these aspects to tourism businesses in particular, considering them as integral and fundamental social systems.

It offers a vision of the company not as an isolated entity but as an open and continuous exchange within the general environment in which it carries out its activity, an environment characterized by globalization, which causes the company is in continuous adaptation.

**We offer the basic knowledge of business management:** planning, organizing, directing and controlling.

It is intended that students learn to manage and run a business and knows the process for creating your own business.

This course is structured in tow following main parts:

PART 1: ENTREPRENEURING: PERSON AND PROCESS

PART 2: THE BUSINESS PLAN

### PART 1: ENTREPRENEURING: PERSON AND PROCESS

UNIT 1: What is entrepreneurship? The macro perspective.

UNIT 2: The entrepreneur, entrepreneurial traits and the entrepreneurial process. How and where to spot good opportunities

UNIT 3: The founding team. “Dos” and “Don’ts” of forming a team for the founding entrepreneur.

### PART 2: THE BUSINESS PLAN

UNIT 4: Acing the design and development of an effective business model. The venture strategy going forward.

UNIT 5: Sources of financing available from the venture foundation to the company listing.

UNIT 6: Surviving venture capital. Their role in helping you succeed as an entrepreneur and how to effectively negotiate with them.

UNIT 7: Why is growth important. How to prompt and manage venture growth.

UNIT 8: Other forms of entrepreneurship

## 7. METHODOLOGY AND TEACHING TECHNIQUES

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### FACE-TO-FACE

**Theory:** Professor will provide students the theoretical material to be read in class. Questions will be answered in class.

**Practice:** Case study methodology: Case studies will be used to allow application by students of technical knowledge, both working in groups or individually. Finally, these cases will be discussed in class.

## 8. ASSESSMENT CRITERIA

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The final assessment given to students in the course will be based on aspects such as: attendance, active participation in it, presentation of topics and an exam at the end of semester.

1. Attendance at least 80% of classes will be assessed 1 point.
2. Active participation in class (answer questions and exercises set ,...), be assessed with 1 point.
3. Final testing on the knowledge assimilated in each thematic area will be assessed with a maximum of 4 points.
4. The preparation and presentation of topics regarding to the chapters in class will be assessed with a maximum of 4 points.

Those student that have not attended classes for any reasons, will have to write an exam regarding to all chapters for this course and will have to give a job (previously encharged by the professor). Assessment for the exam 70% and job 30%.

For the second and third call, student will have an exam regarding to all chapter of the course.(100%)

## 9. REFERENCES

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- *Entrepreneurship*  
William Bygrave & Andrew Zacharakis (2014)  
Wiley, 3<sup>rd</sup> edition
- *Entrepreneurship*  
Robert Hisrich, Michael Peters, Dean Shepherd (2016)  
McGraw Hill, 10<sup>th</sup> edition
- *New Venture Creation*  
Jeffrey Timmons (1999)  
Irwin, McGraw Hill
- *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers*  
Alexander Osterwalder, Yves Pigneur (2010)  
Wiley
- *The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses*  
Eric Ries (2013)  
Crown Publishing
- *The Venture capital cycle*  
Paul Gompers and Josh Lerner (1999)  
MIT Press
- *The E-myth revisited: why small businesses don't work and what to do about it*  
Michael Gerber (1995)  
Harper Collins, 3<sup>rd</sup> edition
- *The four steps to the epiphany: successful strategies for products that win*  
Steven Gary Blank (2005)  
Cafepress.com