



Code - Course	580032 – Processes and Techniques for Entrepreneurship in Tourism				
Type	Elective		Credits	9 ECTS	
Thematic Area	Entrepreneurship				
Professor in charge of the course					
In-class	63 hours	Teacher-led	87 hours	Individual	75 hours

BRIEF COURSE DESCRIPTION

The subject "Processes and techniques for entrepreneurship in tourism" focuses on providing students with a holistic and practical understanding of the fundamentals of entrepreneurship within the tourism sector. In a globalized and constantly evolving environment, tourism has become one of the most significant economic drivers, demanding innovation and creativity to meet growing consumer expectations and face contemporary challenges. Thus, the subject mainly addresses the analysis of opportunities, the development of innovative ideas and the implementation of business projects in tourism and hospitality.

In the first part, students will learn to identify and evaluate business opportunities in the tourism sector, considering factors such as market trends, consumer behavior, and the impact of technology and sustainability in tourism. Emphasis will be placed on the use of analytical tools and research methodologies to obtain a deep and accurate vision of the current tourism market. Subsequently, the contents of the subject focus on the development of innovative ideas and concepts through the application of creativity and idea generation techniques applied to the personalization of services and the creation of added value for clients. The integration of new technologies and, above all, sustainability will be a central theme in the tourism offer.

Finally, the last part of the subject is dedicated to the implementation of entrepreneurial projects. Here, students will learn to develop a solid and viable business plan, including financial analysis, marketing and sales strategies, and legal and operational considerations. The development of practical skills, such as human resource management, negotiation and strategic decision making, will be promoted. Students will have the opportunity to work on real or simulated projects, presenting their proposals to the class.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M06C1- Understand the fundamentals and key concepts of entrepreneurship, including identifying opportunities, creating value, and innovation in the sector.



M06C2- Identify current trends and practices in entrepreneurship and new businesses in the tourism, hospitality, and gastronomy sectors, including niche market identification, product and service innovation, and adoption of new technologies.

M06S3- Develop skills in identifying and evaluating business opportunities in the tourism, hospitality, and gastronomy sectors, including market analysis, competition evaluation, and identification of emerging trends and opportunities.

M06H4- Apply techniques and tools for developing entrepreneurial projects, including strategic planning, financial management, human resources management, and marketing management.

M06H5- Apply principles of risk management and decision-making in the tourism enterprise, including assessing risks and opportunities associated with creating new businesses and making strategic decisions in the uncertain and dynamic context of the tourism sector.

M06S6- Develop skills in preparing business plans and delivering effective presentations for financing and investing in new ventures in the tourism industry.

M06C7- Identify sources of funding and available financial products, allowing for the management and evaluation of success and risk factors in implementing entrepreneurial projects.

M06C8- Critically analyze real business cases to derive relevant conclusions for business practice.

Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC01, TC02, TC03, TH01, TH02, TH03, TH04, TH05, TH07, TS01, TS02, TS03, TS04, TS06, TS07, TS09, TS10, TS11*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Introduction to entrepreneurship in tourism

- 1.1. Definition and characteristics of the entrepreneur. Differences between entrepreneur and businessman.
- 1.2. Current trends. Opportunities and challenges in tourism.
- 1.3. Types of tourism ventures.

2. Identification and analysis of opportunities

- 2.1 Application of tools and techniques for the analysis of demand and supply.
- 2.2 Market segmentation and customer profiles.
- 2.3 Evaluation of business opportunities. SWOT Analysis (Weaknesses, Threats, Strengths and Opportunities).

3. Creativity and generation of ideas applied to entrepreneurship



- 3.1 Creativity techniques applied to tourism
- 3.2 Innovation in tourism products and services: Development of unique and personalized experiences.
- 3.3. Integration of new technologies

4. Business plan development

- 4.1 Introduction to the business plan: Structure and key components.
- 4.2 Project description: Vision, mission and objectives of the tourism business.
- 4.3 Market analysis: Competition research, customer segmentation, environmental analysis.
- 4.4 Strategic analysis and decision making
- 4.5 Marketing plan: Positioning, communication and promotion strategies. Use of digital tools and social networks.
- 4.6 Operational plan: Operational processes, human resources management, operations planning.
- 4.7 Financial plan: Budget and financial projections: Projected financial statements (balance sheet, income statement, cash flow)
- 4.8 Profitability analysis and break-even point.
- 4.9 Financing and sources of capital: Investors, loans, crowdfunding.
- 4.10 Legal and regulatory aspects: Licenses, permits, local and international regulations.
- 4.11 Human resources plan
- 4.12 Risk management: Identification and mitigation of business risks.

5- Implementation and Management of the Entrepreneurial Project

- 5.1 Launch and scalability strategies: Launch planning, growth and expansion strategies.
- 5.2 Quality management and continuous improvement: Implementation of quality standards, customer feedback, adaptation and improvement of services.
- 5.3 Human resources management: Recruitment, training, motivation and retention of talent.
- 5.4 Ethical and sustainable aspects: Corporate social responsibility and sustainability in tourism entrepreneurship.

6. Practical Workshops and Case Studies

- 6.1 Analysis of cases of success and failure in tourism entrepreneurship.
- 6.2 Simulations and role-playing: Development and presentation of entrepreneurial projects.
- 6.3 Mentoring and advice in entrepreneurship

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of



capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

- Expository and master classes
- Role play
- Simulations
- Collaborative works
- Group work exhibitions
- Problem resolution
- Case studies
- Guided discussions

The active participation of the students will be essential for the monitoring of the subject.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents. Given the nature of this program, an essential part of the learning process is based on the active participation of the students during the sessions. For this reason, attending at least 80% of the sessions is considered mandatory. In each session, the student must sign the attendance control.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend a minimum of 80% of the classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:

Activities	Type	Continuous	Single	Week deadline ¹
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¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.



Final project document	Individual	40%	60%	4 th week
Project presentation	Individual	20%	40%	4 th week
Resolution of practical case studies	Team Work	40%		Along the semester
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning. The revision period is public and is available in the evaluation section of the subject, on the virtual campus. It is the duty of the student to read and understand the review and reassessment processes of the subject. All requests for review must follow the established process in a timely manner. Any request for review outside the established process will not be considered estimated.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

COPY AND PLAGIARISM

Without prejudice to others that are considered appropriate and in accordance with current academic discipline regulations, irregularities committed by a student that may lead to a variation in the grade will be valued with a zero (0) mark. Evaluation activities classified in this way and by this procedure will not be reassessed or recovered. These irregularities include, among others:

- The total or partial copy of a practical activity, report or any other assessment activity.
- Letting others copy the test/work.
- Submit group work that has not been fully completed by group members.



- Present as your own those materials produced by a third party, even if they are translations or adaptations, and in general, works with non-original and exclusive elements of the student***
- Have communication devices (such as mobile phones, smart watches, etc.) accessible during theory assessment tests - individual practices (exams).

*** Artificial intelligence is considered a third party

BASIC REFERENCES

Brookes, M., & Altinay, L. (Eds.). (2015). *Entrepreneurship in tourism and hospitality: The role of SMEs*. Goodfellow Publishers.

EXTENDED REFERENCES

- Busulwa, R., Evans, N., & Ghaderi, H. (2020). *Hospitality management and digital transformation*. Goodfellow Publishers.
- ENZ, C. A. (2010). *Hospitality strategic management: Concepts and cases* (2nd ed.). Wiley.
- Hayes, D. K., & Miller, A. A. (2010). *Revenue management for the hospitality industry*. Wiley.
- Holloway, J. C., & Humphreys, C. (2019). *The business of tourism* (11th ed.). SAGE Publications.
- Lee-Ross, D., & Lashley, C. (2008). *Entrepreneurship and small business management in the hospitality industry*. Butterworth-Heinemann.
- Pantelidis, I. S. (Ed.). (2015). *The Routledge handbook of hospitality management*. Routledge.
- Sturman, M. C., Corgel, J. B., & Verma, R. (Eds.). (2011). *The Cornell School of Hotel Administration on hospitality: Cutting edge thinking and practice*. Wiley.