

Entrepreneurship in the Field of Tourism and Similar Industries

JOINT CURRICULA

Level: Vocational Education and Training

Elaborated by Prof. Dr. Stanislav Ivanov
on behalf of National Tourism Cluster “Bulgarian Guide”

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Objectives of the program

The main objective of the program is to provide students with knowledge on the use of entrepreneurship in small and medium sized enterprises who operate in different fields of the tourism industry. With the completion of this program students should be able to understand the complexity of doing business in tourism as a dominantly people – oriented sector. This should help them in establishing a tourism business with all its characteristics, taken into account the latest trends in the industry.

Program outcomes

This program will allow students to gain knowledge about the fundamental characteristics of entrepreneurship and its place and role in tourism. That is why student will acquire specialized knowledge in several fields regarding entrepreneurship and tourism. These fields are divided into topics (topics) which are logically connected. Students will be able to determine the main tourism trends that they have to know before creating a new tourism enterprise/business. Furthermore, in the program there will be provided detailed information about the specifics of entrepreneurship in service sector, setting up and operating facilities in tourism destinations, valorization of diverse tourism resources needed for providing high quality products and services, alternative types of tourism activities and their sustainability, the importance of marketing and promotion in tourism. Also provided will be some techniques and methods for determining the internal and external circumstances of the operating business, such as situational analysis and SWOT analysis. Accordingly, to the provided theoretical information and knowledge students will be also given practical advices through presentation of best practices in the country and abroad, as well as lecturing by members of the tourism business community.

Content of the Program

A total of 10 topics or chapters are included in this program. The total number of engaged hours amounts to 100 hours divided between the different topics. These engagement hours for interactive lecturing are divided 7-15 hours per topic. The topics are logically set up in the program for the students to gradually acquire knowledge about entrepreneurship in the modern environment of the tourism sector. In this sense, the topics examine the most important aspects needed for operation of newly developed businesses in tourism. This will allow the students to be prepared as quality entrepreneurs who will be able to take into account different domains of the tourism business, its factors and functions when creating and developing a business in this sector. At the end of each topic, the students' knowledge will be tested in written

form. However, the final grade will not take into account only the results from the tests, but also their interactivity, group work and homework during the lectures. Furthermore, students are required to create own business plans for small and/or medium sized enterprises in the field of tourism. In order for the students to be more prepared for real situations in the future, renowned professional from the tourism business community will participate with their own lectures where their experiences will be presented to the students through different real-life examples. These will complement the various best practices from different fields of tourism that also comprise this program as a separate topic. At the end, the students will be given certificates for participation and completion of this program.

Involvement of the business professionals and experts in lectures

An important part of this program is the involvement of professionals and experts of the tourism business community. They will provide lectures about different aspects of creating a business in tourism. More specifically, they will refer to the different topics (topics) included in this program. In this way the gained theoretical knowledge will be supplemented with adequate practical knowledge.

Duration and structure of the program

The total number of lecturing hours will be 100, ranging from 7 to 15 per topic. Additionally, to the theoretical knowledge that the students will gain from most of the lectures, they will also be in contact with experts and professionals from various fields of entrepreneurship with expertise from tourism. The experts' lectures will individually be referred to the different topics included in this program. The students will have a test for the theoretical knowledge, while they also must submit a business plan related some business entity in tourism. During the lectures, students will engage in group work and active participation. Additionally, they periodically will also have various homework assignments. The results from the test provides 60% of the final grade of the program, the business plan and its presentation will provide 30%, while group work and homework activities will amount to 5% each.

Topics	Number of contact hours
1 Basics of Entrepreneurship	10
2 Basics of Tourism	12
3 Global tourism trends	8
4 Entrepreneurship in tourism	10
5 Tourism destinations	10
6 Sustainable and alternative types of tourism products and services	10
7 Situational analysis and SWOT-analysis	8
8 Tourism marketing and promotion	15
9 Financial planning in tourism	10
10 Tourism best practices	7
TOTAL	100

Topic description

1 Basics of Entrepreneurship

Students will get acquainted with entrepreneurship and the operations of modern businesses. Entrepreneurs operate in complex environment, given the fact that tourism is constantly changing. Characteristics of modern entrepreneurs are needed in any managerial activity. This topic will provide the fundamentals of modern entrepreneurship with emphasis on tourism.

2 Basics of Tourism

This topic will provide students with the fundamentals of the tourism process. Tourism is a multidimensional global activity. Therefore, different dimensions have to be taken into account when operating a business in tourism sector. Students will learn about the different activities of the modern entrepreneur in the various domains of tourism (accommodation, F&B, tour operations, passenger transport, recreation, etc.).

3 Global tourism trends

This topic will provide students with knowledge about the latest trends in various domains of tourism. These trends are important to understand because of the ever-changing nature of this sector. Namely, tourism demand is always searching for new

and unusual tourism products and services. In order to be competitive in such conditions the future entrepreneurs must have knowledge about the needs of tourists.

4 Entrepreneurship in tourism

In this topic are examined the characteristics of modern entrepreneurs that operate in the field of tourism. Tourism is a dominantly service-oriented sector where the products mainly consist of services and experiences. That is why a market segmentation of the tourists is needed in order to create and develop competitive tourism products. There are numerous positive and negative impacts that occur in tourism in the different spheres. The modern entrepreneurs must understand these different impacts. A very important part in this topic is the management of human resources. In order to create high quality services, the non-managerial and managerial staff must be constantly motivated. This is being more complicated due to the fact that tourism businesses struggle with seasonality. Special focus will be put on creativity and innovation as an instrument to create sustainable competitive advantage in tourism.

5 Tourism destinations

Contemporary tourism business practice shows the need of cooperation between different providers of services, even if they are regarded as competitors on the tourism market. Tourists are in search of positive experiences. They do not use products and services from only one provider, but from a large number of tourism businesses located in a certain area or region. These spatial units are called tourism destinations. In order to be competitive, the individual businesses must create inter-connected products and services, oriented towards a specific theme. From this arise different selective types of tourism. The individual entity must know exactly the place and activities in the destination. Tourism facilities have different nature, they can either be from the catering sector, or other directly related sector (like transport, promotion, information, travel agencies, etc.) and indirectly related sectors (agriculture, building construction, waste management, etc.). This topic will inform the students about the different economic and non-economic fields that tourism encompasses and the role that different types of organization entities and enterprises have. Starting a tourism business must take into account all of these facts.

6 Sustainable and alternative types of tourism products and services

Every entrepreneur must understand the importance of sustainability. This is even more important for the tourism industry. Namely, the modern tourists are aware of the need to protect the environment. More importantly, mass tourism has numerous

negative impacts on different regions. It is not only significant to determine the impacts on the natural environment, but also on the social and economic domain. These three pillars must be included in all the activities of modern entrepreneurs. That is why in this topic are included several sustainable types of tourism that can be also called sustainable tourism types. These types determine the different market segments that exist.

7 Situational analysis and SWOT-analysis

Every entrepreneur must understand the circumstances in which they operate in an internal and external sense. This is a continuous process given the fact that every business entity goes through changes over time. This is even more emphasized in tourism. Therefore, this topic will provide students with the insight in the different methods for environmental analysis. One of the most important analyses of this kind is the SWOT – analysis. This analysis considers the positive and negative ramifications that occur from developing tourism.

8 Tourism marketing and promotion

Determining the market segments towards the future business will be oriented is only one of the important market activities of entrepreneurs. In addition to this is the process of promotion, or the total marketing of a given region, locality, or business. The different steps of the marketing process will be examined in order for the students to understand the specifics of operating in tourism. Special attention would be paid to digital marketing.

9 Financial planning in tourism

This topic elaborates the financial aspects of developing a business plan in a tourism context. Financial management is a key aspect in successful operations of companies. This topic will inform students how to make financial forecasts for their business and prepare balance sheet, income statement and cash flow statement for their business plan. They will also learn how to evaluate the financial feasibility of their business idea.

10 Tourism best practices

Best practices in this field will include examples regarding the previously mentioned topics (topics). This will include both domestic and international positive cases of creating, developing and sustaining tourism businesses. This topic will also correspond with the lectures by the members of the business community.

Presenting the business plan

The business plan that the students must create will be presented individually. Students can then themselves propose a grade for the student who is presenting. The proposed grade will include assessment of the structure, creativity, details and presentation of the business plan. The plan must also be presented in front of at least two experts from the field of this program. At the end the real grade will be compared with the proposed grade. A discussion will emerge if the students' grade differs vastly from the experts' assessment. This will provide insight in the process of proper evaluating business plans.

Certification

If the students successfully complete the program, they will be awarded a specially prepared certificate which will state the name of the program, period of conducting the program, number of realized classes as well as the different topics (topics) that are included in the program.

Recommended literature

Clare A. Gunn, Turgut Var - Tourism PLANNING: BASICS, CONCEPTS, CASES, 2002, Psychology Press,

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David B. Audretsch, - The entrepreneurial society, 2008, SpringerLink, <https://link.springer.com/article/10.1007/s10961-008-9101-3>

E Jones, C Haven - TOURISM SMES, SERVICE QUALITY AND DESTINATION COMPETITIVENESS, 2005, CABI.

Ian Yeoman - TOMORROW'S TOURIST: SCENARIOS & TRENDS, VOLUME 16 (ADVANCES IN TOURISM RESEARCH), 2008, Elsevier publishing

Iraj Hashi, Besnik A. Krasniqi - ENTREPRENEURSHIP AND SME GROWTH: EVIDENCE FROM ADVANCED AND LAGGARD TRANSITION ECONOMIES, 2011, emeraldinsight, <https://www.emeraldinsight.com/doi/full/10.1108/13552551111158817>

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OECD - INNOVATION AND GROWTH IN TOURISM: ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT, 2006, OECD Publishing, http://www.liaa.gov.lv/files/liaa/attachments/turisms/petijumi/OECD_Tourism_innovation_growth.pdf

Rhodri Thomas, Marcjanna Augustyn - TOURISM IN THE NEW EUROPE: PERSPECTIVES ON SME POLICIES AND PRACTICES (ADVANCES IN TOURISM RESEARCH), 2006, Elsevier Science, <https://www.scribd.com/document/65949293/Tourism-in-the-New-Europe>

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Rolf Freitag, Dennis Pyka (Auth.), Roland Conrady, Martin Buck (Eds.) - TRENDS AND ISSUES IN GLOBAL TOURISM, 2011

Sheng-Hshiong Tsaur, Yu-Chiang Lin, Jo-Hui Lin - EVALUATING ECOTOURISM SUSTAINABILITY FROM THE INTEGRATED PERSPECTIVE OF RESOURCE, COMMUNITY AND TOURISM, 2006, Tourism Management Volume 27, Issue 4, Pages 640-653, Science Direct

Sutheeshna S Babu, Bivraj Bhusan Parida, Sitikantha Mishra - Tourism Development Revisited: Concepts, Issues and Paradigms, 2008, Sage Publications Ltd, <https://epdf.tips/queue/tourism-development-revisited-concepts-issues-and-paradigms.html>

United Nations Environment Programme and World Tourism Organization - MAKING TOURISM MORE SUSTAINABLE: A GUIDE FOR POLICY MAKERS, 2005, UNEP and WTO, <http://www.unep.fr/shared/publications/pdf/dtix0592xpa-tourismpolicyen.pdf>

World Bank, THE BUSINESS ENVIRONMENT ENTERPRISE PERFORMANCE SURVEY (BEEPS), 2005, World Bank, Washington DC

Yaman H.R. - A CONCEPTUAL MODEL OF KNOWLEDGE ACQUISITION AND UTILISATION THROUGH MARKETING RESEARCH IN TOURISM: DEVELOPMENT AND AN EMPIRICAL ASSESSMENT, 2000, Victoria University, <https://core.ac.uk/download/pdf/10826156.pdf>