

*“Entrepreneurship in the Field of Tourism  
and Similar Industries”*

## **Program Objectives**

The aim of the program is to train creative youth on topics related to entrepreneurship in the field of tourism and starting up a tourism business. One of its key objectives is to prepare participants to establish a viable enterprise in a coordinated manner, by implementing an integrated educational process based on action learning that provides them with feedback.

## **Expected results**

Participants will acquire through the educational process some key competences they need for the organization and management of a tourism business. By the end of the program, they will have devised a business plan for the development of their desirable activity in the tourism sector, taking into consideration the Green Growth, environment friendly tourism forms and the environmental protection.

## **Focus on practice**

The program is designed to provide the basic knowledge an entrepreneur needs to position his/her company well in the marketplace, assess his/her investment properly and seek a suitable funding source. Emphasis is given to our perception that questions asked by students are amenable to practical inquiry contributing to the implementation and operation of business activities in the field of tourism.

The program's initiators are university professors and well-established business executives with specialization and professional experience in the fields of entrepreneurship, finance, marketing, business strategy and business creation.

## **Structure**

The program consists of ten (10) modules that cover the whole range of business decisions and connect tourism business with its environment: economy, investments, marketing, brand management, business strategy, the Green Growth and environmental protection policies.

At the end of each module, we will present the link-up between the module and the intended business plan that develops gradually and is brought into conclusion by the end of the program.

At the beginning of the program, participants are requested to come forward with business proposals, either individually, or in groups, while from the very first lesson they start to develop the different parts of the business model.

After the conclusion of the lessons, each participant is asked to finalize and submit the business plan he/she put together under a professor's supervision, within a three-month period. Consequently, every participant is called to present his/ her business plans to a committee of experts.

### **Executive Speeches**

Throughout the program, students will attend speeches delivered by business executives with regard of each module's topic. In this way, business people's valuable experiences are transferred to young and promising entrepreneurs.

### **Conducting of the Program and Duration**

The total number of teaching hours is 100. The educational part of the program concludes within four (4) months, while an additional time of three (3) months is given for the business plan preparation. The whole program concludes with the presentation of the business plan to a general audience, in front of a committee of experts.

### **Educational Material**

Participants are offered educational material in printed and electronic format.

### **Who is the Program addressed to?**

The program is addressed to higher education graduates that wish to comprehend the fundamentals of business, before setting up a business. Additionally, the program is addressed to people who haven't finished their university education but have developed entrepreneurial skills and have accumulated valuable working experiences. For the successful completion of the program, participants are not required to have economic or business administration knowledge. However, knowledge of the English language is an additional qualification for the participants.

### **Certificate**

After the successful completion of the program, participants are awarded a certificate of successful completion of the program "Entrepreneurship in the Field of Tourism and Similar Industries".

## Modules

Module	Hours per Module
1 Introduction to Entrepreneurship	8
2 Tourism	8
3 Tourism Marketing	12
4 Tourism Facilities Management and Planning	12
5 Tourism, Competitiveness and Entrepreneurship	12
6 Sustainable Tourism Policies and Environment	8
7 Green Entrepreneurship and Environment	12
8 Environment-Friendly Tourism Forms and Environment	8
9 Mass Tourism Development Policies in Comparison with Development Policies of Environment Friendly - Alternative Forms of Tourism	8
10 Alternative Tourist Establishment Examples – Good Practices	12

## Module Description

### 1 Introduction to Entrepreneurship

The Introduction to Entrepreneurship module consists of: i) Basic concepts, ii) Theoretical approaches of the concept, and iii) Factors that affect entrepreneurship at country and local level.

### 2 Tourism

The Tourism module consists of: i) Tourism in Greece, Bulgaria, Albania and FYROM, ii) Economic parameters of tourism in Greece, Bulgaria, Albania and FYROM, and iii) Advantages and disadvantages of Balkan tourism.

### **3 Tourism Marketing**

The Tourism Marketing module consists of: i) Tourism enterprises marketing, ii) Social Media Marketing, iii) Consumer behavior in Tourism, and ix) Economic crisis and tourism.

### **4 Tourism Facilities Management and Planning**

The Tourism Facilities Management and Planning module consists of: i) Hotel functions management, ii) Planning and sustainability, and iii) Tourism entrepreneurship and innovation.

### **5 Tourism, Competitiveness and Entrepreneurship**

The Tourism, Competitiveness and Entrepreneurship module consists of: i) Definitions, Innovation and Entrepreneurship in tourism, ii) Current strategic position of small and medium sized tourism enterprises, and iii) Structural problems and their effect on the profitability of enterprises.

### **6 Sustainable Tourism Policies and Environment**

The Sustainable Tourism Policies and Environment module consists of: i) Definition of Sustainable Tourism Development, ii) International policies (Agenda 21), iii) National and local level policies, and iv) Safeguards for sustainable tourism growth.

### **7 Green Entrepreneurship and Environment**

The Green Entrepreneurship and Environment module consists of: i) Basic concepts, definitions and problems, ii) Environmental law and framework of actions, iii) Sustainable growth, green entrepreneurship evaluation and prospects for development, and iv) Problems associated with tourism development.

### **8 Environment-Friendly Tourism Form and Environment**

The Environment-Friendly Tourism Form and Environment module consists of: i) Ecotourism, ii) Agro-tourism, iii) Walking tours, and iv) Cultural tourism.

## **9 Mass Tourism Development Policies in Comparison with Development Policies of Environment Friendly- Alternative Forms of Tourism**

The Mass Tourism Development Policies in Comparison with Development Policies of Environment Friendly- Alternative Forms of Tourism module consists of: i) Mass tourism development practices, and ii) Alternative tourism forms development practices.

## **10 Alternative Tourist Establishment Examples – Good Practices**

The Alternative Tourist Establishment Examples – Good Practices module is referred to: i) international level and ii) Greek level.

### **Initiators**

Initiators that will work on the implementation of the program will be chosen by an evaluation committee that will be established to assess the curriculum vitae of the candidates. The committee's mission is to choose people that on the one hand, are experienced in matters that are covered by the program and on the other hand, have experience in adult learning and training programs.