



## COURSE DATA

### DATA SUBJECT

**Code:** 35135  
**Name:** Entrepreneurship in tourism activities  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1317 - Degree in Tourism	Facultat d'Economia	4	First quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1317 - Degree in Tourism	Business management II (AP Urban tourism)	ELECTIVES

### COORDINATION

EJARQUE CATALA ANA TERESA

## 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 n



During the course, students will have the opportunity to work with various tools and techniques for the creation of c

- 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 and 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.

All of these chapters address sustainability in a cross-cutting way, allowing students to design new businesses from a triple bottom line: economic, social, and environmental.

## 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.

## COMPETENCES / LEARNING OUTCOMES

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Demonstrate motivation for quality.

Have initiative and entrepreneurial spirit.

Lead and manage the different types of tourism entities.

Plan and manage the human resources of tourism organisations.



## DESCRIPTION OF CONTENTS

### **1. Lesson 1: The Entrepreneur and Sustainability**

Entrepreneurship and Corporate Sustainability.  
Basic skills and abilities of an entrepreneur.  
Creativity and viability of new ideas.  
Social entrepreneurship.

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

3.1. The Triple Layered Business Model Canvas  
3.2. Customer Development Model  
3.3. Lean Start-up Model  
3.4. Stage-gate Model

### **4. Lesson 4: New businesses financing**

3.1. Own and third-party sources of financing  
3.2. New financing modalities: Venture Capital and Business Angels  
3.3. Ethical and Social financing  
3.4. Choice of financing type

### **5. Lesson 5: Innovation**

5.1. Innovation management: smart companies and Start-ups  
5.2. The innovation-ambition matrix  
5.3. Social innovation

6.1. Factors of entrepreneurial success



## 6. Lesson 6: Performance of new businesses

- 6.1. Factors of entrepreneurial success
- 6.2. Main reasons for failure
- 6.3. Social and Hybrid Enterprises: Creating Shared Value

## 7. Lesson 7: Institutions and measures to support entrepreneurship

- 7.1. Institutions and measures to support entrepreneurship
- 7.2. Incubators and accelerators

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Classroom practices	45,00
<b>Total hours</b>	<b>60,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	10,00
Individual or group project	30,00
Independent study and work	25,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	15,00
<b>Total hours</b>	<b>90,00</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

- **40% continuous assesstment:** unrecoverable. Attendance to the practical sessions is compulsory (art. 6 of the Regulation of Evaluation and Grading of the University of Valencia for Bachelor and Master Degrees).
- **60% Oral and/or written exams:** which will include a final exam on the official Calls set by the Faculty of Economics. A minimum of 5 points out of 10 in the final exam will be required to pass the course.

Following article 28 of the University of Valencia Language Usage Regulations (ACGUV 167/2014, of September 30, modified by ACGUV 146/2023), **exam statements and exercises will be delivered in the language in which the subject has been officially offered.**

The use of Artificial Intelligence, and any other similar tools, will be allowed to be applied, both to classroom and autonomous work, as long as the student incorporates to these tasks a **statement of responsible use**, indicating, in each case, the source and the parts of the work affected.

## REFERENCES

- 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.
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- Campos, V.; Sanchis, J.R.; Ejarque, A. (2023). Presenting a new sequential methodology to



design, test, and scale Sustainable Business Models. REVESCO. Revista de Estudios Cooperativos, (145), 3.

- Aulet, B. (2013), Disciplined Entrepreneur, Wiley, NY.
- Blank, S. (2013), The four steps to the Epiphany, 2nd Edition
- Campos-i-Climent, V. y Sanchis Palacio, J.R. (2015), Caixa Popular un model de banca cooperativa social i diferent, Ed. Vincle, València.
- Hisrich, R., Peters, M. & Shepherd, D. (2019). Entrepreneurship, 11th Edition, Mc Graw Hill, NY.
- Osterwalder, A., Pygneur, I. (2009), Business Model generation, selfpublished
- Ries, E. (2011) The Lean start-up, Crown Publishers
- Sanchis et al (2019). El Modelo de la Economía del Bien Común: Aplicación a la Empresa / Organización y Casos Prácticos. Delta Publicaciones, Madrid.
- Sanchis Palacio, J. R. (2016). ¿Es posible un mundo sin bancos? La revolución de las finanzas éticas y solidarias. Ed. El viejo topo, Barcelona.