

HTM502: Entrepreneurship in Tourism and Hospitality Management

Unit code:T/617/5634

RQF level: 5

Unit Aims

This unit provides knowledge and understanding of the skills set and characteristics of entrepreneurs in context of the travel and tourism industry. Learners will have the opportunity to analyse their own entrepreneurial skills in the start-up and development of an enterprise to attain success.

Learning Outcomes and Assessment Criteria

Learning Outcomes. To achieve this unit a learner must be able to:		Assessment Criteria. Assessment of these outcomes demonstrates a learner can:	
1.	Understand the skills and characteristics an entrepreneur needs in the travel and tourism industry	1.1	Evaluate the skills and characteristics needed for successful entrepreneurship in the travel and tourism industry.
		1.2	Develop a self-appraisal of own entrepreneurial skills, recognising strengths and areas for development.
2.	Understand the development of enterprises in the travel and tourism industry.	2.1	Explain the process involved in developing an enterprise in the travel and tourism industry.
		2.2	Evaluate the factors that contribute to the development and implementation of a successful business plan.
3.	Develop a business start-up plan for a niche market in the travel and tourism industry	3.1	Explain the main concepts of formulating the business start-up plan.
		3.2	Evaluate the sources of funds available for businesses in the travel and tourism industry.
		3.3	Justify the selection of a source of funding for the identified niche market.
		3.4	Develop a business plan to support the start-up of a niche market business.

Indicative Content

- The concept of Entrepreneurship
- Self-appraisal
- Business enterprise development
- Business start-up plans
- Sources of funds

Suggested Reading

Rimmington, M. (2016). *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*. [Place of publication not identified]: Routledge.

Brookes, M. and Altinay, L. (2015). *Entrepreneurship in Hospitality and Tourism*. Goodfellow Publishers, Limited.

Ateljevic, J. and Page, S. (2009). *Tourism and Entrepreneurship*.

Rao, Y. and Swamy, G. (2011). *Tourism Entrepreneurship*. New Delhi: Exel Books.