

Unit 11: Travel and Tourism Entrepreneurs

Unit code: H/601/1750

QCF level: 5

Credit value: 15

- **Aim**

The aim of this unit is to enable learners to gain understanding of skills and characteristics of entrepreneurs, the development of enterprises and gain skills to prepare business start-up plans.

- **Unit abstract**

This unit focuses on the entrepreneurs and their enterprises that have had an impact on the travel and tourism sector in recent decades. The unit provides opportunities for learners to examine the skills and characteristics required of a successful entrepreneur and to assess their own ability to be enterprising in the sector.

Learners will investigate successful entrepreneurial enterprises to consider their development and the factors that led to their success.

Learners will have the opportunity to demonstrate their own entrepreneurial skills by developing a concept that they have researched and by producing a start-up plan for its introduction.

- **Learning outcomes**

On successful completion of this unit a learner will:

- 1 Understand skills and characteristics of a travel and tourism entrepreneur
- 2 Understand the development of enterprises in the travel and tourism sector
- 3 Be able to prepare a business start-up plan for a niche market within a travel and tourism context.

Unit content

1 Understand skills and characteristics of a travel and tourism entrepreneur

Characteristics of entrepreneurs: features eg risk taking, opportunist, self-motivation, people person, goal setting, perseverance, dealing with failure, initiative, tolerance uncertainty, using feedback, flexibility, innovative, understanding of the business environment, vision, passion, obsessive commitment

Skills: abilities eg time management, financial and market awareness, commitment, assertiveness, communication, planning, target setting, problem solving, decision making, creativity, selling, leadership, entrepreneurial skills

Self-appraisal: personal SWOT; personal action plan to achieve objectives that relate to the personal skills and characteristics of entrepreneurs

2 Understand the development of enterprises in the travel and tourism sector

Development of enterprises: back of an envelope idea; growth; competitors; opportunities; trends; diversification; exploiting new technology; Porter's five forces; the vision; refugees from large companies eg downshifting; support; sources of funding eg family, friends, redundancy packages; buy-outs; venture capital; re-mortgaging; banks; grants

3 Be able to prepare a business start-up plan for a niche market within a travel and tourism context

Start-up: description of the business eg micro-, small-, medium-sized business; aims and objectives; features; unique selling point; product and/or service; market analysis eg competition, target market, market segmentation; marketing strategy; operations; financial data; resources; ethics; persuasion; consultation eg experts; entrepreneurs; business links eg chamber of commerce; advisory/regulatory bodies; constraints; prototypes

Learning outcomes and assessment criteria

Learning outcomes On successful completion of this unit a learner will:	Assessment criteria for pass The learner can:
LO1 Understand skills and characteristics of a travel and tourism entrepreneur	1.1 discuss skills needed for successful entrepreneurship 1.2 produce a self-appraisal that identifies strengths and weaknesses and strategies for development benchmarked to a successful entrepreneur
LO2 Understand the development of enterprises in the travel and tourism sector	2.1 analyse the development of an entrepreneurial enterprise 2.2 evaluate factors that have led to the success of an enterprise
LO3 Be able to prepare a business start-up plan for a niche market within a travel and tourism context	3.1 evaluate sources of finance and support available to enterprises in the travel and tourism sector 3.2 develop and justify the potential for success of a concept for an enterprise in a travel and tourism context 3.3 present a persuasive business start-up plan

Guidance

Links

This unit can be linked successfully with:

- *Unit 3: The Developing Manager*
- *Unit 8: Legislation and Ethics in the Travel and Tourism Sector*
- *Unit 13: Special Interest Tourism*
- *Unit 17: Work-based Experience.*

This unit maps to the following Management NVQ units:

- A1: Manage your own resources
- A2: Manage your own resources and professional development
- A3: Develop your personal networks
- B1: Develop and implement operational plans for your area of responsibility
- B2: Map the environment in which your organisation operates
- F9: Build your organisation's understanding of its market and customers.

Essential requirements

Learners must be encouraged to keep up to date with current issues within the travel and tourism environment throughout the delivery of the unit by reading trade journals, quality newspapers and electronic media.

Employer engagement and vocational contexts

Visiting speakers from a wide variety of backgrounds and areas should be used throughout the delivery of this unit. It would be invaluable if travel and tourism entrepreneurs and small business people could visit to encourage, motivate and share experiences with learners. Small business advisers and representatives from other suitable organisations should also be encouraged to act as advisers where appropriate.

A number of case studies and interviews (either written or audio-visual) should be used, particularly when looking at learning outcomes 1 and 2. There should be an emphasis on success, failure and risk so that learners can appreciate that these are intrinsic to many entrepreneurial people and enterprises.

Learners would benefit from taking general psychometric and entrepreneurial personality tests in order to develop a reflective approach in identifying personal strengths and weaknesses and putting forward strategies for development.