



Escape2

Supporting the Development of Thematic Rural Tourism Strategies

Module 3 *Rural Tourism Business Strategy*

Focus on Rural Tourism SMEs in Europe

www.escape2project.org



Training Course

How to Develop a Successful HQRTS
(High Quality Rural Tourism Strategy)



Co-funded by the
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of the European Union

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Introduction

In this module the conditions required to create a good business strategy for your company in accordance with the vision you have and the components of your business strategy will be explained. You will also experience business strategy components and business strategy examples.

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- 01 Understanding Business Strategy**
- 02 Setting up a Business**
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Learning Outcomes

- Knowledge - student defines basic terms related to business strategy, business model, planning.
- Skills - based on the acquired knowledge, the student can use their leadership, creativity, communication, interaction and problem solving.
- Social competence - provides the student's basic awareness to understand, develop and apply business strategies in developing tourism for rural areas through the impact of teaching.



01

Understanding Business Strategy

WHAT DO THE ENTREPRENEURS NEED TO KNOW ABOUT MANAGING A BUSINESS?



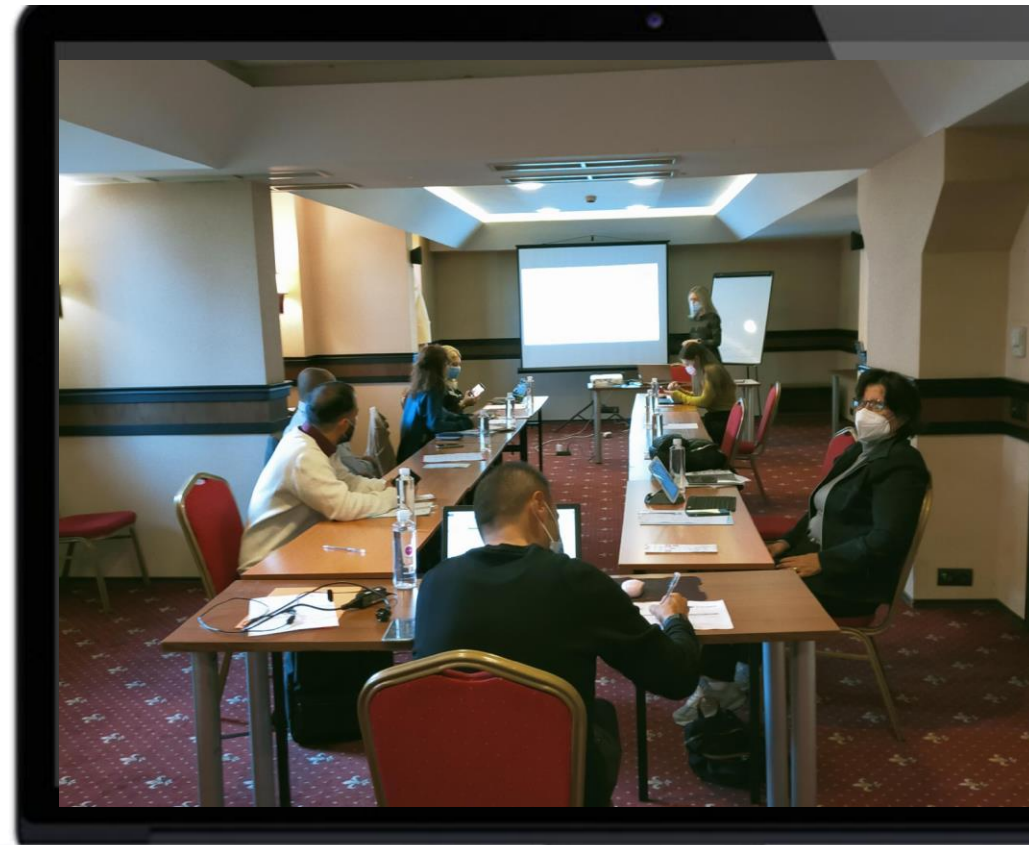
Entrepreneurship is to take action by finding the business idea to start a business and by providing the necessary conditions to put this idea into practice.

Fundamental elements such as capital, workforce and some infrastructure are needed to make the enterprise. Creating the work is only the beginning of this work.

In order for the venture to continue, the money, business processes and human resources related to that venture must be managed. Leading the creation of the business is not the same as maintaining the business. Moreover, leadership is not enough for sustainability. Management skills are required here.

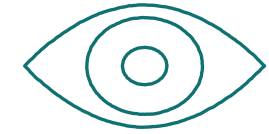


Management



Management is a concept about how goals are achieved. Accordingly, management can be defined as the sum of the activities performed in order to achieve the objectives by using all the resources in the enterprise effectively. Management is a process. It is known that this process is basically handled in five stages as planning, organizing, directing, coordinating and controlling.

Strategy & Strategic Management



Strategy is the arrangement of work to be done on how to run the long-term business.

Strategy outlines where you want to go.

Strategic management is used in companies to determine the vision, mission, values, goals and objectives. Strategic management, after determining the purpose of the establishment of the company, looks for questions about the «future» and the answers to these questions.

To seek answers to the questions of what to do and how to do it.

The entrepreneur of the business, should put forward the strategy.

Watch this video:

<https://www.youtube.com/watch?v=iuYIGRnC7J8>

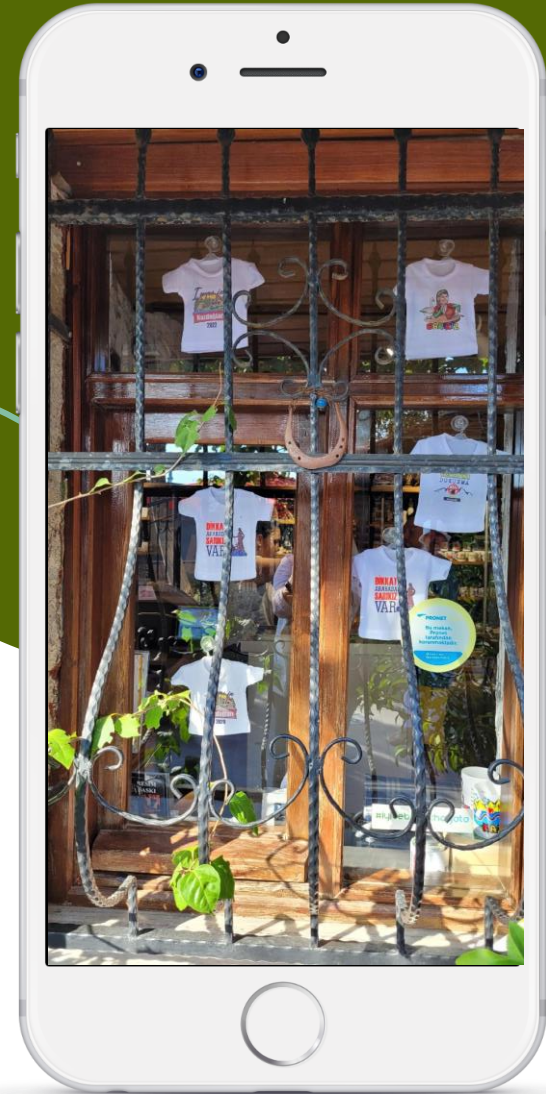
For more information check bonus content page5

02

Setting up a Business

WHAT CAN YOU DO?

Decide:
What kind of work you want to do in
relation to rural tourism?
or
How to develop an ongoing business
on your area?

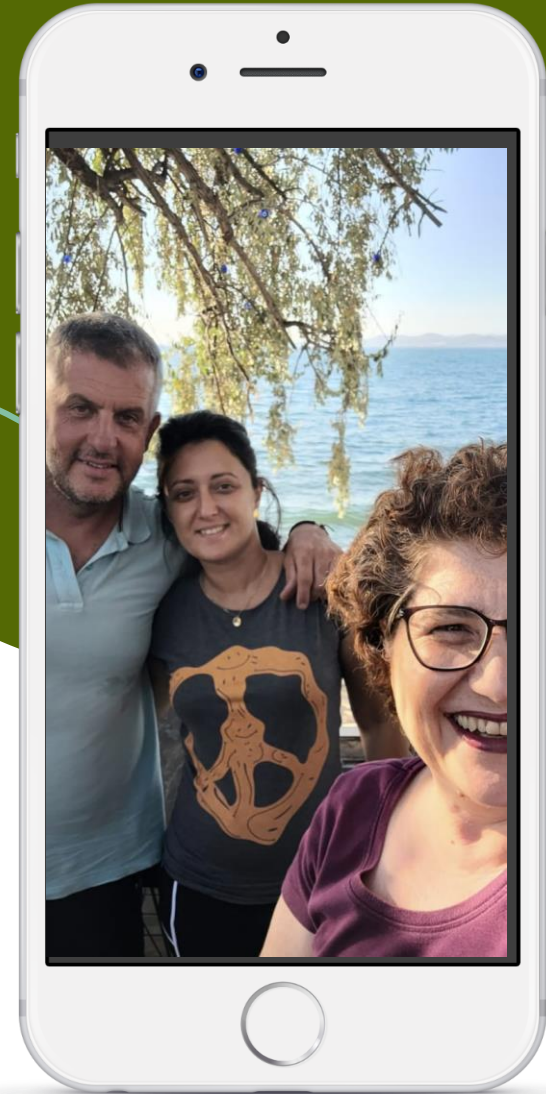


Exercise1: Can I become an entrepreneur?

Please answer Yes or No

The exercise will help you understand in which area you have the required skill. If you feel that you cannot answer any of the questions or you want to test your answer, have a friend/relative answer the same question.

Check the form: **Can I become an entrepreneur?** See page 8 Module 3 Rural Tourism Business Strategy Bonus Content



Exercise 2: What kind of business and how do you think?

- 1 Thinking of starting an agricultural business? Yes/ No
- 2 Thinking of establishing an Import/Export company? Yes /No
- 3 Are you planning to start a retail business? Yes/ No
- 4 Are you planning to start a wholesale business? Yes /No
- 5 Are you considering starting a business in the service industry?
Yes/No
- 6 Are you considering starting a business in the tourism industry?
Yes/ No
- 7 Other (explain) Yes/No

See page 9 at Bonus content





Questions for choosing an idea

- *What skills do I have ?
- *What kind of goods and services are needed in my market?
- *What kind of goods and services do local companies need?

Check more questions bonus content p.9

- *Can I adapt my existing skills for my business idea?
- *Can I see the possibilities offered by natural production or organic nutrients?
- *Can I look at an existing idea from another perspective?
- *Can I turn my hobby into a business idea?
- *Can I buy an existing business?

CREATING A BUSINESS STRATEGY

A business strategy is a powerful tool to help you achieve your business goals by defining the methods and tactics you should implement in your company. Business strategy also guides many of your corporate decisions, such as hiring new employees.

See page 10 Bonus Content



CREATING A BUSINESS STRATEGY

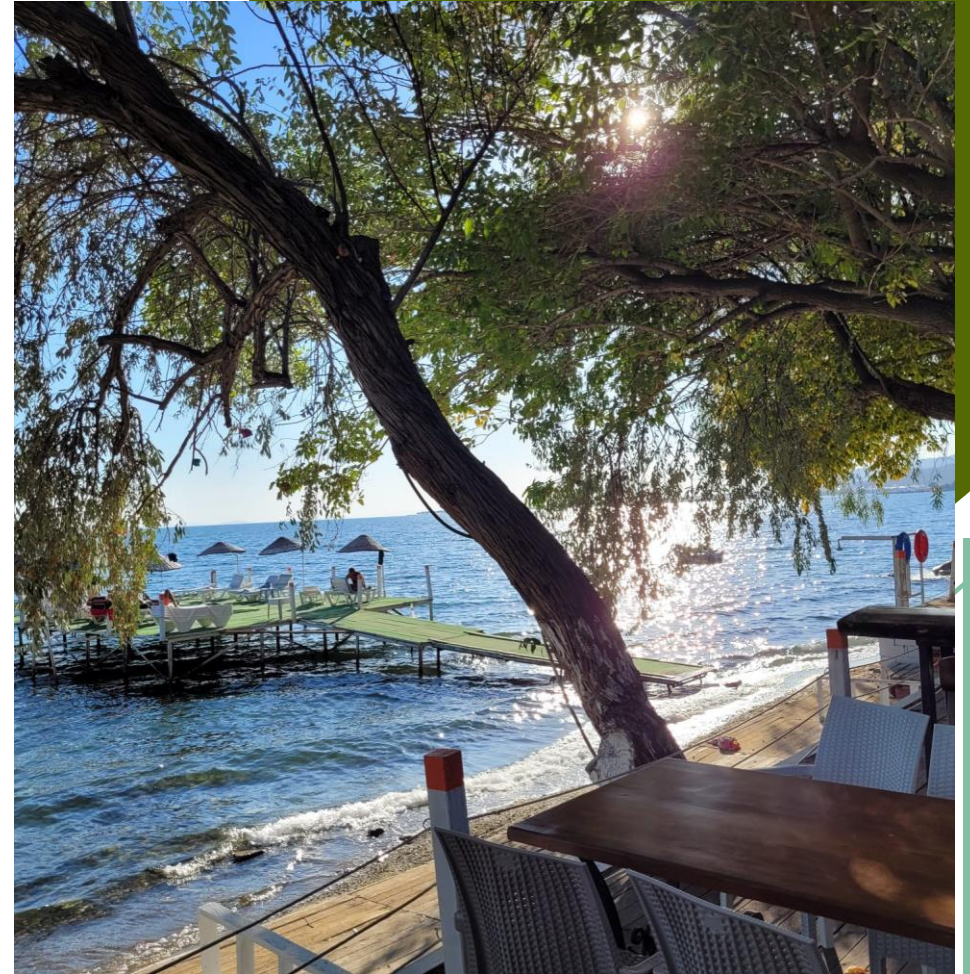


Creating a business strategy that fits the vision you have for your company or venture is not easy. It takes time and development. You should definitely evaluate your own situation and the details of the work you will do.

Check for more in Bonus material p.11

Creating business strategy

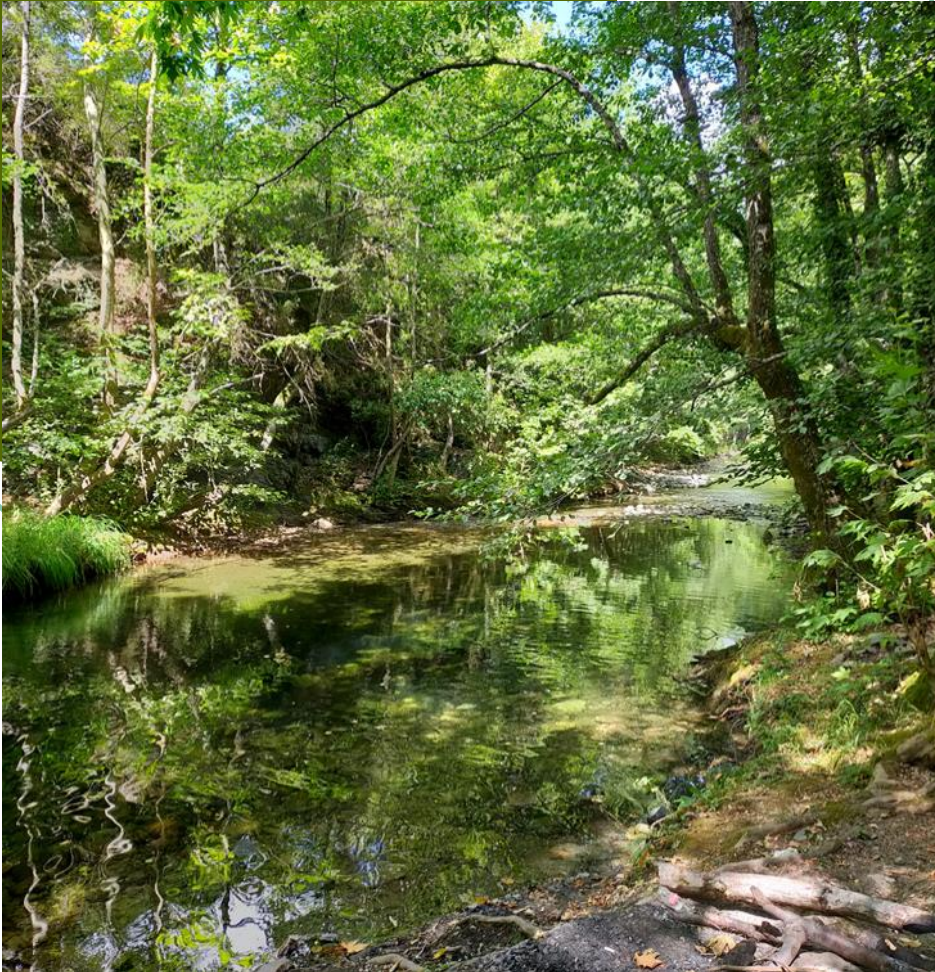
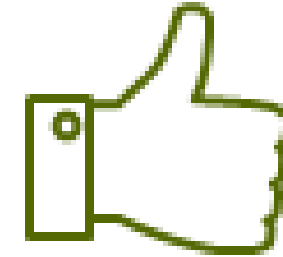
- You need to prepare a business strategy to determine the main starting point for your business and move forward.
- Therefore, after the business idea comes out, it is necessary to realize the business idea with the subject of how you can continue this business according to your own situation.
- Therefore, you should determine what elements such as capital, information, people, equipment and buildings are in your possession.
- Thus, you can move on to the stage of deciding what your business model will be like.



03

Selecting Business Model

Business model



The business model is the conceptual definition of entrepreneurial activity. describes how an organization creates, delivers, and captures value. The process of creating and changing a business model, also called business model innovation, forms part of strategic management.

Watch this video:

Business Model

<https://www.youtube.com/watch?v=IP0cUBWTgpY>

Check more on Bonus material p.12

Business Model Canvas



You can download this file as excel file at

<http://strategyzer.com/canvas/business-model-canvas>

Devised by Alexander Osterwalder

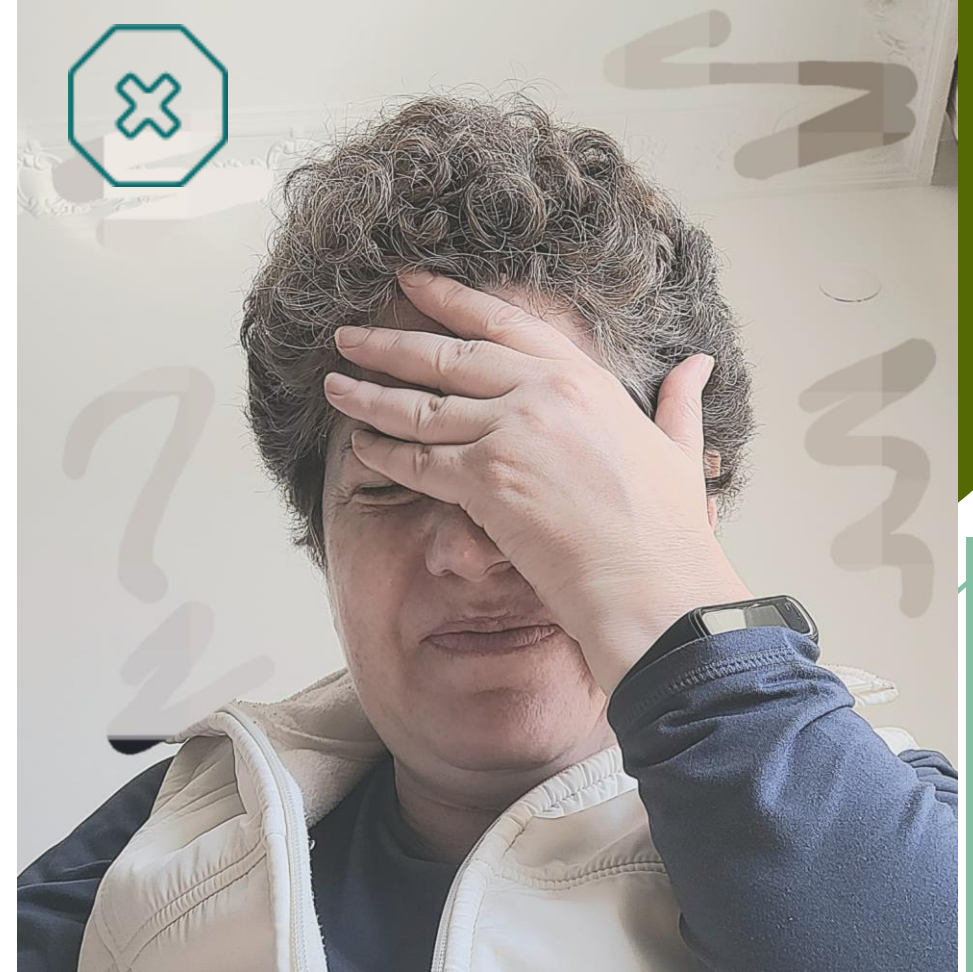
The most common reasons small businesses fail

- Capital Money funding
- Wrong Business Infrastructure and Model
- Inadequate Management
- Poor Management

Watch this video:

Mark Cuban - Why Most People Fail In Business

<https://www.youtube.com/watch?v=jfffyqZRIcHc>



04

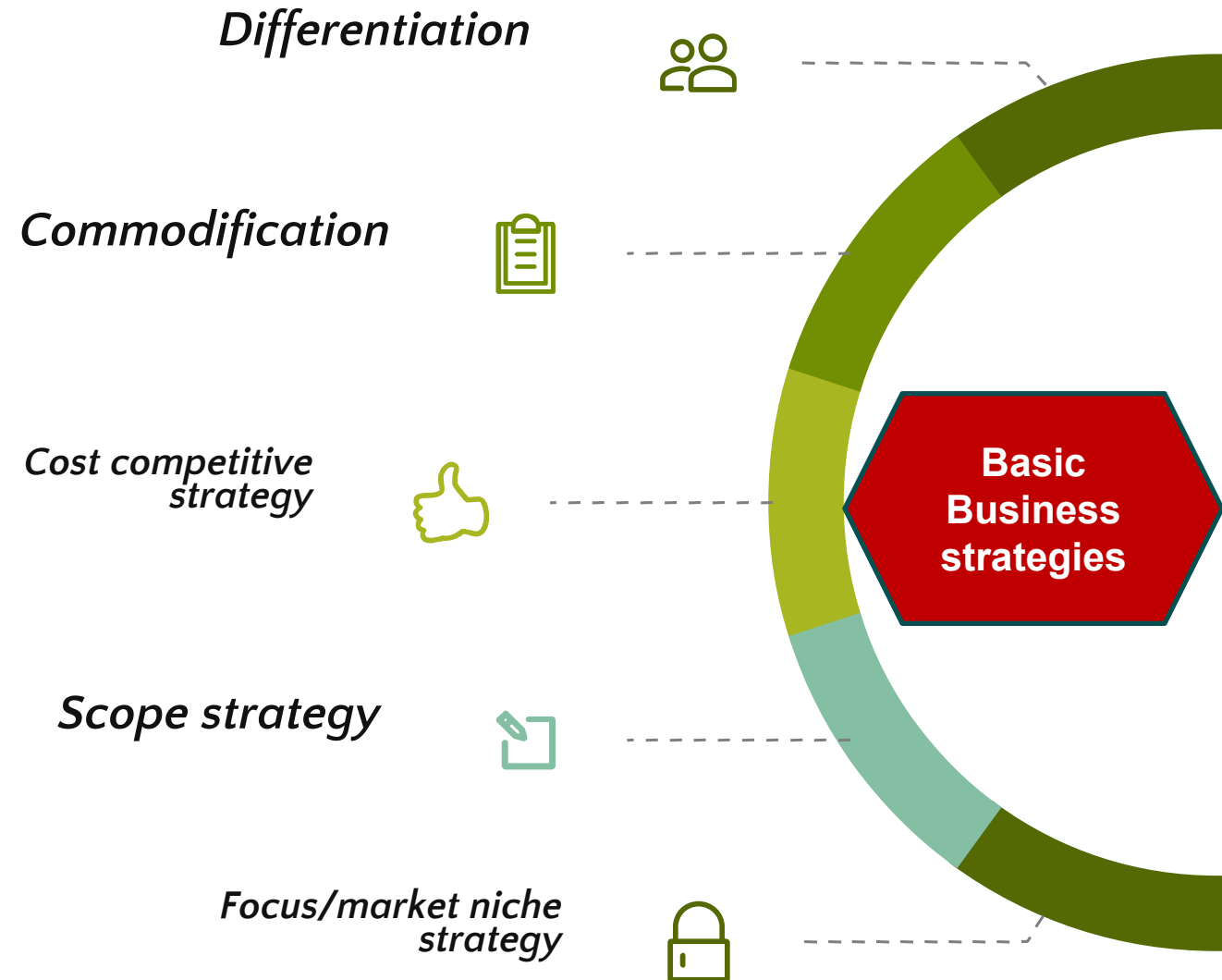
Business Strategies

Business Strategies

Business strategy determines how you want to do your business and focuses on how to do it differently from your competitors or other businesses. It can be thought of as your master plan for how to do your business.

Watch this video:

<https://www.youtube.com/watch?v=0yHwUp87xcl>



You can find some See pages 13-17Module 3 Rural Tourism Business Strategy Bonus Content



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**Module 3 Complete
Well Done!**

Next is Module 4
Stimulating demand



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References

- 01 Kırım, A.(2009), Yeni Dünyada Strateji ve Yönetim, İstanbul: Sistem yay.
- 02 <https://neoschronos.com/assets/business-model-canvas.xls>
- 03 [Dess, G.G, McNamara, G., Eisner,A.B. \(20016\) Strategic Management
https://bit.ly/3SRUBJU](https://bit.ly/3SRUBJU)
- 04 <https://www.strategyzer.com/canvas/business-model-canvas>
- 05 Mark Cuban, Why Most People Fail In Business <https://bit.ly/3FrgdK1>
- 06 A plan is not a strategy <https://www.youtube.com/watch?v=iuYlGRnC7J8>
- 07
- 08

Additional Resources

- 01 <https://neoschronos.com/assets/business-model-canvas.xls>
- 02 Getting started: your first business model CANVAS <https://bit.ly/3fjt2eC>
- 03 <https://scindeks-clanci.ceon.rs/data/pdf/1450-6661/2017/1450-66611702065c.pdf>
- 04 The Potential for Rural Development in Turkey <https://bit.ly/3FugjAq>
- 05 A plan is not a strategy <https://www.youtube.com/watch?v=iuYlGRnC7J8>
- 06 Business Model <https://www.youtube.com/watch?v=IP0cUBWTgpY>
- 07 Strategy example <https://www.youtube.com/watch?v=0yHwUp87xcl>
- 08 <https://www.cleanpng.com/png-travel-website-business-model-canvas-travel-agent-4914891/>