



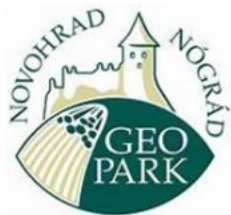
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Grupo de Desarrollo Rural Subbética



## Didactic Unit V - Entrepreneurship in Geotourism Giuseppe Montaretto Marullo - FOR.ES.



### C1.- TRAINING COURSE



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## Goals

1. To understand how Geotourism can be a resource for the economic development of the territory.
2. To identify the main opportunities that Geotourism offers to those who want to start their own entrepreneurial activity.
3. To define the basic resources to start planning one's own entrepreneurial activity.



## Modules

1. Geotourism as a factor of territorial development.
2. Geotourism as a business opportunity: the birth of an idea.
3. The business plan: from idea to business development.
4. Case studies.



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# **Module I - Geotourism as a factor of territorial development.**



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- **Present the main elements and functioning of a sustainable model.**
- **Identify and present the main actors who play a central role in the design development and maintenance of Geoparks and Geotourism.**



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How to design a sustainable model?

Sustainable development is understood as the process of change whereby the exploitation of resources, the direction of investments, the orientation of technological development and institutional changes are made consistent with future as well as current needs.



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## *The European Charter for Sustainable Tourism*

EUROPARC was founded in Basel (CH) in 1973, works to improve the management of protected areas in Europe through international cooperation, exchange of ideas and experiences and influencing policy.

The EUROPARC Federation is dedicated to nature conservation and sustainable development of European biodiversity, promoting holistic approaches to landscape management.



The European Charter for Sustainable Tourism in Protected Areas (approved in 2000) is internationally recognised as a model for sustainable tourism management.

The model is based on the following principles:

- Give priority to protection of natural and cultural heritage
- Contributing to sustainable development (environmental, social and economical)
- Involve all stakeholders
- Planning sustainable tourism effectively
- Pursue continuous improvement





## Why is it important to become a sustainable destination?

- It brings measurable economic, social and environmental benefits from well-managed sustainable tourism.
- Strengthens relations with local tourism stakeholders and the tourism industry in general.
- Provides access to and membership of a wide and dynamic European network.



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A Geopark is not an entity that functions autonomously because it needs different actors, each with different roles and responsibilities, to cooperate in order to ensure the geopark's survival. These actors can contribute to the maintenance of the park in both passive and active ways, both from the public and private sectors.



## Passive actors

We are referring mainly to those who, in a way that can be understood as passive, benefit from all or some of the services or products that the geopark offers. These are those who, in a market dynamic, constitute the demand and are mainly of two types:

- Local citizens: those who permanently reside in the geopark or in the surrounding areas and who therefore in their daily life are in contact with the geopark and the ecosystem of services and products built around it.
- Tourists: those who visit the geopark territory for a limited time will benefit from the services and products offered by the park and the territory.



## Active Actors

The actors we call active are those who produce those services and/or products and offer them for consumption to the passive ones. They are those that, always in a market system, constitute the offer and that make the geopark a habitable and liveable territory for people. Their composition is not always the same and varies according to the characteristics of the territory and what, on a naturalistic, cultural and social level, it offers. Below we can identify some of them:

- Private and third sector companies, which mainly deal with the production, management and offer to consumers of services and products.
- Public bodies, which deal with the management of the territory in a wider sense and, among other things, with its regulation through the implementation of public policies.



## **In summary.... What a guide should consider to succeed in his/her job?**

- **Since the beginning, the guide should design his/her job taking into account the principles of sustainability, considering the impact his/her job may have not only on the environment, but also on the local society; his/her job should always contribute to the well-being of local population.**
- **The guide should try to involve actively “active” (private & third sector companies and public bodies) and “passive” (local citizens & tourists) stakeholders of the geopark.**



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# **Module II - Geotourism as a business opportunity: the birth of an idea.**



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To start thinking about an idea to be developed related to Geoturism, it is important to firstly understand who our clients are and what they are looking for...



Francesco Di Pietro, in an article published in the Journal of Tourism Science, distinguishes four types of tourists:

- **The escaping self-centred traveller**
- **The socio-adrenaline traveller**
- **The dreamer-emotional traveller**
- **The programmer-introverted traveller**

*Di Pietro, F. (2013). Le quattro tipologie di viaggiatore. Uno studio sui tratti di personalità. Rivista di Scienze del Turismo-Ambiente Cultura Diritto Economia, 3(1), 43-65.*





## **The escaping self-centred traveller**

A kind of traveller for whom discipline and order are important. Safety aspect is crucial: safety and control, in all areas, such as health or hygiene or the quality of food. Before booking, he must be sure of the level of professionalism and the quality of assistance he will find. He is pessimistic, always assumes the worst-case scenario, does not make decisions on his own and looks for information and confirmations on the internet.

*Di Pietro, F. (2013). Le quattro tipologie di viaggiatore. Uno studio sui tratti di personalità. Rivista di Scienze del Turismo-Ambiente Cultura Diritto Economia, 3(1), 43-65.*



### **The socio-adrenaline traveller:**

A kind of traveller who is a sociable and uncomplicated person, with no targeted or punctilious requests; he is not very imaginative, not emotionally involving, and more sensitive to measurable dimensions such as the price and the characteristics of the destination and the fun or variety of things to do. He loves fun, he likes to spend time with other people and will look for types of travel that put him in contact with people, being they friends to go away with or new acquaintances to do on site.

*Di Pietro, F. (2013). Le quattro tipologie di viaggiatore. Uno studio sui tratti di personalità. Rivista di Scienze del Turismo-Ambiente Cultura Diritto Economia, 3(1), 43-65.*



## **The dreamer-emotional traveller**

A kind of traveller who loves emotionally involving trips, those in contact with people, full of adventures, without planning too much, to tell friends once back. He is a strongly empathic subject with a high imaginative capacity, looking for a journey in which to blend in with the culture he visits, live like a local, get out of the usual itineraries and mix with the locals. He loves contexts full of people, making new friends, group situations, social contexts that allow him to get in touch with new and different people.

*Di Pietro, F. (2013). Le quattro tipologie di viaggiatore. Uno studio sui tratti di personalità. Rivista di Scienze del Turismo-Ambiente Cultura Diritto Economia, 3(1), 43-65.*



## **The programmer-introverted traveller**

A kind of traveller who is meticulous and precise; he organizes the activities specifically, he usually loves to plan everything, he doesn't like adventure, he looks for safe trips, he doesn't like risk. He is concerned about the safety and health associated with the places he visits; therefore he needs to be reassured and to receive an adequate amount of information. He prefers trips that involve a series of different activities, including sports; he is an average dynamic person, driven by the need for knowledge, especially for the historical-cultural aspects of a region.

*Di Pietro, F. (2013). Le quattro tipologie di viaggiatore. Uno studio sui tratti di personalità. Rivista di Scienze del Turismo-Ambiente Cultura Diritto Economia, 3(1), 43-65.*



**In summary.... What a guide should consider to succeed in his/her job?**

- **When designing products/services/experiences, the guide should always consider motivations, needs and expectations different type of tourists may have.**



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# **Module III - The business plan: from idea to business development.**



The new business usually starts from an idea, an intuition: the discovery of a new technology, the expansion of the demand for a product/service, the modification of consumers' tastes and purchasing propensities, the success of other companies, the identification of a need and a market shortage.

From this intuition an organized process of idea verification must start. This analysis process leads to the drafting of a business plan, in order to ascertain whether the business idea has an outlet market, whether the product/service can be purchased by the consumer and what the selling price could be.



In the business plan will emerge:

- the technical characteristics that the product/service will have
- the necessary technology/equipment
- the type of market you intend to serve
- the image you want to give the company
- the promotional policies to be implemented
- pricing policies
- the capital needed to start up and run the business
- members/collaborators to be involved
- the most appropriate legal form
- the bureaucratic formalities to be carried out.





## The goals of a business plan:

1. Provide fundamental information for the start-up of the activity, (what and how many economic, financial and human resources are needed, what are the characteristics of the product and the market, what are the competing activities, who are the typical customers);
2. Allow the entrepreneur a global vision of the factors that characterize the company, providing a basis on which to plan strategies and actions;
3. Emphasize the originality of the business idea;
4. Verify the interest of potential customers;
5. Monitor the achievement of the set objectives;
6. Verify consistency between the individual actions indicated, and in particular between the description of the activity and related revenues and costs;
7. Define the legal form in relation to the characteristics of the future company;
8. Formulate reliable forecasts by simulating the various hypotheses of development of the company's activity;
9. Serve as a "business card" to present the enterprise to the outside world (potential partners, lenders, banks, customers and suppliers).



The business plan generally consists of three parts:

1. An introductory part that describes the business idea, the genesis of the idea and the promoting members of the initiative.
2. A technical-operational part that analyses the feasibility of the business idea on the market and the organization of the activity.
3. A quantitative-monetary part that develops the economic-financial forecasts of the company.



## Business plan index

1. Mission & business idea
2. Market & competitors analysis
  - a. Product analysis
  - b. Target customers analysis
  - c. Competitors analysis
3. Market strategies: promotion policies
4. Operational plan & organization of the activity
5. Location of the activity
6. Legal structure
7. Investments
8. Provisional budget
9. Final considerations



**In summary.... What a guide should consider to succeed in his/her job?**

- **Before launching a product/service/experience in the market, the guide should always spend some time trying to find answers to the questions at the base of a business plan.**



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