

Prerequisite status: -	Unit Type: Theoretical/practical	The number of units: 2	Name of the lesson: <b>Tourism business planning</b>
Type of additional practical training: Has it <input checked="" type="checkbox"/> does not have <input type="checkbox"/> Science travel <input type="checkbox"/> Laboratory <input type="checkbox"/> Workshop <input checked="" type="checkbox"/> Seminar <input type="checkbox"/>		The number of hours: 48	Expert professor to teach: Geographer specializing in tourism
<b>Goals:</b> Acquaintance with the concepts, basics, and process of planning and developing tourism business			
<b>Headlines</b> <b>1-</b> Definition of basic concepts (entrepreneurship, business) in tourism 2- The place of business planning in the tourism industry with an emphasis on event tourism 3- Basics and principles of tourism businesses 4- Typology of tourism businesses (size, nature, employees) 5- International standard classification of tourism activities and jobs 6- Business planning and management process in tourism (Supply of resources, allocation of resources, production, sales, procurement) - Public policy-making and tourism businesses - Finding innovative and creative ideas in the field of tourism businesses - Knowing the competitors of tourism businesses - Analysis of the market, customers, and how to sell in tourism - How to attract capital and finance for the tourism business 7- Factors affecting the development of tourism businesses - Individual, organizational and environmental factors - Social and economic factors - Education and skills of tourism businesses - Tourism business ecosystem - Restrictions on tourism businesses - Tourism business risks 8- Tourism business model canvas 9- Conventions and trade unions of tourism and hospitality in the world 10- Organizations and trade unions of tourism businesses in Iran 11- Laws and regulations of business in tourism in Iran			

12- The cycle of new businesses (startups) in the tourism industry

13- Preparing a business plan (technical, financial, location, cost, etc.)

### **Reference**

1- Sejasi Khedari, Hamdollah, Ruknuddin Eftekhari, Abdorreza, Mahdavi, Davood (2016); Sustainable Development of Tourism Entrepreneurship; Publisher: Samt Organization

2- Yuv Atlievich, Steven W Page (2013); Entrepreneurship and Tourism (with an international approach); Translators: Shahbaz Yazdani, Maryam Azizi, Reza Mohammad Kazemi; Publisher: Farhang Library

3- Seyed Saeed Hashemi (2017): The role of tourism in the development of entrepreneurship; Publications: Tourism

4- Mohammad Javad Hafezi (2008): The golden principles of business in the tourism industry; Publisher: Roosta

5- Tayyebe Nikraftar (2016): The process of creating a business in tourism; Publisher: Academic Jahad Publishing Organization

6- Mehdi Hessam, Farzad Mirzaei Qale (2017), the Business environment in tourism, Publisher: Academic Jihad Publications, Shahid Beheshti Unit.

۷- David Leslie (۲۰۱۵); Tourism Enterprise: Developments, Management and Sustainability; Publisher: CABI.

8- David Leslie (2009); Tourism Enterprises and Sustainable Development: International Perspectives on Responses to the Sustainability Agenda (Routledge Advances in Tourism); Publisher: Routledge.