

UNIT 4.1

ENTREPRENEURSHIP AND ITS PRINCIPLES

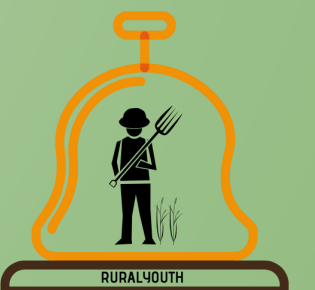
MODULE 4:RURAL TOURISM ENTREPRENEURSHIP AND BUSINESS MODELS

OBJECTIVES

In Unit 4.1 you will learn about Entrepreneurship and its principles and types and their relations to tourism

Keywords:

- Entrepreneurship
- How to be Entrepreneur
- Principles of Entrepreneurship
- Types of Entrepreneurship
- Rural Entrepreneurship



AT THE END OF THIS UNIT, YOU WILL BE ABLE TO...



Understand the concept of Entrepreneurship



Define the some of entrepreneurship types which are most common in tourism industry



Understand how to become an entrepreneur



Understand the principles of entrepreneurship



TOPICS

1. Entrepreneurship and its principles
2. Types of entrepreneurship
3. How to become an entrepreneur

Is Entrepreneurship a New Super Power?

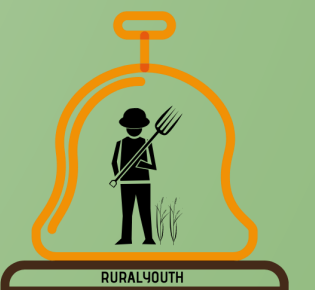


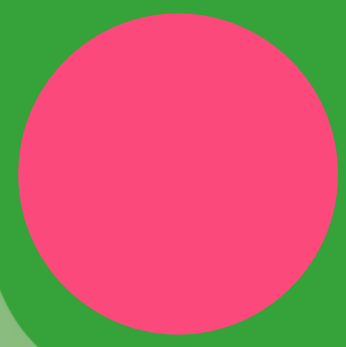
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The answer is YES! Entrepreneurs create new inventions by discovering the potential of innovations and ideas. Entrepreneurship is the Super Power required for these inventions to emerge!



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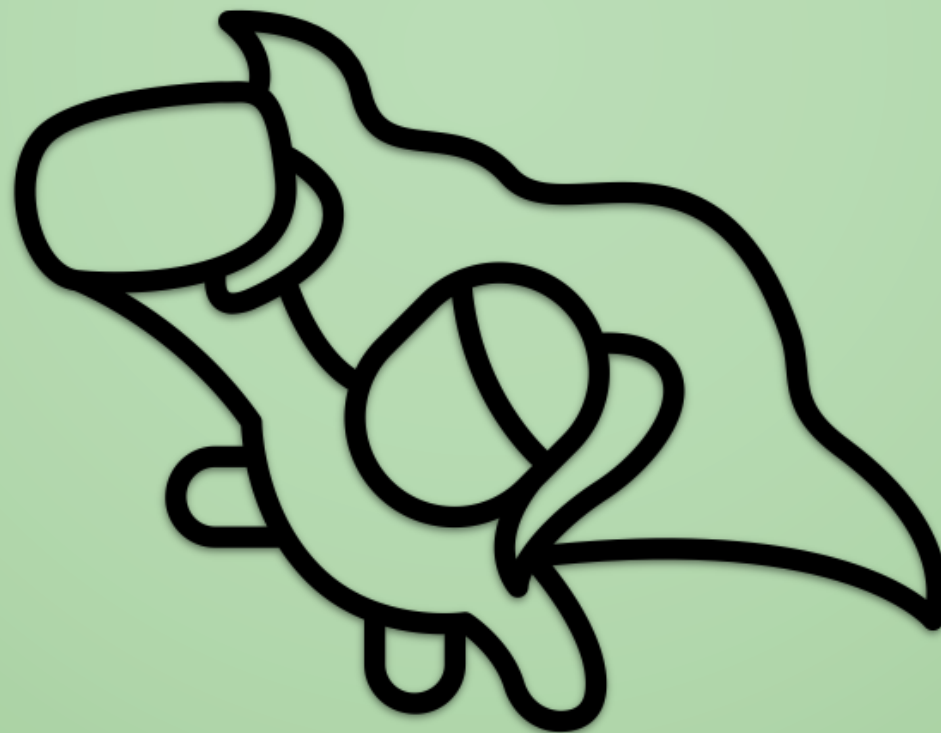




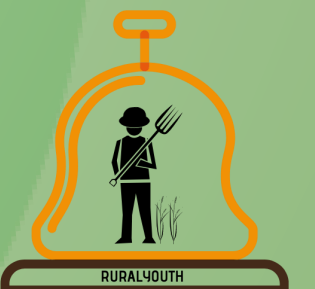
Entrepreneurship involves capturing ideas and converting those ideas into products and/or establishing a venture to bring services and products to market.

Entrepreneurship is the process of discovering and developing opportunities to create value for new or existing organizations.

Although entrepreneurship emerged as a differentiation effort of companies in an increasingly competitive environment and with product differentiation, it has turned into innovative approaches of individuals or groups over time.



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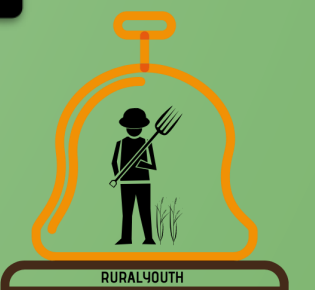
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Since the 1990s, the concept of entrepreneurship has become more popular. Entrepreneurship has emerged primarily from the concern of differentiation of companies in the globalizing world, but has become a concept used for new formations in the following years. Thanks to this concept, which is becoming increasingly important, many differentiating, innovative and solution-developing initiatives are emerging.

The increase in the importance of entrepreneurship makes a great contribution to the country's economies in terms of economic and social development. Increasingly, entrepreneurial activities activate stagnant economies and contribute to the creation of new business areas and the solution of employment problems. In addition, entrepreneurship increases the acceleration of technological development. Entrepreneurship is also seen as an important tool for the growth of developing economies.



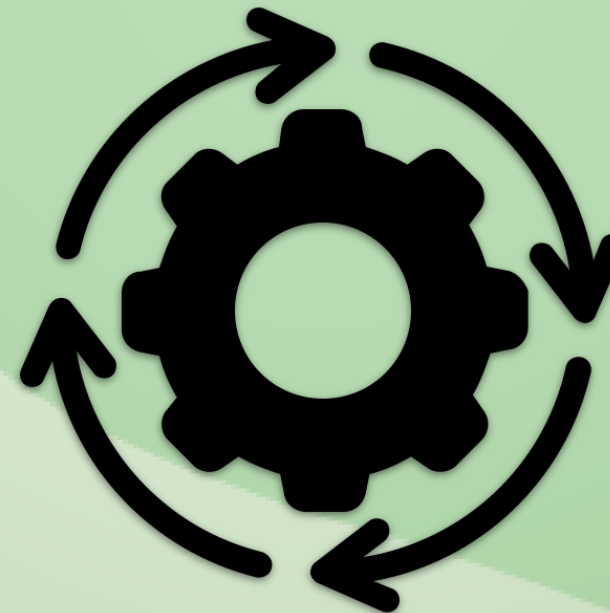
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It is an important term that develops the concept of entrepreneurship over time and contributes to the country's economy in many respects. With the development of the term business and economics, certain principles have emerged for entrepreneurial activities. These principles determined the general lines and characteristics of an enterprise. In addition, we can understand entrepreneurial activities more easily with these principles.



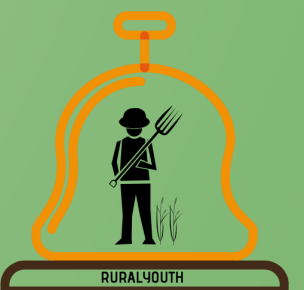
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Entrepreneurship principles give us information about what entrepreneurship actually is. There are 10 principles. Information on these principles is as follows:

1. Developing a Solution: It is an illusion that entrepreneurship makes quick money. It should not be forgotten that entrepreneurship is actually solving problems and contributing to society or a field.

2. Having a Vision: Entrepreneurship means having a good vision. In other words, you, as an entrepreneur, take action to add different and needed value to the world.

3. Build a Perfect Team: Entrepreneurship is a long and difficult journey. But the most effective way to make it easier: Building a great team. Working with people who will take ownership of your business as much as you do and who can make a big impact, who will move your initiative forward.



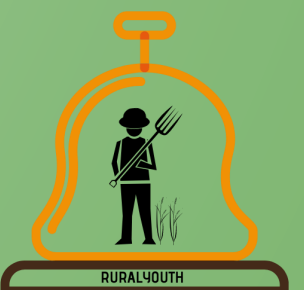
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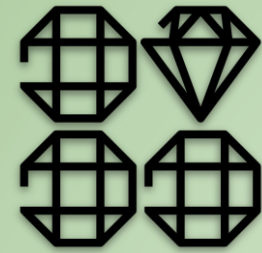
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4. Different Product/Service: Make sure that the product or service you create is different from other businesses, innovative and oriented to meet the need. Being different will move you forward.



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5. Have a Good Business Plan: A good business idea takes you a few steps further, but a good business plan gives you strength! With the business plan you will prepare, you can meet with many investors more easily and convince them with the concrete version of your business idea.



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6. Accountability: As an entrepreneur, you must embrace both success and failure. At the same time, you should prepare and manage a good plan for all your affairs. You should be able to work in partnership with your investors and have good accounting knowledge.



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7. Marketing: Marketing and promotion is the best way to increase the visibility of a business. Good promotion will open up many avenues and contribute to your growth. For this, you should start with a good logo and slogan and create a good promotional plan.



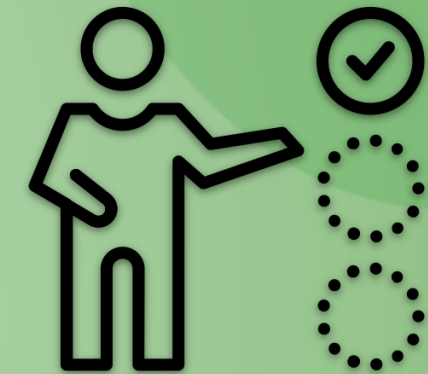
RURAL YOUTH



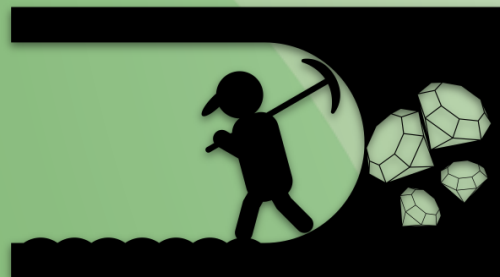
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8. Value on Customers: Customers are important for your business and products. It is very important to care and listen to your customers' needs.

9. Setting Priorities: Entrepreneurship can be where your dreams come true. However, it is necessary to set priorities for your business. If you focus on only one point and do not see the risks that will occur, you can put your business in a difficult situation. To avoid this, you must set your priorities and create a good plan.

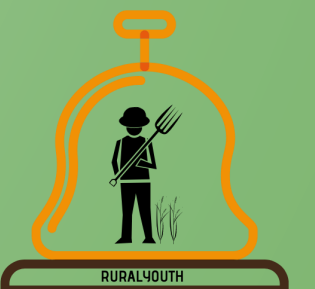


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10. Being patient: Entrepreneurship can be a difficult challenge. But making your dreams come true is in your hands. You must never give up and be patient !

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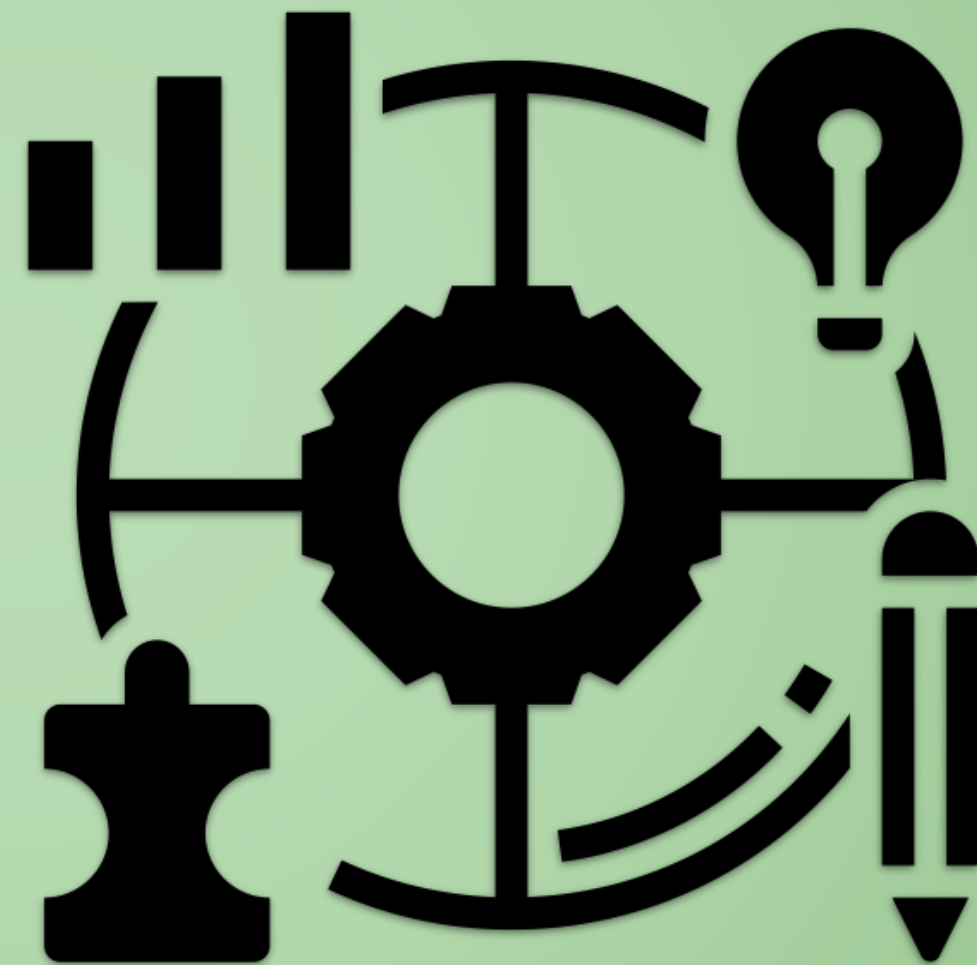
Types of Entrepreneurship



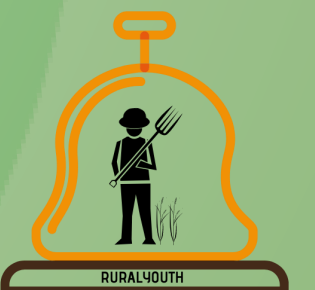
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Different types of entrepreneurship have emerged as entrepreneurship activities are carried out in different areas and each area has its own structure. These types can usually be related to a job or field. In this unit, few types of entrepreneurship are included. These are as follows:

1. Eco entrepreneurship
2. Digital Entrepreneurship
3. Women Entrepreneurship
4. Social Entrepreneurship
5. Rural Entrepreneurship



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Eco-entrepreneurship can be defined as environmentally conscious entrepreneurship. The important thing in eco-entrepreneurship is that the entrepreneurs are environmentally friendly. This type of entrepreneurship, which came to the fore with the increasing importance of environmentalist movements, sought solutions to environmental problems that the world and people needed, but also led to the emergence of new business ideas.

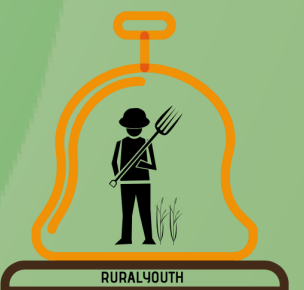


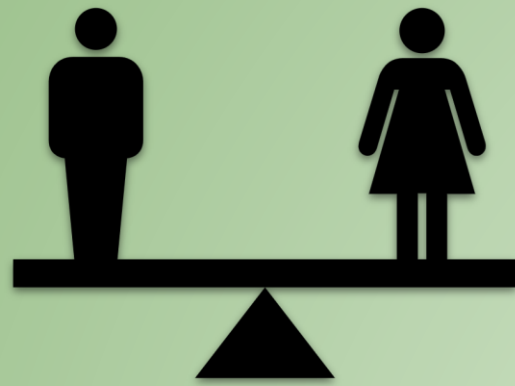
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Digital Entrepreneurship has emerged with the advancement of technology. It includes entrepreneurial activities carried out in order to adapt technology-based applications and ideas to real life. In this type of entrepreneurship, there are software, programming and application types that both businesses and people's needs.





Women's Entrepreneurship includes all the activities necessary for women to take a greater role in social and business life and to realize their own businesses or entrepreneurs. This type of initiative has emerged on the basis of gender equality.



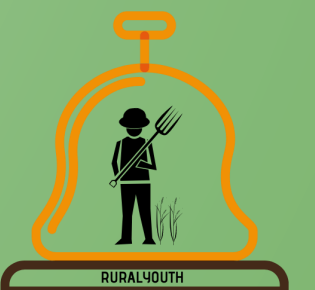
Social Entrepreneurship is a type of initiative that is mostly non-profit and includes all the social assistance and activities that the society needs. Generally, ideas in social entrepreneurship proceed through solving the problems of the society or the world.

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Rural Entrepreneurship is a type of initiative that aims to develop both the local people and the region by encouraging initiatives and activities in rural areas

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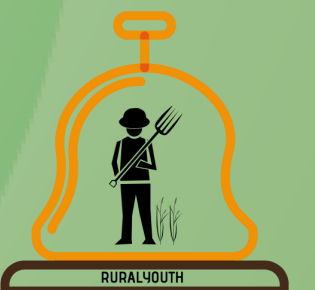


How to Become an Entrepreneur?



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Entrepreneurs are people who can see the need in the society or the market, make a difference, and offer rational and innovative solutions to problems. Entrepreneurs, while creating economic activities, provide competitive advantage in the market in which they are with the smart strategies that they create by developing innovative and different products/services. Being an entrepreneur is essential to make entrepreneurial activities sustainable. In this unit, you will examine the characteristics of an entrepreneur.

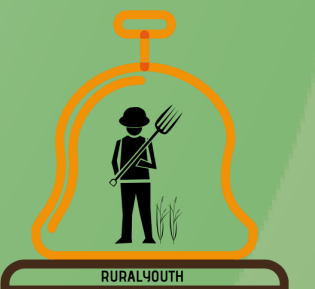


Although the path to be followed by each entrepreneur is different, there are certain issues that are created based on the characteristics of entrepreneurship and that each entrepreneur can pay attention to. These six topics will help you become a more successful entrepreneur.



1. Having a stable financial structure
2. Acquiring new skills
3. Taking advantage of different channels
4. Improving problem solving ability
5. Networking
6. Leadership

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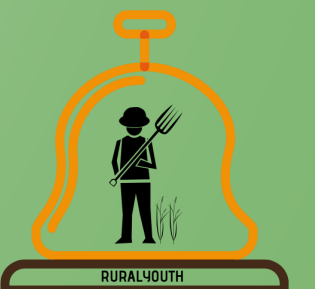




Having a Stable Financial Structure

We mentioned earlier that entrepreneurship is not a quick way to make money. Finding a financial source or nurturing the company financially is important, but the success of a startup depends on how hard you think and work on your business ideas. Instead of making quick money or worrying about money, you should create a stable finance structure by making a solid budget plan and creating smart resources, and spending most of your remaining time working and generating ideas.

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Acquiring New Skills

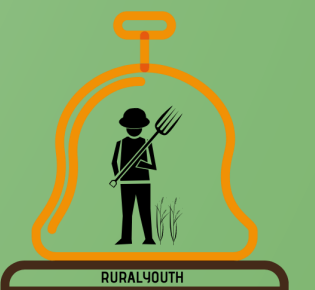
Entrepreneurship has a close relationship with self-development and learning. It will be a great advantage for you to specialize in a subject and to have knowledge on different subjects related to or completely different from this subject. For example, you studied business administration and you are an expert in this subject, but having a basic knowledge of technology will help you generate ideas about the information systems that you may need for your business or to understand the subject faster. Therefore, you must constantly learn, experience and research. You can learn about them from different learning websites, academic articles and workshops and seminars that you can attend in. Also, your personal development is just as important. Because being a healthy individual and developing routines can help you to focus more on daily life.



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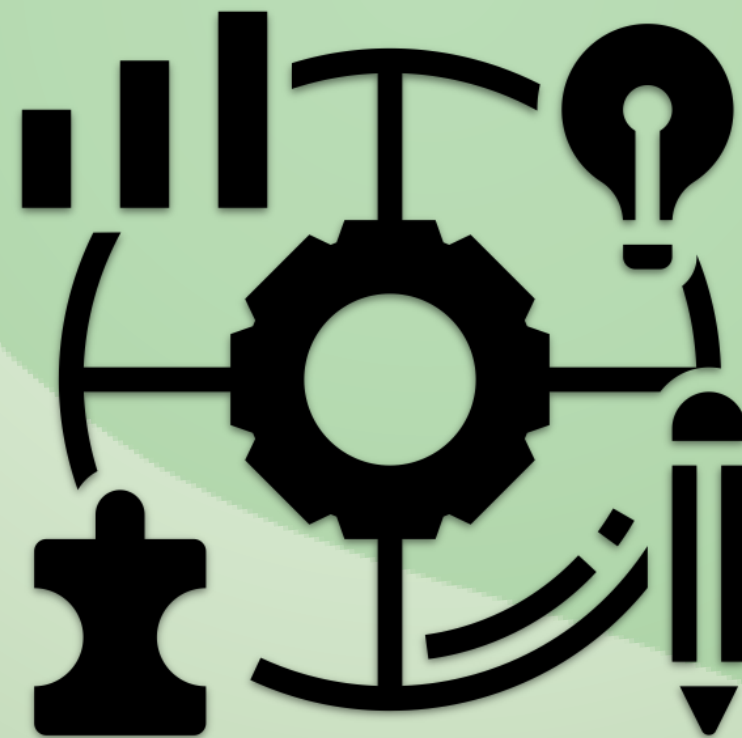


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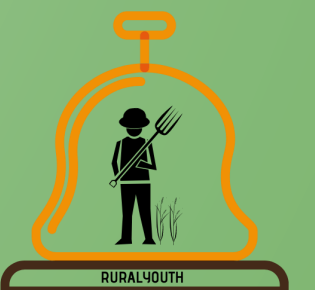


Taking advantage of different channels

As we mentioned in the previous title, learning is very important for entrepreneurship. The best way to learn is to learn the same subject from different channels and not be tied to just one idea or one channel. For example, just reading a book or books with the same content gives you limited information. Learning the same topic from different channels with different perspectives - podcasts, webinars, magazines, panels, etc. - can improve your perspective. Therefore, it is extremely important how and through which channels you learn a subject and how much you diversify the content of the subject.

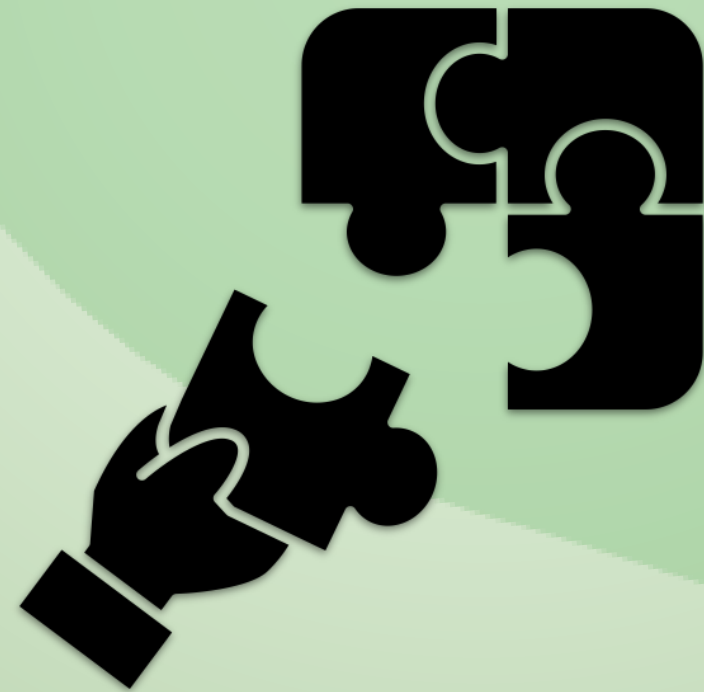


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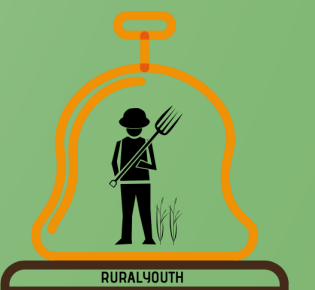


Improve Problem Solving Ability

Information received from many channels and the problems brought by business life are situations that entrepreneurs constantly encounter. Problems are becoming a part of daily life. The most important thing for an entrepreneur to do is to define the problem and to propose solutions for this problem. But you don't have to do it alone as you search for solutions. You can carry out joint work with your teammates by holding meetings about how to solve this problem. The important thing here is to solve the problem in the fastest, smartest and most effective way. While you are improving yourself on issues such as problem solving and taking initiative, you should definitely improve yourself in crisis management.



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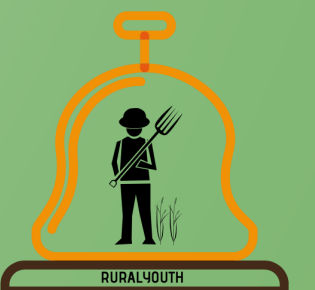




Networking

Strong Network, Strong Business! No business or entrepreneurship can be successful alone. Network means everything in today's world. From the smallest business to the largest investment, you need people and companies. That's why it's important to expand your network. You are likely to meet many people by participating in conferences, seminars, fairs and associations related to your field of work. However, do not forget that you need to keep these networks alive. Make sure to contact the people you meet and plan to do business with.

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Leadership

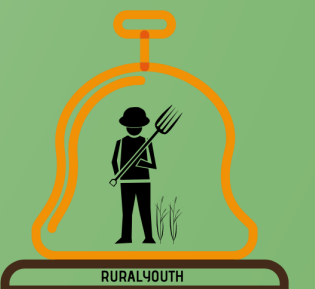
A Good Entrepreneur = A Good Leader

An entrepreneur has to be different from a manager. Someone who leads, guides and supports his employees is suitable for entrepreneurship. It will not be enough to do the daily work in your company or just generate ideas. You also need to be a good example and a source of inspiration to your employees.

For this, it is recommended that you develop your empathy, leadership and communication skills.



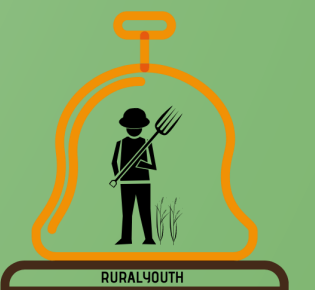
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I am convinced that about half of what separates successful entrepreneurs from the non-successful ones is pure perseverance.

- Steve Jobs





SURF
TO FIND OUT
MORE



Watch the TED talk to delve into the power entrepreneurship!



The World Economic Forum frequently produces publications for entrepreneurs and provides free access to these articles. At the same time, there are many news and resources where you can reach a lot of information about businesses, investments and the economy. You should definitely read 14 lessons from entrepreneurs on starting your own business, which is an example and lessons for entrepreneurs.

FILL IN THE BLANKS



While entrepreneurial activities contribute to the economic development of countries, they create by creating new business areas.(Employment)

Entrepreneurship has emerged from the need for productof enterprises.
(diversification)

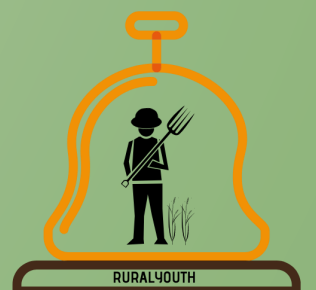
Making a good plan and determiningin entrepreneurship gives priority to the more regular and long-term construction of the works and makes the work easier.
(priorities)

Rural entrepreneurship creates many fields of activity in rural areas and contributes to the economic, social and technologicalof that region. (development)

To be an entrepreneur, it is important to be a goodand have a strong.....
(leader/network)..

DISCUSSION

1. Although the types of entrepreneurship have different definitions, they are related to each other. An enterprise in rural areas can be both a social enterprise and a digital enterprise. For example, providing free technology training to women in rural areas. Try to combine different entrepreneurship types into one project!



SUMMARY

- In this unit, you have learned that entrepreneurship is a structure that focuses on the process rather than making quick money, planning is the key to success in entrepreneurship, it is important to be open to continuous improvement and create routines in order to be an entrepreneur, it is necessary to create a good team and network, as success alone will bring difficulties and although there are many types of entrepreneurship, all types are interconnected.
- Try telling your friends the different types of entrepreneurship and ask them which one they prefer and why! Which one do you prefer?
- In Unit 4.2 you will find more detailed information about rural tourism entrepreneurship and its practices.

