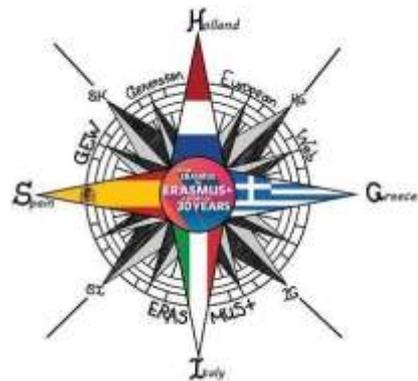


# Manual of good practices



## A guide for developing entrepreneurial and digital skills



# INTRODUCTION

Your group has to create a touristic agency. Then you create a nice sustainable holiday for a group of four people. You create the necessary things to advertise. In the end you present your results. You make a log in which you describe the things you did and the way you worked. Finally you evaluate the project and what you've learned.

## **What are you going to do?**

- you create your own touristic agency;
- you create a sustainable holiday of one week for a family of four people;
- you present your agency and the holiday to an audience;
- your group makes a log of the work you did.

## **What do you need?**

- a group of three – five students;
- computers;
- internet;
- paper and pen;
- your telephone.

## **What do you learn?**

- create things with smart phone, computer etc;
- how to choose an target audience;
- the importance of the 5 P's;
- to use Excel and Word;
- to make an PowerPoint presentation;
- to present your agency and your ideas in a good way;
- to work respectfully together in a group

# CHAPTER 1 – preparations

In this lesson you make preparations for the task.

How can you investigate the market in order to gather the proper information so you can start a successful business? The most important thing to do, is investigate the market and choose your target audience. Choose a good target audience and the chance of creating a good result is much bigger.

## Discover your entrepreneur skills

1. Do the test: <https://www.123test.com/team-roles-test/>
2. Discover more about yourself and your business talent. Answer the following questions.

I love



I am good at



I am keen on



They help me with /

I have an opportunity to



3. Which roles are there in your group?

## Target audience

Answer the following questions in order to choose your target audience:

1. Which products are already available?
2. Which products are missing?
3. Where do you see opportunities?
4. What are the strong points of your touristic agency (your group)?
5. What are the weak points of your touristic agency (your group)?
6. What kind of problems do you expect?
7. Do you have solutions for those problems?
8. **Who is your target audience?** Read the theory below.
9. What does your target audience need?
10. How much money can your target audience spent on a holiday?
11. What is a reasonable price for the holiday for your target audience?

### **TARGET AUDIENCES** (theory)

#### **Determine the target group**

As an entrepreneur you have to think in terms of your customer and your services.

What are the services that you want to offer to your customer or target group?

What problem does your customer / target group have? Who are most likely to buy your services?

#### **A target audience**

You know which service you want to offer. Make sure you determine a clear target group. The larger your target group is, the harder and more expensive it becomes to reach this target group. That is why it is important to determine your target group by dividing it well. That can be very superficial, but also more precise.

For example, you can take into account: age, gender, whether or not children, ideals or income. What fits with the services you offer?

Choose a clear part of the market. By focusing on a clear part of the market and clearly communicating this, you distinguish yourself from other travel agencies. That is precisely the intention. You want to be different from the rest.

### **Services**

First find your target group. Only then do you create or adjust your services so that it exactly meets the needs of your target group. If you use this strategy, you can directly ask your target group what they exactly need.

### **Communication**

Everything depends on how you communicate with your customers. It is important to communicate in such a way that your potential customer says: "This travel agency is the one I need." "I want this trip!" "They know what I want and the journey fits exactly what I am looking for!"

A good target group makes advertising and other marketing a lot cheaper, because you focus on a specific target group in a way that suits your target group.

### **Extra attention**

Make sure you know if your services are suitable for disabled people, people with allergies or people with other sickness. If you offer services to people from one of these groups pay extra attention on them in your communication.

### **Log**

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At the end of the lesson one of the group members notes what you have done this lesson. Discuss who keeps the logbook for each lesson.

Lesson 1: ...

Lesson 2: ... and so on.

Use the following questions every time.

1. What did you do?
2. What went wrong? Why?
3. What went well? Why?
4. What do you want to change the next lesson?
5. How did the group cooperate?
6. Did you finish all the required tasks?

**At the end of the project put all logs together. It is a part of the final product and you have to hand it in to the teacher.**

## THE FIVE P'S

You need the 5 P's in order to achieve your goal: creating a successful touristic agency and organise a sustainable holiday for your target audience. Therefore you need to read the next theory carefully.



### **Product**

What are you offering?  
What is the product you are selling? Your touristic agency is selling a sustainable holiday from start to finish.

### **Price**

What price do you ask for your product? In order to get a realistic price you have to estimate the costs you are going to make. You also need a profit raise. The profit raise depends on the targeted audience.

### **Place**

Where is the place of your business? Your agency is on the website.

### **Promotion**

How do you make your agency well known?  
How can the customer find you? Create the necessary things (logo, website and other material) for promotion.

### **People**

How skilled is your employees (the group members)? How do you divide the tasks?  
Do you have different roles in your group?

## CHAPTER 2 – make a scenario

In this chapter you make a scenario in excel for the holiday for your group. Talk about the following points and make notes.

1. Your group needs to determine your 'family' of four people. Is it a family with two parents and two young children? Or is it a family with one parent and three children? Four adults? Everything is possible as long as the group contains four persons.
2. The second thing to do is choose the country for the holiday. Are you going to organize to Greece, Spain or Italy? Maybe another country?
3. How does the family go to their holiday address? Do they want a climate-friendly way of travelling? Do they travel by their own car or by train?
4. Where is your family going to stay? In a hostel, hotel, apartment, bed and breakfast, are they going to camp? Choose the accommodation for your family.
5. Depending on the composition of the family and their accommodation, they need advice about restaurants. If they stay in an apartment or if they at a campsite they can cook for themselves, but if they stay in a hostel or hotel is the diner included? If not, where can they eat? Search for nice restaurants suitable for your family and keep in mind what the family can spend.
6. Finally, you choose the activities. Give suggestions for nice activities that are suitable for the family. Give at least five activities, one for each day. Choose one particular activity for the region (see next page).

If you discussed all the point and know everything you need to know, open an excel file. Make a schedule in excel and fill in all the information you discussed. Don't forget to save your file under a clear name.

## **Selection assignments**

1. Make a program for one day alternative tourism, with respect to the local community and the environment, choosing different kind of tourism. Create an leaflet with the program.
2. Suppose, you are the chef of an alternative tourist establishment. Your clients want to experience local products and cuisine. Make a menu with breakfast, lunch, dinner, drinks and snacks. Please note that it should not be a standard menu.
3. Organise a challenging trip to an alternative activity. Think of an archaeological location, a company where people make local products or a creative activity. The trip has to be fully organised. So, keep in mind the transportation, the length of the visit and the food and drinks.
4. Organize an appropriate sport activity. Make good use of the environment, for example the sea, the mountains or a river. Ensure that the environment is not affected. Give at least three possible activities to do and make sure it is a suitable activity for the family of four.
5. Organize a day trip to a beautiful location where the family will receive a workshop from a photographer. Search for a nice location and show some examples of pictures taken in a previous workshop. Keep also in mind the transportation, the length of the visit and the food and drinks during the day.

## CHAPTER 3 – excel

In this lesson you calculate the costs for the holiday, not only for your group but also for groups in a different composition. You learn to make a budget in an excel file, where the fixed costs are divided over the number of people who will participate. By using formulas, the costs change automatically.

After you finish the assignment **How to make a budget in an excel file**, you calculate the costs of your own planned vacation.

### How to make a budget in an excel file:

In this example we go from Amsterdam (Schiphol Airport) to Athens Airport. After arrival you go by taxi to the accommodation in Aliveri, Evia.

Flight Amsterdam Athene	200
Taxi Athene - Aliveri and return	160
Apartment in Aliveri max 2 person, 6 nights (1night 50 euro)	300

**Calculate the total cost for 1, 2, 3 and 4 persons and divide the costs pro person using an excel sheet.**

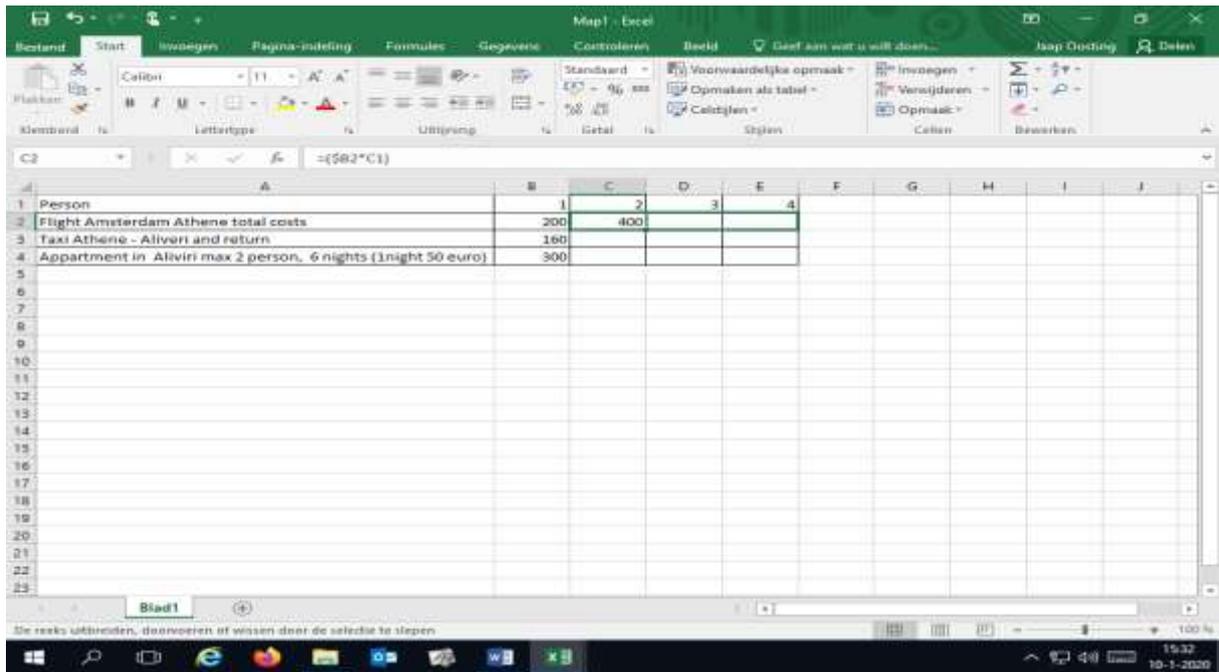
Go to an excel sheet and type the table off below.

A	B	C	D	E
<b>Persons</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Flight Amsterdam Athene total costs	200			
Taxi Athene - Aliveri and return	160			
Apartment in Aliveri max. two persons, six nights	300			

For 2 persons:

Go to Cell C2. Type  $=($B2*C1)$  enter. (The answer is 400.)

Now go with the cursor to the corner off cell C2. You will see a + in the corner off cell C2. Click on it with the left button of the mouse and drag the mouse to Cell D2 and E2.



If you don't use the **\$ sign** you will not get the right answers in cell D2 and E2.

You have now copied the calculation formula from cell C2 to cell D2 and E2.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Persons</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Flight Amsterdam Athene total costs	200	400	600	800
Taxi Athene-Aliveri and return	160			
Apartment in Aliveri max two persons, six nights (one night costs 50 euro)	300			

The answers are: 600 and 800.

If you change the number of people, or change the amount of money from cell B2, the cost will change automatically.

The costs off the taxi are fixt costs.

Go to cell C3 and type =(B3) enter.

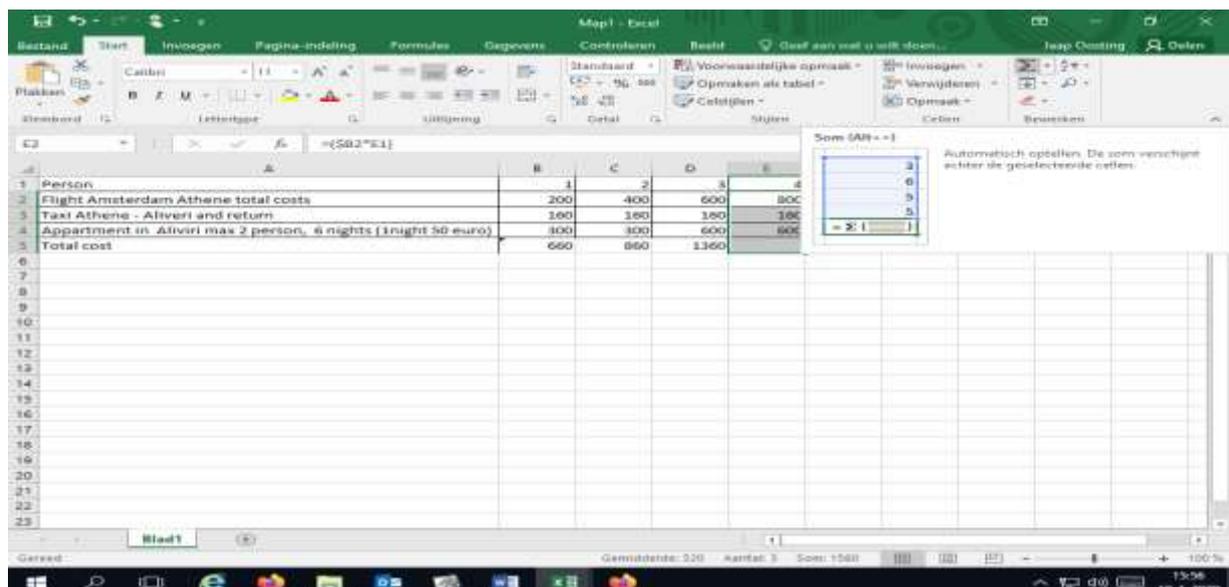
Go with cursor to the corner off cell C3 you will see a + in the corner off cell C3. Click with the left button off the mouse and drag the cursor to Cell D3 and E3.

The costs of one apartment for six nights are €300. For two apartments the costs are 600 euro. You can type the costs in cell C4, D4 and E4.

<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>
<b>Persons</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Flight Amsterdam Athene total costs	200	400	600	800
Taxi Athene - Aliveri and return	160	160	160	160
Apartment in Aliveri max two persons, six nights (one night costs 50 euro)	300	300	600	600

For the calculation off the total cost you can use the  $\Sigma$  sign.

Go with the cursor to cell B2. Click with the left mouse button and drag the cursor to cell B3 and B4. Then press the  $\Sigma$  sign.



Divide the costs pro person:

Go to cell B6 and type  $=(B5/B1)$  enter

Go with cursor to the corner off cell B6 you will see a + in the corner off cell B6.

Click with the left button of the mouse and drag the mouse to Cell C6, D6 and E6.

	B	C	D	E
1 Person	1	2	3	4
2 Flight Amsterdam Athene total costs	200	400	600	800
3 Taxi Athene - Aliveri and return	160	160	160	160
4 Appartment in Aliviri max 2 person, 6 nights (1night 50 euro)	300	300	600	600
5 Total cost	660	860	1360	1560
6 Costs pro pro person	660	430	453,3333	390

### The costs of your holiday

Enter the costs of the trip, the accommodation, the restaurants and the activities in the excel file that you created earlier.

See what happens if you change the families or other elements of the holiday.

Save the changes.

# CHAPTER 4 – travel agency – the identity

In this lesson you will develop an identity for your touristic agency.

For a successful business you need to have an recognizable identity. So, think of the things that make a clear identity so customers can find you.

## Answer the following questions:

1. What is the name of your touristic agency?
2. Does this name represent your touristic agency in a proper way?
3. Is the name you choose not being used by another company?
4. What kind of things are suitable in order to make your agency visible for your future costumers?

## Design a original logo for your agency.

1. Which digital program do you use?
2. Which colours do you use?
3. Does the logo represent your touristic agency?

## Create an informative leaflet

Make a resume of the services you are offering to your customers in a nice leaflet.

Use Word or another digital program.

1. Design a good lay-out.
2. Write the text.
3. Check if it is without mistakes.
4. Print the leaflet or put the leaflet on the website (if you create it).

## Create a website

You can use several free programs to create an website. For example:

- wix.com
- simplesite.com
- sitebuilder.com
- squarespace.com
- web.com

Creating a website is an option to discuss with your teacher. It will cost you around three lessons. If you create a website make sure it can be found on the internet.

### **Make a plan for advertising**

Make sure you reach your target audience when you advertise!

1. Which ways of advertising fits your target audience?
2. Which social media do you want to use?
3. In which other places, besides the website, can customers find your leaflet with information?

## CHAPTER 5 – prepare the presentation

At the end of this project you and your group present your travel agency and trip to the class. In this lesson you make all materials to use. Create for example a PowerPoint and business cards. During the presentation you can also use the leaflets. If you made a website, show it to the audience. Make sure everybody understands your concept. Be enthusiastic and give a lot of information.

1. Make a PowerPoint of six slides.

Each slide has a picture and a maximum of five keywords. Tell something about: the name of your touristic agency, the trips your agency offers, the accommodations your customers can choose, the activities they can do during the holiday and so on. Pay special attention to a climate friendly way of traveling and a sustainable vacation.

2. Make a business card.

The business card contains the name of your travel agency, the logo, the contact information, social media data and a phrase that fits the business. See the example below.



3. Present your company and the sustainable holiday your audience.

## CHAPTER 7 - Evaluation

In what way did you improve your entrepreneurial and digital skills? Answer the following questions.

	1	2	3	4	5	6	7	8	9	10
How satisfied are you with making this assignment?	<input type="radio"/>									
How satisfied are you about the cooperation in your group?	<input type="radio"/>									
How satisfied are you about your own role in your group?	<input type="radio"/>									
How satisfied are you about your preparations for the task?	<input type="radio"/>									
How satisfied are you about working with Excel, Word, PowerPoint?	<input type="radio"/>									
How satisfied are you about the material you made in your group?	<input type="radio"/>									
How satisfied are you about your product, your touristic agency?	<input type="radio"/>									
How satisfied are you about improving your entrepreneurial skills?	<input type="radio"/>									
How satisfied are you about solving problems in your group?	<input type="radio"/>									
How satisfied are your about the total project?	<input type="radio"/>									