

Module 3: Rural Tourism Business Strategy

The Module at a glance:

Module title:	Rural Tourism Business Strategy
Teaching hours:	8 Hours
Mode of delivery	Blended (the face-to-face or online synchronous sessions can be also implemented for asynchronous learning, individually)
Learning materials Planned types, learning activities and teaching methods:	<ul style="list-style-type: none"> • Online learning materials • PPT presentation • Case studies • Additional material for the autonomous learning
EQF level:	3-4
Learning outcomes of the course unit:	<p>By the end of the module, learners: in terms of knowledge, will:</p> <ul style="list-style-type: none"> • know the difference between strategic management and strategy • understand the meaning of business strategy • define the different types of business strategy • describe what kind of entrepreneurship he/she wants to do. • classify different business strategies and select the real need for him/her • describe the situation for them to maintain the business • build their own business canvas • create their own business model
Language of the course:	English

Detailed content for the topic/subject	<ol style="list-style-type: none"> 1. Understanding Business Strategy 2. Strategy is not fits all 3. Business Model <ol style="list-style-type: none"> 3.1. How to find the capital for this model 3.2. Human capital 3.3. Language Barriers 3.4. Transportation Solutions 4. Business Strategies <ol style="list-style-type: none"> 4.1. Differentiation 4.2. Commodification 4.3. Cost competitive strategy 4.4. Scope strategy 4.5. Focus/market niche strategy 5. Case studies 6. Assessment and evaluation
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The units forming the course syllabus:

Topic/Subject	Contents/main points
Rural Tourism Business Strategy	<ul style="list-style-type: none"> ● Understanding business strategy ● Setting up a business ● Selecting business model ● Business Strategies