

## **'Exploring Cultural Heritage for Entrepreneurial Development'**

### **IMPLEMENTATION OF A TOURISM ENTERPRISE**

#### **Introduction**

Our High school is a Hotel and Catering Vocational School providing vocational studies in three branches of Hospitality Industry: Enogastronomy & Pastry Branch, Food and Beverage Service Branch and Tourist Services Branch (this latter branch gives our students the opportunity of working in hotels or B&B as Manager, Receptionist or Concierge, in tour operator companies, in travel agencies or as tourist guides). Moreover our High school is located in a highly tourism-oriented territory thanks to the countless places of interest sited in our province such as the remains from the Palaeolithic Age, from the Magna Graecia and from the Roman Empire, the rock-hewn settlements located in our ravines and dating back to the Middle Age, the Baroque building located in the neighbouring towns, the beautiful white-sand beaches on the Salento coast, just to mention a few of them, thanks to its wine and culinary tradition, which includes some notable excellences, such as Primitivo wine exported all over the world, and thanks to the many Hotels and B&B here located, most of which placed in suggestive Masserie (ancient farms) or “Trulli” (ancient and peculiar peasant dwellings) readapted for the purpose of welcoming the numerous tourists that, every year, come to visit our region.

For the above mentioned reasons our specific task in this Erasmus KA2 Partnership is the implementation of a tourism enterprise.

During the first year of this project, among the other activities, we analyzed the most important Folk, Industrial and Landscape Cultural heritage sights located in our territory and we studied how they are used in order to implement tourism businesses. During the partners' meeting, hold in the partners' school, we had also the opportunity to discover other types of tourism businesses and compare them with the ones located in our territory. This year, with the help of our Economics teachers, we are going to implement a new tourist business which can improve the touristic attractiveness of our territory.

Specifically we are going to implement a business plan through the means of SWOT analyses, feasibility study and technical, strategic and market analyses.

#### Disclaimer

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