

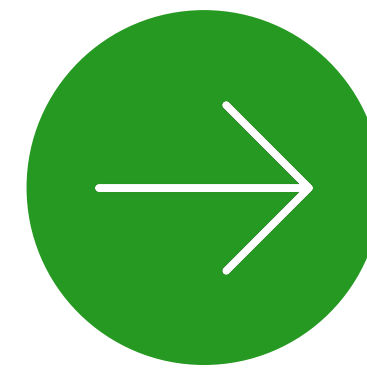


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ENTREPRENEURSHIP IDEAS





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SalaTur

INTRODUCTION

This entrepreneurial idea arises from several needs. The most important ones are the unification of the services tourists need in a single portal and, on the other hand, supporting less-visited and/or underserved areas.

PROBLEM

It is observed, through a market analysis and the available tourism offers, that there is no single website that allows for the booking of a package that includes accommodation, restaurants, and leisure activities.

SOLUTION

A website is created where tourists can book all these services mentioned in one place.

ENTREPRENEURSHIP

A tourism company that supports both the customer and economically underserved areas through minimal commissions for regions or activities with low traffic.

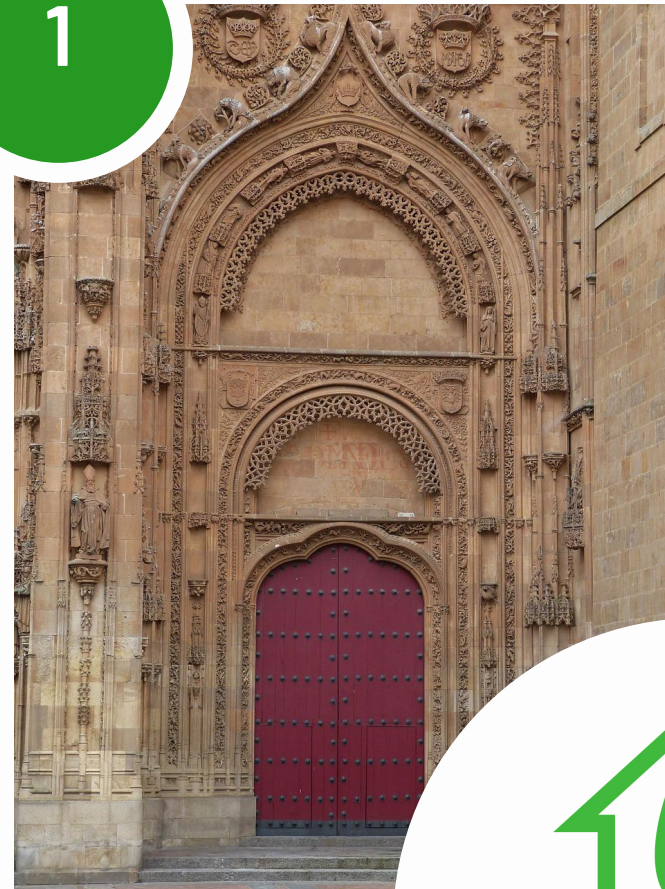


HOW ENTREPRENEURSHIP ARISE?

1

WHAT PROBLEMS ARISE?

- There is no website where you can purchase a complete vacation package.
- You can only book accommodation or flights, or both.



3

WHAT SOLUTIONS WE CONSIDER?

- Open a physical store in each province.
- Public funding.
- Integrate into an already established company.

WHY WE CHOSE TURISM?

We noticed that many websites offer combined searches for comprehensive tourism solutions, but none consider rural tourism from the perspective of a vacation package that can combine gastronomy, adventure, nature, and culture. We focus on the entire province of Salamanca, not just a specific region that might be more well-known or visited.



2

4

¿WHY WE CHOSE THIS SOLUTION?

It was the most pragmatic and quickest solution to address this issue. Opening the company online allowed us to save costs and reach a larger population.

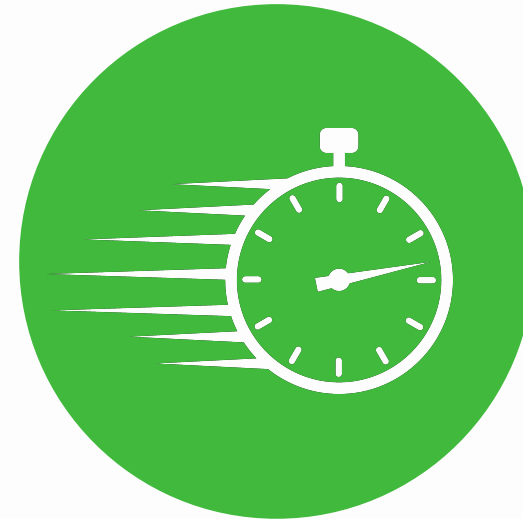


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TOOLS USED

Brainstorming, SWOT analysis,
web development, and market
research.



TIME USED

Four meetings of approximately 2
hours each.



CHALLENGES OR OBSTACLES

The main obstacle was reaching
an agreement on choosing the
specific idea...



ACHIEVEMENTS

We managed to find a solution
that addresses the entire
problem without harming the
environment, using innovative
and sustainable technology over
time, generating a positive
impact on society, and especially
in rural areas.



ENTREPRENEURSHIP

DESCRIPTION:

Our company provides a web platform to book complete rural tourism packages in Salamanca, integrating accommodation, restaurants, and leisure activities in one place. It simplifies trip planning and financially supports underserved local communities with minimal commissions.



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OBJECTIVE

Facilitate the comprehensive booking of rural tourism packages in Salamanca, offering an all-in-one solution that simplifies trip planning. Additionally, it aims to support local communities facing economic difficulties by implementing minimal commissions.



TECHNOLOGY

It is digital because it is a website, and currently, as mentioned earlier, there is no website that offers these products.



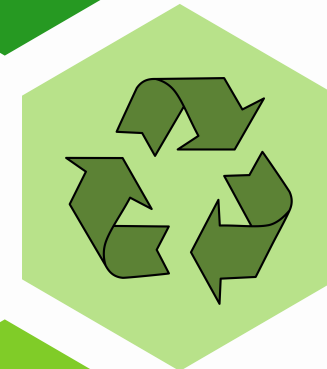
SOCIAL IMPACT

It promotes lesser-known places to which we provide a new source of income, in addition to offering packages for groups with a lack of specialized products tailored to their needs, such as those we have designed for people with disabilities or for elderly individuals.



SUSTAINABILITY

We promote sustainable tourism based on constant direct communication with the owners of rural houses, hotels, restaurants, and leisure and adventure companies. There are no intermediaries. The residents of rural areas are the ones who best understand their sustainability.





THE TEAM

Team composed of three members.

- Samuel David Colina Santana
- Alexis Jäkel Gómez Crespo
- Enara Peña García



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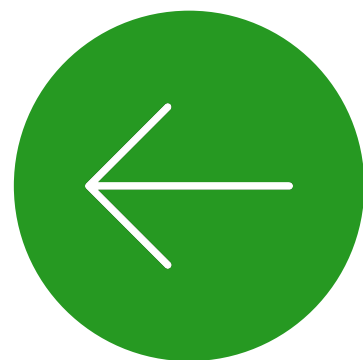
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CONCLUSIONS

- Innovation in the sector
- Promotion of local and sustainable tourism
- Social contribution and accessibility
- Expansion and economic development
- Promotion of culture and nature



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