

INTRODUCTION:

START OF A SMALL BUSINESS THAT ENHANCES THE CREATION OF AN ECOTOURISM DESTINATION IN THE NATURAL ENVIRONMENT OF THE RIVER XALLAS

Our business idea is to create a café-bar offering light meals, with free toilets and locker rooms in the Xallas riverside, in nature, allowing us to create a meeting point for social, recreational, cultural and sports for all users: young people, adults, and elderly.

Our suggestion is to promote, in collaboration with the City Council, an area of great natural interest advertising it, and making it more accessible and attractive to the public in general, both local and visitors. Our interest is to make it especially attractive area for young people, since we recognize as an observable fact and almost tangible the so-called "nature deficit disorder", i.e. behavior and medical problems caused by the lack of contact to nature .

The joint action between the Council and our company will guarantee the success of the dual objective: creating an attractive eco-tourism destination and amenities for people that want to enjoy themselves and creating a business that will give temporary work for 3 people.

In order to bring ideas to the City Council about the creation of the ecotourism destination, which also benefits our company, we will look for successful plans in that field in other cities and we will analyze and try to transfer them into our project. A possible model would be www.turismodeourense.gal in its thermal route.

In conclusion, we will try to revitalize the area of the river Xallas as an ecotourism destination, and at the same time we will begin the viability's study and the business plan for our company.

1ST STEP

I WANT TO START A BUSINESS, HOW DO I HAVE TO DO?

BUSINESS PLAN

-What is a business plan?

-What target does it have?

-Where can I get information about it?

IGAPE (Galician Institute for Economic Promotion)

- How to develop a plan for the creation of a company?

Possible formats: canvas, classic,.. We choose the CANVAS format

Facts to take into account:

- Analysis of the business idea
- Feasibility: 1) legal 2) commercial 3) economic 4) financial
- Type of company that we want to create: self-employed, SLU, express SL, SL,...
We choose SL (2 partners).
- Constitution of the company (company's name, statutes and public registration, registers in the Social Security, in the finance offices....)
- Authoritations in The City Council, the Ministry of Health...,etc
- Own financing. Funding through loans and credits.
- Market study: customers and suppliers
- Budget revenue and expenditure (accounting balance)
- Human resources (staff: contracts, payroll)
- Advertisements, web and social media. Other advertisements media.

+ Look at a real example of those published by IGAPE business plan

++ will search for a Business Plan in English on the internet: **www.articles.bplans.com**
and see how they recommend doing it and some examples among suggested ones.

2nd STEP

REVITALIZATION OF THE AREA BY THE RIVER XALLAS, IN SANTA COMBA, AS AN ECOTOURIST DESTINATION

1) Search for information on successful ecotourist places. Good ex.: www.turismodeourense.gal

Spot the attractive points about the thermal route by the river Minho:

- the paths
- bike lanes
- specific signs for flora, fauna, geology, landscape
- remarkable sensorial enjoyment:
 - absence of urban noise
 - sound of water
 - twittering of birds
 - smell of wetlands

2) Wikiloc: Creation of a route with interesting points (waypoints).

Tasks: Elaborate suggestions to promote the RIVER XALLAS as an eco-tourist destination.

Elaborate suggestions for the local population of Santa Comba to enjoy the riverside.

Signal places to do physical exercise, with clear instructions.