

### Exploiting rural attractiveness

INITIATIVE	
Name of the initiative	Exploiting rural attractiveness
<b>Short description</b>  (Is the project ensuring a steady flow of funds and generating revenue for maintaining and continuing the organizations work?)	The idea is to create a tourist office in the village or rural area in order to organise rural tourism in the surrounding area. In direct contact with the town councils and areas of interest, it allows, for a modest fee, access to guides and guided tours of the main rural attractions
CRITERIA	
<b>Economic and financial sustainability of the project</b>  (Is the project ensuring a steady flow of funds and generating revenue for maintaining and continuing the organizations work?)	The project is sustainable over time if it chooses a location according to its needs. With three possibilities of income, despite making a high initial outlay, if a good study of the possibilities is carried out and located correctly, the idea could be viable.
<b>Compatibility of the investment with the urban planning instruments and the time required for obtaining permits, concessions and opinions preparatory to its start-up</b>  (Is the project coherent to its city urban planning and foresees the time required to have the necessary documents and concessions to implement it?)	Non-formal education is gaining traction as formal education shows shortcomings that are difficult to solve without <b>specialized</b> regional policies. In this aspect, the different municipalities of the rural environment are not alien to the idea of a farm school that strengthens the permanence or return of population to their municipalities interested in earning a living in rural areas. In addition, it is necessary to further develop education in vocational training because there is a great problem of overqualification of current students.
<b>Consistency under the strategic profile</b>  (Clarity in the identification of stakeholders and beneficiaries, of the territory, of the need that you want to contribute to satisfying, of the change that you do wants to generate)	Three sectors are of interest:  Tourism.  Local Government.  Local Population.
<b>Sustainability and coherence under the</b>	The most common model in Spain for this type of

<p><b>organizational profile</b></p> <p><i>(Details of the key resources as competences, organizational model, permits and / or necessary permissions)</i></p>	<p>business is the limited society.</p> <p>We will shell, according to what appears in the law, each of the characteristics of the SL or limited liability company.</p> <p>Minimum capital: Minimum 3,000 euros.</p> <p>Liability: Limited to the capital contributed.</p> <p>Number of partners: Minimum 1, in which case it would be a sole proprietorship. There is no longer, a maximum number of partners.</p> <p>Capital disbursement: It must be fully disbursed at the time of incorporation.</p> <p>Shares of capital: Divided into nominative, indivisible and cumulative shares.</p> <p>Contributions: They must be susceptible to economic valuation, money or goods, not work or services.</p> <p>Exit Partners: Pre-emptive subscription right against third parties. It may be exercised by the rest of the partners by formalizing the transmission in a public document.</p> <p>Taxation and Obligations: Corporate tax, VAT and other taxes and taxes in force. Submit annual accounts.</p> <p>Governing Bodies: General Meeting of Members formed by natural or legal persons. Administrators may be unique, joint and several or joint.</p> <p>Denomination: It cannot be called like any other existing company, and in the name must appear SRL or SL.</p> <p>The necessary procedures to open an SL are: There are four key requirements to form a Limited Company:</p> <p>Negative Certificate of Company Name: this certificate is a confirmation of reservation of the denomination that is desired. You must specify that the denomination is available for use in a new company. It is requested in the Central Mercantile Registry.</p> <p>Share Capital: €3,000 must be available as the minimum share capital to create an SL. It can be totally in cash or include a contribution with real estate, furniture or any other economically assessable asset or right of a non-monetary nature.</p> <p>Open a bank account: with the share capital, the partners must open an account in any bank, for which a document may be requested that proves that the</p>
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	<p>Limited Company is being formed. Most often, they are asked for the Negative Certification of Company Name or the provisional CIF. When granting the deed of incorporation of the SL, the certificate of deposit corresponding to the contribution in money must be provided, which must be issued by the bank where the procedure was carried out.</p> <p>Have DNI or NIE: the members of the SL and the administrator (s) must have a DNI or NIE number. If it is a legal entity, they must have the NIF.</p>
<p><b>Coherence under the economic-financial profile</b> <i>(Internal and external financial resources needed. Cost items, revenue items, the trend of costs and revenues)</i></p>	<p><b>Establishment</b> expenses: procedures for incorporation of a company payment of municipal taxes, insurance, etc. about 3,500 – 5,000 euros.</p> <p><b>Refurbishment</b> works of the premises: 4,500 euros. Rent of the premises: 2,000 euros. May vary depending on size and location. Likewise, you could also buy the premises or already own one. Furniture: 3,000 euros. Computer equipment and software: 4,000 euros. Others: 1,000 euros Agreements with wholesale agencies, transport services, hotels, etc: depends on the conditions. oSalaries of tourist agents (if it is not the owner himself), cleaning staff, etc.</p> <p>Establishment expenses: procedures for incorporation of a company payment of municipal taxes, insurance, etc. about 3,500 – 5,000 euros.</p>

<p><b>Scalability of the project idea in time and space</b></p> <p><i>(Economic sustainability and prospects for continuity and development of the project idea, clarity in the definition of solutions for the procurement of resources and continuation of activities)</i></p>	<p>The idea can be sustained over time if the correct policies of expansion and visibility are applied and an exhaustive examination of the possibilities of growth of rural tourism is carried out. It is necessary to observe the accommodation capacities of the surrounding villages, the tourist attractions available and probable, the agreements with the local governments and the capacity of the entrepreneur to have an active profile in social networks</p>
<p><b>Flexibility and dynamism of the entrepreneur</b></p> <p><i>(Capacity of the potential entrepreneur needed to adapt to changes in the market and socio-territorial conditions)</i></p>	<p>Knowledge of the rural environment at your fingertips.</p> <p>With knowledge in tourism or historical heritage.</p> <p>Correct use of the digital environment, as well as design capabilities of brochures and guides.</p> <p>Language training desirable.</p>
<p><b>Feasibility and expected effectiveness</b></p> <p><i>(key factors that reinforce business feasibility, in relationship with the constraints and criticalities of the intervention sector, capacity of the project to achieve the stated objectives)</i></p>	<p>To find out if a particular project will be positive for the <b>organization</b>, the first step is to make a revenue projection. This is nothing more than identifying the spending required if it is actually executed.</p> <p>In this sense, it is necessary to carry out an in-depth study of the market in which it operates, in addition to projections of varied scenarios with up to 50% of the capacity to generate returns and the growth in revenue itself.</p> <p>After verifying whether a given project can generate revenue, it is time to verify what investments will be needed to make it feasible. After all, to carry out any type of new activity within a company, it is necessary to bear expenses related to labour, purchase of equipment, technological tools, among other</p>

costs.

It is worth emphasizing that, at this time, it is also important to take reinvestment into account, as both the structure of the company, the market, and the project itself tend to change over time.

**The third step of the economic feasibility project is to study the cash flow, which consists of the daily inflows and outflows of money within the business. Therefore, it is a fundamental instrument to carry out financial management.**

**In this context, it is necessary to analyse not only whether the revenues cover expenses in general, but to make a future projection in relation to the investments that will be made.**

However, we must not forget that it is easier to succeed in a market that has numerous potential customers than one with a relatively small number. Entrepreneurs may develop a new technology that from their point of view is an amazing innovation, but they later find out that few potential customers share their view. It is important that a previous and exhaustive study of the tourism opportunities of the area and as far as it can be embraced. If this is not done, they may run the risk of settling in a deserted area of new customers.

It is necessary to carry out a consensual educational curriculum to teach skills and contents according to the age of the students.