



# FUTURIMSPRENEURS

MINISTRY OF TOURISM & CREATIVE ECONOMY

ANANG SUTONO

**FUTURE**

Digital

Culture

Attitude

Norms &  
Ethics

**ENTREPRENEURS**

Designing  
Business Plan

Managing  
Venture

Creating Opportunity

Securing Startup  
Capital

**TOURISM**

Accesbility

Amenities

Attraction

**FUTURISMPRENEURS  
(FTP)**



# FUTURISMPRENEURS (FTP)

## PERSPECTIVES, CHALLENGES & OPPOTUNITIES



### Recognizing or

#### Creating Opportunity

: Entrepreneurship is often envisioned as a discovery process. Entrepreneurial discovery entails channeling resources toward the fulfillment of a market need. Entrepreneurship is often envisioned as a discovery process. Entrepreneurial discovery entails channeling resources toward the fulfillment of a market need

#### Securing Capital

: Obtaining the financing required to begin a new venture, or start - up capital , is probably the most difficult problem facing a potential entrepreneur. As will be demonstrated later in this chapter, not obtaining sufficient capital is one of the biggest causes of failure. Some of the most common sources of start - up capital include commercial banks, personal contacts, venture capitalists, corporate partnerships, investment groups, and business angels (Cathy A.ENZ, 2010)

#### Designing Business Plan

: A business plan contains the details of how a new venture will be carried out and followed by a description of the proposed business venture; an analysis of the environment; a resource analysis; and functional plans such as a marketing plan, operations plan, and a management plan. Creation of the plan forces the entrepreneur to think through the details of the venture and determine whether it really seems reasonable..

#### Managing Venture

: The early stages of an entrepreneurial start-up are the most difficult. In the early stages, financing and financial management are difficult problems. Even after the difficult process of securing initial financing, the entrepreneur must still set up a system to manage financial flows and keep records necessary to satisfy venture capitalists, creditors, and the Internal Revenue Service.



**MICE**



**Travel Service**



**Transportation**



**Tourism Information service**



**Tourism Consultant**



**Dedicated Area of Tourism**

**13**

**Types of Tourism Bussineses**

... ..



**Tourism Attraction**



**Tourism Attraction**



**Water Tourism**



**SPA**



**Accomodation**



**Culinary**



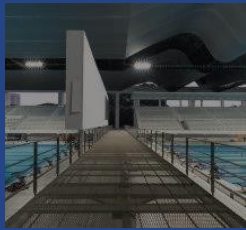
**Culinary**



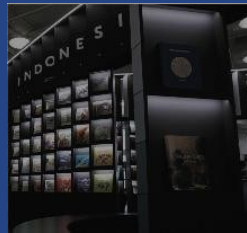




Advertising



Architecture



Publishing



Visual  
Communication  
Design



Photography



Product  
Design



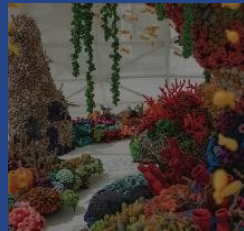
Performing Arts



Television  
& Radio



Interior  
Design



Arts



# 17

## Types of Creatives Economy

■ ■ ■

### Prime Sector



Culinary



Fashion



Craft

### Sub Sector



Apps



Games



Music



Films, Animations  
and videos

TYPES	POTENTIAL BUSSINESS ETNICS	INITIATIVES
<b>Attraction</b>	<ol style="list-style-type: none"> <li>1. Tourist Attraction</li> <li>2. Organizing Entertainment and Recreation Activities</li> <li>3. Water Tourism</li> <li>4. SPA</li> </ol>	
<b>Amenities</b>	<ol style="list-style-type: none"> <li>1. Accommodation</li> <li>2. Food And Beverage Services</li> <li>3. Tour Guide Services</li> <li>4. MICE</li> <li>5. Tourism Region</li> <li>6. Tourism Consulting Services</li> </ol>	
<b>Accesbility</b>	<ol style="list-style-type: none"> <li>1. Travel Transportation Services</li> <li>2. Travel Services</li> <li>3. Tourism Information Services</li> </ol>	

TYPES	POTENTIAL BUSSINESS ETNICS	INITIATIVES
<p><b>Attraction</b></p>	<ol style="list-style-type: none"> <li>1. App &amp; Games Development</li> <li>2. Fashion</li> <li>3. Movies, Video &amp; Animation</li> <li>4. Photography</li> <li>5. Craft</li> <li>6. Culinary</li> <li>7. Music</li> <li>8. Publishing</li> <li>9. Advertising</li> <li>10. Performing Arts</li> <li>11. Fine Arts</li> <li>12. Radio &amp; Television</li> </ol>	
<p><b>Amenities</b></p>	<ol style="list-style-type: none"> <li>1. Architectures</li> <li>2. Interior Design</li> <li>3. Visual Communication Design</li> <li>4. Product Design</li> </ol>	
<p><b>Accesbility</b></p>		

Thank You

