BUSINESS TAILORING 4

SUSTAINABLE TOURISM DEVELOPMENT

Landing to make the invisible visible to everyone!

Business Name: | Data: | Version: | Team:

Sustainability

- What are the negative impacts caused by our business on tourism destinations?
Observe the three dimensions of social-environmental-economic sustainability.

- What are the positive impacts promoted by our business in the tourist destination?
Observe the three dimensions of social-environmental-economic sustainability.

Tourism Destination

What are the most relevant Tourism Destination characteristics that directly impact your business?

We can think of a few, but not limited to:

- Tourism offering
- Tourism demand
- Destination profile
- Marketing positioning strategy (price, competitive advantage, target market segment, benefits offered)
- Urban functions and installed systems (infrastructure)
- Public tourism policies (plans, promotion, training,), fiscal, labor, environmental, and policies
- Authenticity and Sense of Place
- Butler's tourist destination life cycle and Doxey's irritation index
- Stakeholders

Partners

Our the most significant partnerships so that we can work and deliver our value proposition to the tourist.

- Who partners help us deliver our value proposition to the tourist? And who are our partners who create their value propositions for tourists?
- Which local firms might be used to form alliances with our business?
- Who are the partners generating business advantage - tourist engagement – revenue streams?

Process

Our critical processes for creating and delivering value to our tourists.

- What are the processes that generate business advantage?
- What are the processes that generate tourist engagement?
- What processes or activities do tourists perceive and recognize as added value for them?

Resources

Our most important assets are required to create and deliver value to our customers and make our business work.

- What resources generate business advantage - tourist engagement – revenue streams?
- What resources does the customer perceive and recognize as added value for them?
- What are the key features and capabilities of our value proposition?

Cluster

Coopetition relationships are strategic partnerships between competitors to gain mutual benefits.

- What is the ability of our business to integrate into the cluster and increase the interest of tourists in visiting the region?
- What resources, logistics, and supplies can the cluster mobilize many more than its members can't alone?
- What are the data, information, and research shared?

Branding

Brand identity refers to how a business presents itself to the public and the values and personality it conveys through its branding and marketing efforts.

- What sustainable values, principles, and personality traits do we want our brand to convey?
- How can we communicate our commitment to sustainability through our branding and marketing efforts?
- How can our sustainable brand identity build traveler loyalty and engagement?

Tourist Relationships

Our business can suggest a substantial and long-term, transactional short-term, or hybrid relationship strategy.

- What relationships do our tourists expect, and how do we maintain them?
- What type of relationship creates the most value for your tourists?
- How can I better know my tourists?

Channel

The network that connects our business to our tourists.

- What distribution channels do we use to serve our customers segment?
- What adds the most value for your customer segment?
- Who and how influences our customers (influencers, opinion leaders, stakeholders, users)?

Tourist

Identify our tourist, tourist segment, and type of tour group.

The three large consumer groups: travelers - excursionists - territory residents.

- Who is our delivering value to?
- Who are we relieving pain for?
- What solutions are we offering for each customer segment that delivers unique value?

Identify target niches extensive enough to provide a solid customer base.

- Who are our best customers?
- What is our customer profile?
- Whom are we supporting to achieve their goals?

Mass Market - Niche Market – Segmented – Diversified

Traveler Experience at the Destination

Highlight what is unique, exotic, unexpected, memorable, authentic, or a true local treasure of the tourist destination and how it is packaged into a tourist experience through programs, routes, and storytelling.

- What are the types of tourism experiences our guests enjoy (e.g., thrill, relaxation, adventure, mystery, intimacy, spirituality, knowledge, once-in-a-lifetime)?
- What are the tourism experiences roadmaps?
- What does the tourism destination do to immerse, engage, or involve tourists within the destination storytelling?

Unique Value Proposition (UVP)

Demonstrate what our business has to provide a tourist that no competitor has and how our business fulfills a priority expectation of travel in the tourism destination that no other company can fill.

- What is the priority expectation in this travel that we can fulfill?
- Which is one of our customer's problems we helping to solve?
- Which is customer needs we satisfying?

Each customer segment has different expectations during travel.

Unique Selling Proposition (USP)

USP should be based on a deep understanding of the target market's needs, preferences, and behaviors. And should be specific, relevant, and meaningful to the travelers the business is trying to attract.

- What unique products or services do we offer?
- What is the best price offer we present for our travelers?
- What particular features or benefits do travelers associate with our products or services?

Consumer Experience

Describe what experience our business provides. Again, this fosters a considerable significance in evaluating the experiences your business adds and offers to tourists.

- How is the offer aligned and connected with the tourism experience at the destination?
- Where will guests go, what will they do, and whom will they encounter? How will they interact with our staff?
- How does our product develop tourist opportunities: a) participate in cultural exchanges or local activities; b) have personal contact with residents; c) be behind the scene so exclusively?

Risks

The most critical threats and opportunities our business is at risk!

- What are the most significant opportunities we are exposed to?
- What are the most critical threats we are exposed to?
- What would we do if we lost our most significant competitive advantage?

Travel Technology

How we are making travel easier using technology, mainly through travel apps, online travel platforms, blogs, and technology industry 4.0.

- What are the technology tools we used to deliver our value proposition for each tourism segment (It ranges from simple IT systems to industry 4.0)?
- What types of available technologies add more value to the customer?
- What and how are we selling through mobile devices?

Innovation

Innovating means making changes to something established, especially by introducing new methods, ideas, or products.

- What, where, or how are we innovating?

New products and services – new processes – new markets – new suppliers – changes in management systems – new business models – response capacity and rapid adaptation to market changes, and track trends.

Revenue Sources

Show all different mechanisms of revenue generation and its sources.

- What value is each Customer Segment genuinely willing to pay?
- Are we transactional or relational (recurring) in our revenue streams?
- What are the 20% of revenue sources that account for 80% of our total earnings?

Benefits

The social, environmental, and economic transformations generate from our business in the tourist destination.

- What are the sustainable benefits (social, economic, and environmental) generated by our business?
- What are the measurable, sustainable improvements generated from our business outcomes?
- What is the "disbenefit" (something resulting from our business outcomes that makes a situation disadvantageous or unfavorable)?

Benchmarking

What the market leader is doing that we can also do!

- What is the strategic advantage of market leaders that we can get to?
- What are the processes practiced by market leaders that we can practice too (purchase - production - communication - promotion - sale - customer service)?
- Where should we focus our improvement when compared with market leaders?

Cost Structure

The most critical costs are inherent in our business.

- Which processes and resources impact the highest cost of our business?
- Is our business more cost-oriented or value-oriented?
- What are the 20% costs that account for 80% of our total expenses?

What are our advantages derived from:

- the business develops (processes, resources, marketing)
- the product/service delivery (price, quality, added value)
- the tourism destination that we can share.
- the added value recognized by the tourist.

Competitiveness

Competitive, Comparative, and Transitional Advantages.

How will our business be prepared for the demand seasonality?

- in low season to protect yourself from contingencies.
- in high season to take advantage of the opportunities.

Some of the tourism competitiveness' critical success factors: Social, Environmental, and Economic Sustainability - Tourism products of the tourist destination - Updating the constant changes in the tourist's demands - Tourist destination social capital - Processes, services, and the infrastructure adapted to international standards – Inclusion, accessibility, and diversity - Tourist destination Infrastructure – Location as differentiating factor – Ability to collect data, generate information and knowledge - Information systems application - Efficient processes - Trained and qualified human resources.

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