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TOURiBOOST

**REORIENTING TOURISM EDUCATION
WITH DIGITAL, SOCIAL AND INTERCULTURAL COMPETENCES
TO SUPPORT LOCAL STAKEHOLDERS
TACKLE STRATEGIC INNOVATION IN HERITAGE TOURISM**

**KA2 - COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES
KA203 - STRATEGIC PARTNERSHIPS FOR HIGHER EDUCATION**

**BUSINESS MODEL
CHIOS, GREECE**

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Reorienting tourism education with digital, social and intercultural competences
to support local stakeholders tackle strategic innovation in heritage tourism
2018-1-TR01-KA203-058344

<https://www.tourisboostproject.org>



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Artifactory Business Model Canvas for the iBook Chios, Greece

Key Partners

Key Partners?

One start up with a joint platform for alternative tourism services in Chios with shared use of the facilities of the supporting companies and joint development of communication and representation

Key suppliers?

1. Local and Regional Government
2. Communication Experts
3. Supporting Companies
3. Travel Agents
4. Selected Tour Operators
5. Ephorates of Antiquities'
6. Volunteers

Key Resources from partners?

Material Resources:

Expansion of the network abroad to gain economic benefits

Immaterial resources:

Exchange of Experience and Know How

Which Key Activities do partners perform?

Key Activities

What Key Activities do our Value Propositions require?

1. Choice of reliable, with a common spirit and needs of a team of partners
2. Innovative and feasible business idea
3. Drafting a good business plan that meets the requirements of the market, proper implementation of continuous feedback
4. Creation, maintenance and development of the customer network

Our Distribution Channels?

Website and Social Media
Network Members and Agencies

Customer Relationships?

The service through the network of creative companies, offers a solution to many of the problems that a

Value Propositions

What value do we deliver to the customer?

Quality: originality / innovation of the service (unique in the market), ease of use of the website that is accessible to all, with security, validity and aesthetics, the service responds to the needs of the customer and the customer becomes a co-creator (in the sense that has the ability to add creative exchange services that were not originally planned or did not even exist as well as to make comments that will help in the feedback of the project).
Quantitative: immediate, fast service, financial offer.

Which one of our customer's problems are we helping to solve?

1. Lack of money, a solution to meet the needs of their business through the exchange of services

Customer Relationships

What type of relationship does each of our Customer Segments expect us to establish and maintain with them?

1. Existing clientele:

-Automated services through an electronic platform with the ability to communicate with a representative in case of a problem

-Participation in a network of companies

-Possibility of co-creation

2. Potential clientele:

They need a personalized approach that responds to the needs of their own business.

Which ones have we established?

All the above

How are they integrated with the rest of our business model?

Very well - Needs a little more analysis

How costly are they?

The former, as part of the operation of the platform do not

Customer Segments

For whom are we creating value?

This platform, although two-sided, has the advantage of targeting a category of customers (offering and looking for services and goods at the same time): small and medium-sized creative companies and freelancers.

Who are our most important customers?

Is our customer base a Mass Market, Niche Market, Segmented, Diversified,

Multi-sided Platform και συγχρόνως ανοικτού τύπου (has external partners).
Partners or Customers?

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1. Financial support
2. Product promotion & advertising, communication with customers
3. Translations, web site promotion (SEO) and graphic design services

MOTIVATIONS FOR PARTNERSHIPS:

Financial benefit and coverage of activity that is not in the interest of the company to undertake (with the 3 main partners, website sharing and scale partnerships, activities that the company cannot carry out and where the main external partners / suppliers / volunteers undertake)

professional in the field faces every day.
Revenue streams?
Registration of members in the network
CATEGORIES:
 Problem Solving, Platform/Network

Key Resources

What Key Resources do our Value Propositions require?

1. The website is the main resource of the company (as it is a company-intermediary)
2. The working group
3. The initial capital of € 30,000

Our Distribution Channels?

The internet platform and the selected social media channels

TYPES OF RESOURCES:

Intellectual, Human, Financial

2. Finding the right partners to solve specific problems of their business
 3. Indirectly they are given the opportunity, using the business network to expand their customer base.
- What bundles of products and services are we offering to each Customer Segment?
 Mediation services

Which customer needs are we satisfying?
 All small and medium tourism, but also creative-cultural enterprises as well as the self-employed professionals who are active in Chios
CHARACTERISTICS:
Newness, Performance, Customization, έμμεσα “Getting the Job Done”, Cost Reduction, Risk Reduction, Accessibility, Convenience/Usability

burden the budget, in contrast to the costly promotions to attract new customers and advertising.

Channels

Through which Channels do our Customer Segments want to be reached?

1. ‘Word of mouth’
2. By personal contact
3. Through impersonal advertising

How are we reaching them now?
 Μέσω απρόσωπης διαφήμισης
 Which ones are most cost-efficient?

Το ‘από στόμα σε στόμα’
 How are we integrating them with customer routines?
 With frequent advertising on media, TV, blogs and radio.

Cost Structure

Revenue Structure

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What are the most important costs inherent in our business model?

1. 1. Employee payroll
2. 2. Cost of rent and other operating expenses
3. 3. Cost of communication actions

Which Key Resources are most expensive?

1. 1. Human resources
2. 2. Material Infrastructure

Which Key Activities are most expensive?

1. Revenue generation
2. Creation, maintenance and development of the customer network

IS YOUR BUSINESS MORE: Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing), Value Driven (focused on value creation, premium value proposition).

SAMPLE CHARACTERISTICS: Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale (this is not initially due to the nature of the business, but perhaps later, Economies of scope

For what value are our customers really willing to pay?

An online service that enables them, through a network of creative companies, to find and use, at any time, the full range of products or services from the area they need without paying but by exchanging with a product of their own

For what do they currently pay?

An online service that enables them, through a network of creative companies, to find and use, at any time, the full range of creative tourism products or services from Chios they need without paying but by exchanging with a product of their own. This will enable the production of new digital culture for Chios, which will be appreciated by tour operators, with a new image of the island. The image will entail further activities in situ and new monuments and sites.

INNOVATION

The core idea is that digital cultural heritage becomes the mediator for the tourism revenues, which will be paid by the final customer for products and services on situ directly to the tourism suppliers, who will become the supporting companies of the network.

Annual subscription

How are they currently paying? E-banking

How would they prefer to pay? E-banking

How much does each Revenue Stream contribute to overall revenues?

Grant: 50% of the total from the CREATIVE EUROPE program

CUSTOMER-NETWORK MEMBERS SUBSCRIBES: 40% initially with the prospect of reaching 100% of the total

Initial capital: 10% of the total¹

TYPES: Asset sale, Usage fee, Subscription Fees,

Lending/Renting/Leasing, Licensing, Brokerage fees, Advertising

FIXED PRICING: List Price, Product feature dependent, Customer segment dependent, Volume dependent

DYNAMIC PRICING: Negotiation (bargaining), Yield Management, Real-time-Market

At this point, it is clarified that while the CREATIVE EUROPE program can cover 60%, consciously, the company decided to claim only 50%. 40/60 for small scale? 50/50 large scale. No other configuration is possible.

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