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Business Model Canvas for Tourism Businesses

Abstract

Tourism is nowadays one of the main economic activities in a variety of geographic, political and socio-economic contexts and is one of the key sectors of the economy of several countries. Tourism activity has experienced a strong increase in demand side and this has led to the emergence of new and innovative opportunities for entrepreneurs to create businesses in this sector.

This study aims to present some contributions for the adaptation of BMC (Business Model Canvas) to create innovative tourism businesses, taking into account that most tourism activities fall into the services' area and have their own characteristics and are different from businesses based on products. The method used is based on the gathering of information from entrepreneurs and authors of innovative tourism business models on the opportunities to improve the model and adapt it to the tourism cluster.

The BMC is validated for the creation of innovative businesses in general, but the question is to know if it responds to the specifics of value creation in a tourism business, in which supply derives from resources, infrastructures, equipment, and, furthermore integrates into its core-product several factors, namely the experience that the tourist wants to enjoy, the mix of goods and services which is influenced by the accessibility, attractions and facilities.

Keywords: Tourism Businesses, Business Model Canvas.