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Authenticity of the value proposition and shared value creation in gastronomy tourism

Dr. Sarote
Phornprapha

Beyond
Education

How do you live your life?



Education



Health

“I miss Thai Food...”

Gastronomic Tourism in Thailand...

Gracious Hospitality / People



Food



GRACIOUS
HOSPITALITY & TOURISM
INTERNATIONAL CONFERENCE 2017

ORGANIZED BY  DHARMA THAI COLLEGE

Attractions



Where do the journey begin?

Curiosity
Roots and Ground of Food Chain
Pleasure
Escape from present duties

**Digital Tourism:
the journey
starts long
before you
leave home**

Food is the center of the Impression...



...But what really matters are the stories of the whole dining phenomenal.

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We all want to enjoy the EXPERIENCE.

Expectation

What people believe?



Participation

Impact on the local community,
and sustainability?

How do you work
with your clients to
co-create the right
expectations?

Collaborations

Various kinds of definitions of Authenticity



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amazing
THAILAND

Italian Travel Agent Mega Fam Trip
Experience Sharing Day
22 October 2017
Dusit Thani Hotel Srinakarin



Co-create the experience through Partnership

A partnership is based on mutual trust, openness, shared risk and shared rewards.

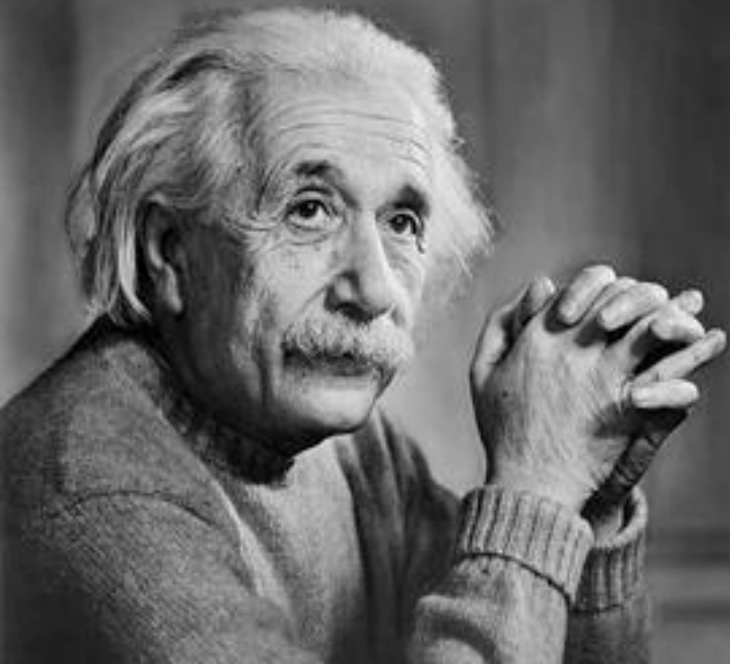
How you define
and Prioritize Your
Values



Sustainability,
Digitalisation and Technology,
Innovation in service and the value
of partnerships.

If you can't explain it **simply**, you don't understand it well enough.

— Albert Einstein



Your Value Propositions come from...

Your decisions

- the selection of a course of action among several alternative scenarios. Every decision making process produces a final choice. The output can be an action or an opinion of choice.

Stake holders

- a person, group, organization, member or system who affects or can be affected by an organization's actions.



People don't buy because of **what** you do;
they buy because of **why** you do it.

Creating a value proposition

:six stages to the analysis

- **Market**: for which market is the value proposition being created?
- **Value experience or customer experience**: what does the market value most? The effectiveness of the value proposition depends on gathering real customer, prospect or employee feedback.
- **Offering**: which products or services are being offered?
- **Benefits**: what are the benefits the market will derive from the product or service?
- **Alternatives and differentiation**: what alternative options does the market have to the product or service?
- **Proof**: what evidence is there to substantiate your **value proposition**?

Quality control NOT Creativity control



Culture & Tradition



Environment & sustainability



Food Tech



Health & wellness



People with the right mindsets

Experience & Values Propositions

- | | |
|-------------------------------|---|
| 1) Brand & Status | • Newness, Well known, Innovative |
| 2) Performance | • Better, Average, Worse than others? |
| 3) Customization | • based on <i>specific</i> customers? |
| 4) Getting job done | • Enhance productivities or Not? |
| 5) Design & Usability | • Useful lesson from our creations? |
| 6) Price | • Price to pay in exchange? |
| 7) Reducing Costs | • Prevention of community's troubles |
| 8) Reducing Risk | • Are they safe to follow you? Guarantee? |
| 9) Accessibility & Convenient | • Are you their Google, 7/11, Facebook? |