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

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Beyond Education
How do you live your life?

Education

Health

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“I miss Thai Food...”

Gastronomic Tourism in Thailand...

Gracious Hospitality / People

Food

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

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Food is the center of the Impression...

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

Classic / Artisan
Fusion
Chef Table
Molecular

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

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

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.
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 specific 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?