

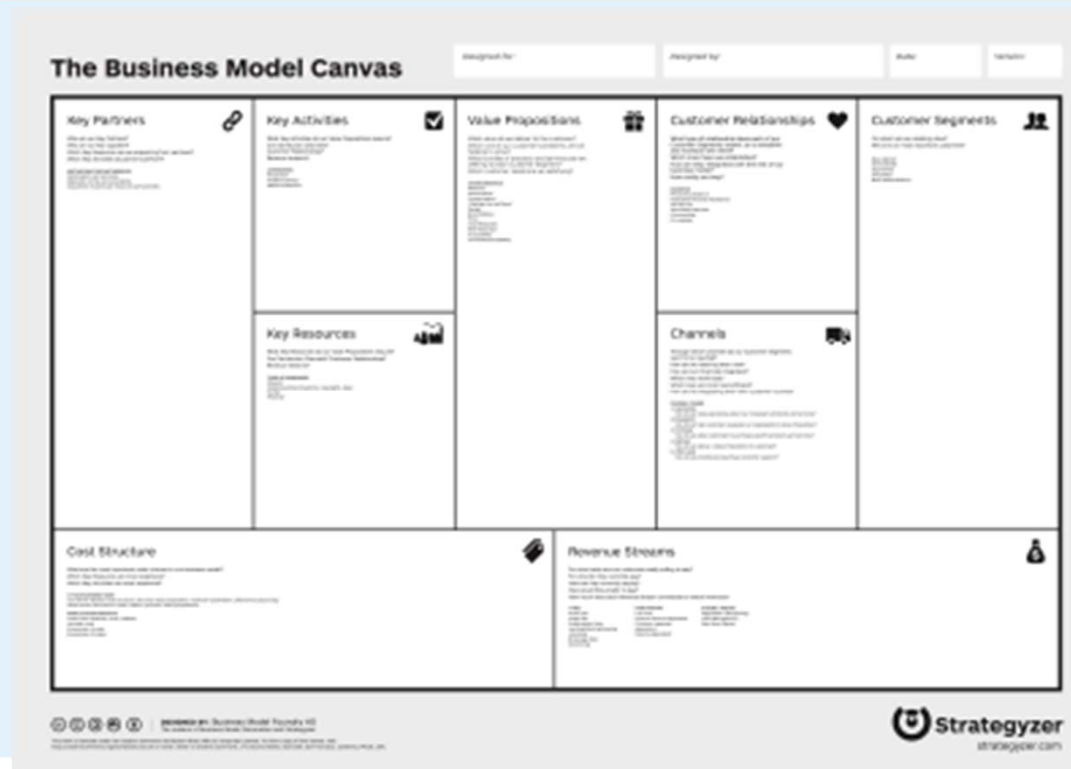
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2019

Entrepreneurship in Tourism?

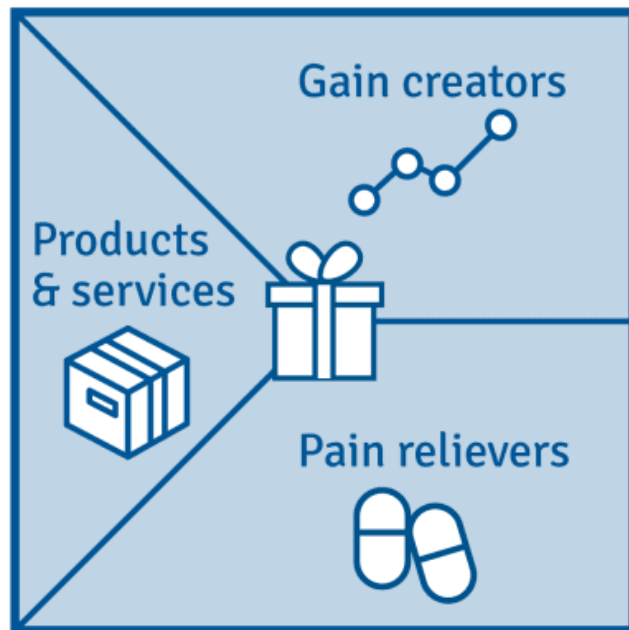
Tijs van Es

DISCOVER YOUR WORLD

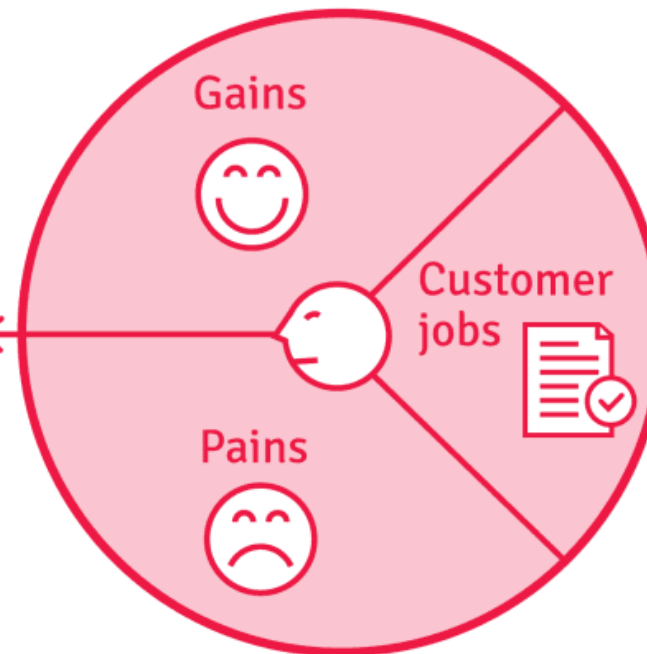
Entrepreneurship



Value Proposition



Customer Profile



Translating culture into stories and experiences

- But why?
 - To get **more** tourists?
 - To get “**better**” tourists?
 - To **earn more** from the existing ones?
 - To get a **better image**?
 - To help the **economy**?
 - To safeguard **heritage**?
 - **Why?**

And for who....??

From government to governance



LUCKY FOR YOU, THERE'S NOTHING TO DO HERE.



In Nebraska, we believe that only boring people get bored. So we invent our own fun. Like when we realized that a livestock tank would float, and thought, "It's a boat." Soon, "tanking" became the preferred method of meandering down our slow-moving rivers. It might not be everybody's cup of tea, but if it sounds as good to you as it did to us, go to VisitNebraska.com for a free Travel Guide. And welcome aboard.

Nebraska
HONESTLY. IT'S NOT FOR EVERYONE.



Northern Ireland

It's not as bad as you'd think

fitting
designed
intensity
authentic
unique
virtualized
personal
meaningfull
adapted
getting

Cultural value proposition?



 Primrose Murungi started this petition to Government/ministry of tourism

In Uganda the ministry of Tourism has added "curvy women on the list of "tourism attractions". They are holding a "miss curvy pageant" to promote this idea. I personally feel attacked. This is degrading of women. In a country where women are grabbed by men while walking on the streets and now they have legalized it by making them tourist attractions is not fair. They are objectifying us and reducing women to nothing. Please sign this

Cultural value proposition



Nieuws > Buitenland

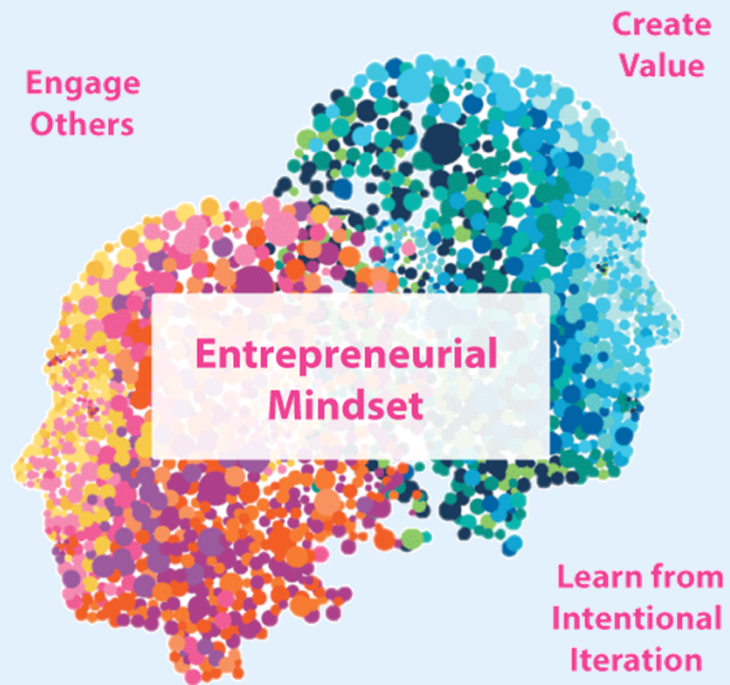
Zell am See, de favoriete zomervakantie van steenrijke Arabieren: meer boerka's dan lederhosen



complexity



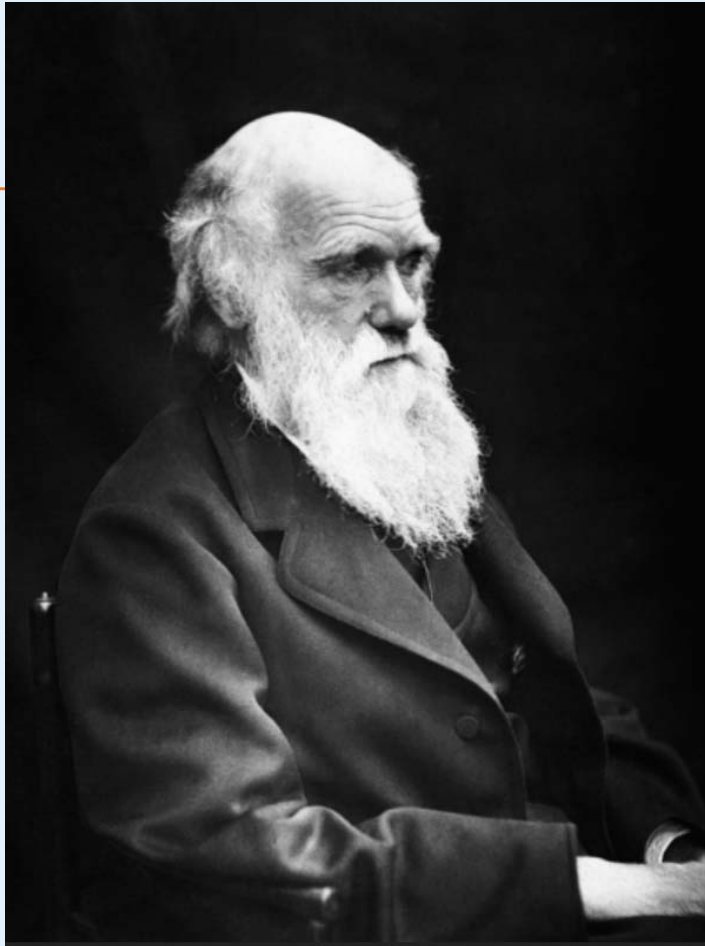
What is required?





Intrapreneurship

In·tra·pre·neur·ship (n) 1. Successful adaptation of entrepreneurial attitudes and strategies inside of a bureaucratic organization. 2. Implementation of start-up practices within a large organization, producing valued innovation.



“It is not the strongest of the species that survive, nor the most intelligent, but the one most adaptable to change.”

- Charles Darwin

