

From Business Model Design to the Identification of Potential Business Innovation Through the Creation of Shared Value: The Case of Tourism in a Region of Switzerland

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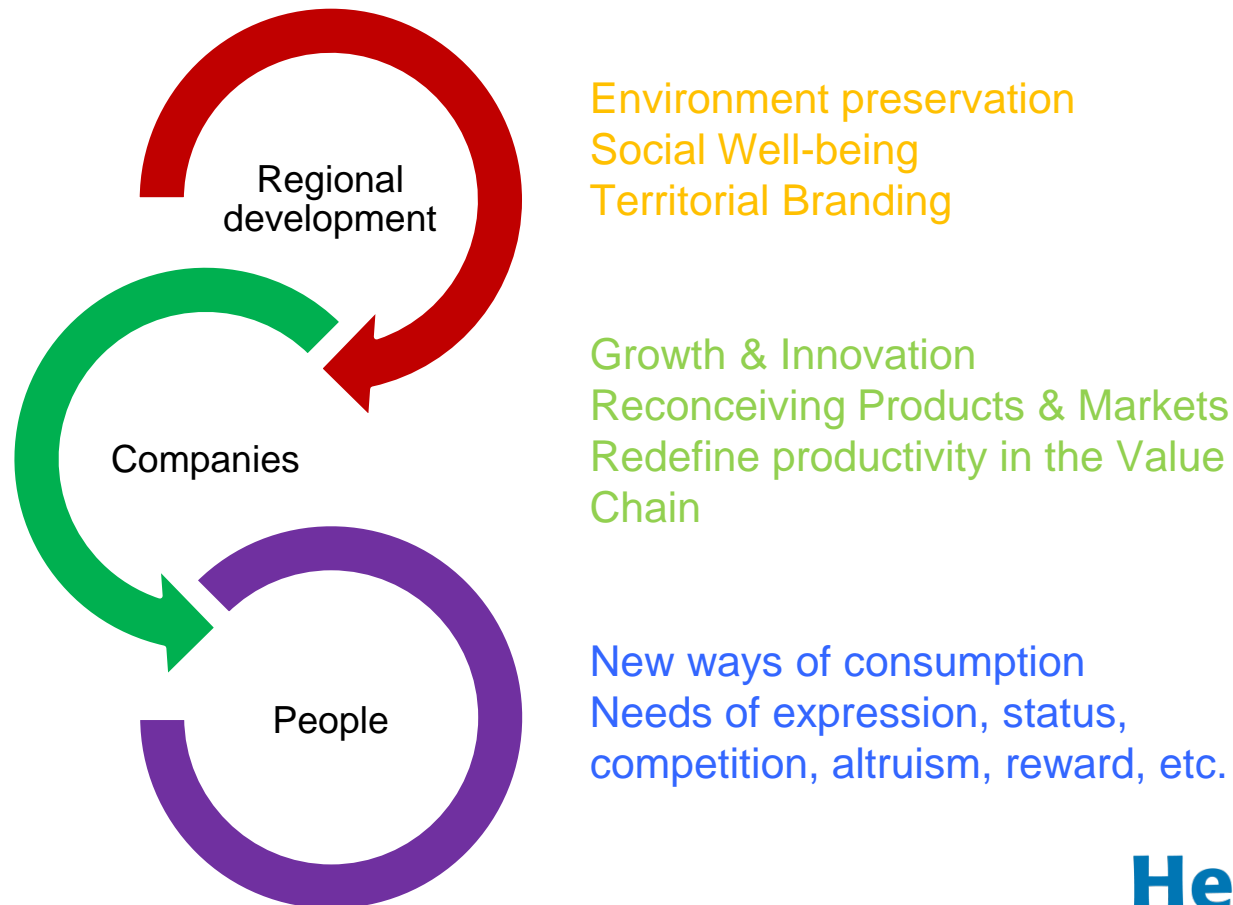
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- Roadmap
- Problem Area
- Research Question
- Research Objectives
- Methodology
- Technology & Development
- Business Benefits
- Conclusion & Limitations



Shared Value [1]



- How can **Semantic Web Technology** be used to **Facilitate the Identification of Potential Business Innovation** through **Shared Value**?

Our approach aims at offering the three following advantages:

- **Facilitate the Generation of business model for everybody**, even people without any initial economic or business knowledge;
- **Facilitate the Search for partners**, in the aim of creating shared value, in a local or industrial perspective;
- **Reduce the time of Identification of partnerships and innovation opportunities**, in a sectorial perspective or even in an industrial perspective.

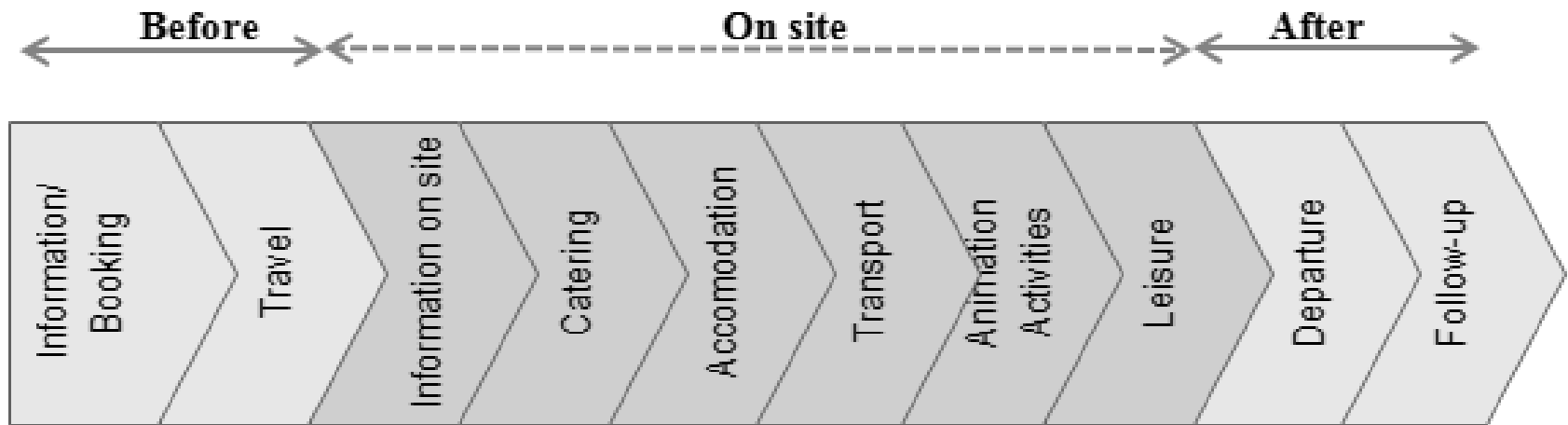


Fig. 1: Tourism Services Chain (adapted from [2])

	Information & Booking	Travel & Transportation	Accommodation	Catering	Animation & Leisure	Total
Companies	177	222	1195	1831	721	4146
% total	4,3%	5,4%	28,8%	44,2%	17,3%	100%

Tab. 1: Overview of the Companies forming the Tourism Services Chain in Valais (Switzerland), 2013

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- **Contributions**

- Application facilitating the business model design
- Tests of innovative data processing methods in order to facilitate the research of partners or the creation of sharedvalue
- Path to connect industry analysis, business model analysis and competitive and/or sharedvalue goals

- **Limitations**

- Raw data availability, and use of complementary data sources
- Reluctance for competitive or e-inclusion reasons

- **Next steps**

- Connection with semantic web technology using the ontology of the Business Model Building blocks [6]
- Standardisation of data coming from the questionnaires

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