

CASE STUDY:

KEY STAKEHOLDERS

- Providers.
- Understand their relationship.
- Users / policymakers / market players.
- New / unusual partnerships.



KEY ACTIVITIES

- Conservation.
- Interpretation.
- Presentation.
- Management.
- Legislation.
- ...



VALUE PROPOSITION

- Products / Services.
- Impacting local economy.
- Education, inclusion, entertainment, ...
- Quality of life.



“CUSTOMER” SEGMENTS

- Customer groups represent separate segments:
- Users (Citizens, tourists, ...).
 - Policymakers.
 - Market players.
 - ...



KEY RESOURCES

- Infrastructure.
- Human resources.
- Financial.
- Intellectual (brand, ...).
- ...



“CUSTOMER” RELATIONSHIP

- Kind of relationship (functional, emotional, ...).
- Communication (online, face to face, ...).



SUSTAINABILITY

- Sustainable management model.
- Key metrics to monitor.
- Key revenues.
- ...



COMPLEMENTARY COMMENTS

