

# **PROTOTYPE FOR “SHAPING TOURISM FUTURES” – SUSTAINABLE BASKETS FOR HOLIDAY APARTMENTS**

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**MUNICH, JANUARY 2021**

## Introduction

To become a more sustainable society, it is essential to reduce transportation and consume local and seasonal products. In this regard, rethinking means selectively shopping for these products at regional farms and zero waste shops. This change is time-consuming, but once conscious food shopping and recycling becomes a habit, it not only brings joy, but can also be very healthy. However, when away from home, this regional and conscious consumption becomes much more complicated. On vacation, this sustainable approach is made much more difficult for consumers due to unfamiliarity with store locations, destination-specific seasonality, and the subsequent preparation of adapted dishes.

We have been working intensively on how we can offer a sustainable option for tourists. We want to enable them to consume regional products in their most beautiful time of the year without stress and to use them with pleasure. Our goal is to build an intercultural bridge to the destination-specific cuisine and culture. For this reason, we have come up with a concept which we would like to present in more detail below.

## Our idea

### The concept:

As the issue of food waste is becoming a growing problem, we see a lot of potential to improve this in the tourism sector. It is noticeable that Germans mainly buy international products. This has several negative consequences: on the one hand, it means less and less support for German agriculture, and on the other hand, it results in high transport costs, which lead to high CO<sub>2</sub> emissions. Based on these two disruptive factors, we have developed a concept to provide seasonal food from local farms and zero waste shops. In addition, we would like to create an awareness of sustainable food practices for tourists of all kinds.

We have developed 4 typical Bavarian baskets, which exclusively contain regional food from farmers and zero waste shops from the Munich area. After booking a vacation apartment (via an intermediary platform), customers can purchase our products for a small surcharge. With our baskets we would like to show how easy a healthy diet can be and additionally convey culture.

All baskets contain seasonal, vegetarian food with the option of a vegan version. In addition, our customers can exclude certain foods from a seasonally adjusted list. The contents of the baskets are then configured to the specific number of people in the tour group. To avoid food waste, we use this information to put together a surprise package containing the appropriate amount of food and coordinated Bavarian recipes. In addition, after the trip, a comprehensive cookbook, to which new recipes are always added, is made available as a PDF. It is our concern to offer the customers not only the baskets themselves, but a whole experience. For this reason, each guest receives a small goodie.

This goodie serves as a souvenir and can be taken home as a nice memory, for example jam or honey from the region. In addition to the recipes, we would like to share a little insight into the specific culture.

The basket variants:

Name	Exemplary content	Special feature	Price
"bavarian breakfast basket"	Various fruits, muesli, seasonal bread and other	3 different recipe ideas are added based on individual specifications / sent by e-mail	18€
or "bavarian snack basket"	Fruit, nibbles, tea/juices and smoothies	Specific snacks depending on the season (e.g. painted eggs for Easter and homemade cookies for Christmas)	9€
	Specifics such as Obazda, potato salad and Munich beers for a typical snack	Provides a special insight into the life of Munich's citizens (e.g. suitable for the beer garden)	
"bavarian meal basket"	Typical main dishes (e.g. salads, soups, casseroles and other typical Bavarian recipes)	Recipes can be found in the digital cookbook	10€
"big bavarian basket"	Breakfast, snack and meal	Combination of all the above baskets	30€

The ordering process:

Once customers have selected a suitable vacation home and booked the trip, they will be redirected to our website. Since transparency is very important to us, we would like to show them in advance where our products come from and how we manage to reduce CO<sub>2</sub> emissions and food waste with our sustainable concept.

Before our customers are forwarded to the chargeable order, a notice appears that a deposit of 5€ will be charged for each basket. If the basket and all containers are intact, this amount will be refunded at the end of the trip.

On the day of arrival, the basket will then be handed over to the travelers. The delivery time requested by the customer will be indicated at the time of booking. In case of a longer stay, another basket can be ordered with a production time of 3 days (compilation of the baskets, delivery). On the day of departure the basket will be taken back by us at an individual time.

After the trip, customers will receive a link through which they can give feedback. Based on the reviews we would like to further optimize our product. We hope that the travelers will modify the dishes in their home country with local products and thus gain inspiration from Bavarian cuisine. This also

provides a cultural exchange after the trip and our guests can take home a positive impression of our culture.

## Our goals with regard to tourism

For a holistic view of sustainability, we would like to first discuss the benefits for the environment and then present the link to social as well as health issues.

Our first goal in relation to the environment is waste prevention. This is also a sub-goal of the Sustainable Development Goals of the United Nations. We have deliberately decided to customize the baskets in terms of taste and quantity so that waste can be avoided.

Furthermore, we want to avoid any avoidable disposable packaging and have therefore planned a deposit system with reusable packaging made of glass, for example.

To minimize CO<sub>2</sub> emissions, all food is vegetarian or vegan and locally produced to minimize the supply chain. Many studies explain the importance of this in terms of the value chain. Among others, a paper by Dr. Markus Keller (IFANE) shows that transport from overseas has very high emissions (see Keller, 2012, p.12). Sourcing regional products would therefore be an important step in the right direction to reduce emissions.

We are convinced that both vegetarianism and veganism taste exquisite with the help of the right recipes and would like to successfully pass this on.

Furthermore, we support social aspects with our offer. Our first objective is to support regional actors. We form a link between the tourists and the regional farmers and zero waste shops.

In addition, we support thematically appropriate social projects, for which we provide transparent information. In Munich, for example, there is an initiative called "Kuchentratsch", which is well suited for our "Bavarian snack basket". Here, older people bake cakes and other baked goods to sell for a small extra charge.

We understand sustainable tourism also as a "learning from each other". For this reason, we want to strengthen intercultural relationships and friendships. Therefore we have made it our Core task to give our guests the best possible insight into the respective culture. The enclosed traditional cookbook is intended to encourage sustainable cooking in the home country with other regional products and to combine newly learned techniques with the local recipes. In this way, not only customers benefit from our product, but also the people who are cooked with it.

Finally, we would like to show how important and uncomplicated it can be to take care of one's own health on the one hand and to act sustainably at the same time. In the Sustainable Development Goals, goal number 3 refers to this aspect.

It is important to us that it does not matter whether our customers have already acted very sustainably and consciously before their trip or whether they have only had little contact with the topic. In the latter case, our concept is intended to provide an initial impetus for such behavior by positively exemplifying the ease of culinary diversity. Our top priority is to make sustainability as easy as possible for the end consumer when traveling.

## Our assumptions - implementation in practice

For our thoughts on putting the project into practice, a cost analysis and a business model can be found in the appendix.

Our focused target group should mainly comprise leisure travelers between the ages of 18 and 30. Various sources and studies show that this generation in particular attaches great importance to sustainability (cf. Hildebrandt, 2015). In principle, we do not exclude any generation or customer segment; nevertheless, a certain focus is necessary to differentiate our strategy. In this way, we can respond even better to the needs of our customers.

For the beginning, 3-4 companies are sufficient. Should one of the selected partners drop out for unforeseeable reasons, this gives us the opportunity to switch to equivalent alternatives.

A basic requirement is cooperation with vacation rental providers as well as their mediation platforms. With our product, the providers and platforms can show their commitment to the issue of sustainability. In today's world, many customers see this as an important prerequisite. It also allows platforms to take advantage of new opportunities to improve their marketing strategies.

With good online marketing on our part and smooth sales, we are sure that we will be in the black after just a few months.

In any case, proper staff planning is of great importance. The cost center for this can be found in our cost plan. To transport the baskets, we will initially use car sharing options. As soon as our profits and demand allow, we would like to invest in our own climate-friendly e-car to optimize the process.

There is therefore little in the way of practical implementation. Exogenous crises pose one hurdle to putting this into practice. This year, the Covid-19 pandemic proved that it seems almost impossible to prepare for all eventualities that could happen. Even in such a difficult time with various restrictions, our concept could continue. Thus, even in the case of social distancing, our baskets offer an attractive option, as they provide insight into the respective culture despite the restrictions.

## Our SWOT analysis with proposed solutions

Since we have already discussed many of our strengths in the upper part of this elaboration, we will now focus on the weaknesses.

For example, it is a weakness that our product initially only has a vegetarian or vegan option, and only caters to intolerances to a limited extent. Here, we would expand the product portfolio to include a choice of various allergens.

Another factor would be the initial ties to a car sharing company, as mentioned earlier in the assumptions. We would like to overcome this complication by investing in our own more climate-friendly vehicle in the future.

Since we have limited storage options initially, we anticipate a lead time of 3 days. This limits our flexibility. Therefore, we would like to expand our storage facilities as soon as possible.

Furthermore, as demand grows, we see a need to improve delivery and collection of the baskets. For this purpose we would like to form collection points and get in direct contact with the hosts. In this way we can avoid individual transport routes and the customers do not have to be present at the delivery.

To create an intercultural bridge, the language of our cookbook, which is only available in German and English, is an obstacle. Likewise, we see a problem in the fact that neither our website, our app, nor our cookbook are barrier-free. For the future, we would like to enable an improved offering here.

Of course, there are also certain exogenous risks associated with our project. In particular, the dependence on a good harvest season, as well as the risk of failure of farms or other cooperation partners, presuppose the need for several providers to provide security.

In general, however, we see the possibility of applying our concept to other specific destinations.

## Future visions

To our existing concept, we can imagine some expansion possibilities for the future.

To improve our social media presence, we would like to put a higher focus on our communication channels. Ideas for this would include tips for sustainable travel or culinary customizable cooking inspirations. In addition, we could develop some kind of incentive system on social media for our customers, such as discounts through referrals.

Last but not least, we are striving to expand sustainable social projects. We could also imagine donating a portion of the proceeds from each basket to social projects.

## Our conclusion

We are convinced that with our idea we can create an intercultural bridge between the tourists and the destination-specific culture through our main focus on regional products.

Our concept offers a good basis, which furthermore shows great potential to grow in different directions through our future visions. In this context, it is important to us that sustainability should always remain at the center of our model. After all, we are not aiming to maximize profits, but merely to take another step in the right direction.

## Our Appendix

### Business Model Canvas

<i>Key Partners</i>  - Vacation home providers or their mediation platforms - 3-4 suitable farms - 3-4 suitable zero waste shops - Cake gossip - Tourists (business and pleasure)	<i>Key Activities</i>  - Environmentally friendly production / support of local farmers & zero waste shops - Marketing via intermediary platforms and social media - Distribution (of the baskets)  <i>Key Resources</i>  - Capital - Food / Products - Baskets - Staff - Recipes	<i>Value Proposition</i>  - High / good quality - Environmentally friendly production - Social aspect (social sustainability) - Environmentally friendly & sustainable supply chain - Good competitive conditions - High customer value - Against throwaway society - Healthy lifestyle/ nutrition	<i>Customer Relationships</i>  - About vacation rentals websites → Indirectly - Online, via e-mail (by sending the cookbooks) - Word of mouth - Via social media (Instagram, Twitter, etc.)  <i>Channels</i>  - Online (via vacation rental website) → you will be redirected to our website - Social Media - Cookbook as a bridge between cultures	<i>Customer Segments</i>  - All tourists who want to act sustainably Families, young people Mainly leisure tourists - Environmental activists  Our goal: - Convince all population groups (also skeptics) Start at implementation gap  Solve the following problem: high CO <sub>2</sub> emissions from delivery routes Throwaway society
<i>Cost Structure</i>  - for baskets themselves - for bottles, jars and other containers - for food from farmers and zero waste shops - distribution point / workplace where baskets are packed - transport from the farm to the apartment / provision - cake gossip - marketing, distribution - Personnel (1x for transport, 1x for packing and unpacking/cleaning the baskets, 1x for marketing activities)			<i>Revenue Streams</i>  - Sale of the baskets - Customer assistance through tips (or donations) - Cooperation with vacation apartment provider	



## Cost analysis

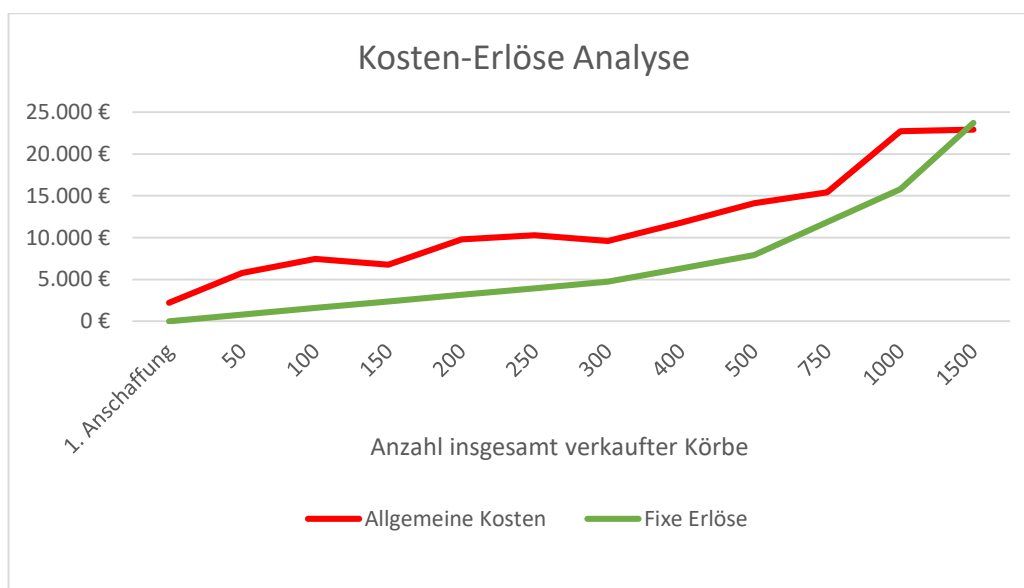
Unsere Annahmen				
50%	Unserer Kunden kaufen Frühstückskörbe			
20%	Unserer Kunden kaufen Snackkörbe			
20%	Unserer Kunden kaufen Mahlzeitenkörbe			
10%	Unserer Kunden kaufen Große Körbe			
<p>☉ Zu Anfang 50 Körbe (1 Korb = 20€, nehmen aber 20% Mengenrabatt an)</p> <p>☼ Zum Anfang 100 Glasbehälter (pro Korb 2 Gläser, pro Glas 5€, nehmen aber 20% Mengenrabatt an)</p> <p>☿ 3 Mitarbeiter zu Anfang: Werkstudenten oder Teilzeitkräfte (30h die Woche, 11€ die Stunde) = 1.320€ pP im Monat</p> <p>Personal: 1 Mitarbeiter für Transport, 1 Mitarbeiter für zusammenstellung und Reinigung der Körbe, 1 Mitarbeiter für Marketing und Vertrieb</p>				

Unsere Kostenstellen	1. Anschaffungskosten	50 Kunden	100 Kunden	150 Kunden	200 Kunden	250 Kunden	300 Kunden	400 Kunden	500 Kunden	750 Kunden	1000 Kunden	1500 Kunden
Website Erstellung / Entwicklung	1.000,00											
Körbe (einmalige Anschaffung)	800,00		800,00		800,00	800,00		800,00	800,00		3.200,00 €	
Behälter (Gläser, etc.)	400,00		400,00		400,00	400,00		400,00	400,00		1.600,00 €	
Personal	3.960,00				1.320,00	1.320,00	1.320,00	1.320,00	2.640,00 €	2.640,00 €	2.640,00 €	2.640,00 €
Lebensmittel von Bauern & Unverpacktläden****	8,00	400,00	800,00	1.200,00	1.600,00	2.000,00	2.400,00	3.200,00	4.000,00 €	6.000,00 €	8.000,00 €	12.000,00 €
Gäste Goodies (pro Gast)	2,00	100,00	200,00	300,00	400,00	500,00	600,00	800,00	1.000,00 €	1.500,00 €	2.000,00 €	3.000,00 €
Transportmittel (e-Auto durch Carsharing, Kosten im Monat)	600,00											
Arbeitsplatz (Miete im Monat)	700,00											
<b>Summe der fixen Kosten (Kosten für Inhalt der Körbe) =</b>	<b>2.200,00 €</b>	<b>500,00</b>	<b>1.000,00</b>	<b>1.500,00</b>	<b>2.000,00</b>	<b>2.500,00 €</b>	<b>3.000,00 €</b>	<b>4.000,00 €</b>	<b>5.000,00 €</b>	<b>7.500,00 €</b>	<b>10.000,00 €</b>	<b>15.000,00 €</b>
<b>Summe der laufenden Kosten (Miete, Personal, Neuanschaffung von Körben, etc.) =</b>	<b>0,00 €</b>	<b>5.260,00 €</b>	<b>6.460,00 €</b>	<b>5.260,00 €</b>	<b>7.780,00 €</b>	<b>7.780,00 €</b>	<b>6.580,00 €</b>	<b>7.780,00 €</b>	<b>9.100,00 €</b>	<b>7.900,00 €</b>	<b>12.700,00 €</b>	<b>7.900,00 €</b>

Purchase of new materials  
(baskets and containers)

Hiring new employees

		Fixe Erlöse										
	Preis pro Korb	50 Kunden	100 Kunden	150 Kunden	200 Kunden	250 Kunden	300 Kunden	400 Kunden	500 Kunden	750 Kunden	1000 Kunden	1500 Kunden
Frühstücks Korb	18,00 €	450,00 €	900,00 €	1.350,00 €	1.800,00 €	2.250,00 €	2.700,00 €	3.600,00 €	4.500,00 €	6.750,00 €	9.000,00 €	13.500,00 €
Snack Korb	9,00 €	90,00 €	180,00 €	270,00 €	360,00 €	450,00 €	540,00 €	720,00 €	900,00 €	1.350,00 €	1.800,00 €	2.700,00 €
Mahlzeiten Korb	10,00 €	100,00 €	200,00 €	300,00 €	400,00 €	500,00 €	600,00 €	800,00 €	1.000,00 €	1.500,00 €	2.000,00 €	3.000,00 €
Großer Korb	15,00 €	150,00 €	300,00 €	450,00 €	600,00 €	750,00 €	900,00 €	1.200,00 €	1.500,00 €	2.250,00 €	3.000,00 €	4.500,00 €
<b>Gesamte Erlöse =</b>		<b>790,00 €</b>	<b>1.580,00 €</b>	<b>2.370,00 €</b>	<b>3.160,00 €</b>	<b>3.950,00 €</b>	<b>4.740,00 €</b>	<b>6.320,00 €</b>	<b>7.900,00 €</b>	<b>11.850,00 €</b>	<b>15.800,00 €</b>	<b>23.700,00 €</b>



## Website view

[♦ Kultur in Körben](#)[Home](#)[Über uns](#)[Unsere Körbe](#)[FAQ](#)[Kontakt/Impressum](#)

# Wir sind Kultur in Körben

Unser Anliegen ist es Ihnen nachhaltige und bewusste Ernährung so einfach wie möglich zu gestalten.  
Runden Sie Ihre Reise durch einen unserer individuell gestalteten Körbe ab und lassen Sie sich überraschen mit einem völlig neuen Einblick in die bayrische Kulinarik!

[Weiter zu unseren Körben](#)The image block contains two photographs. The left photograph shows a woven basket filled with fresh vegetables, including red tomatoes, yellow and red bell peppers, purple beets, and green leafy vegetables. The right photograph shows a wooden surface with several round, golden-brown fried items, possibly potato or bread balls, garnished with sliced red onions and green herbs. A small piece of bread is also visible.

## App view

[♦ Kultur in Körben](#)

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[Weiter zu unseren Körben](#)The image block contains a single photograph of a woven basket filled with fresh vegetables, including red tomatoes, yellow and red bell peppers, purple beets, and green leafy vegetables.

## List of sources

- Hildebrandt, A. (2015). Why sustainability matters to Generation Y. From the journal *UmweltDialog*.
- Keller, M. (2012). How our food affects the climate - and what we can do about it. Retrieved January 29, 2021, from [https://www.gemeindeganderkesee.de/fileadmin/images/umwelt/Praesentation\\_Vortrag.pdf](https://www.gemeindeganderkesee.de/fileadmin/images/umwelt/Praesentation_Vortrag.pdf)