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GIANLUCA BATTISTA / EL PAÍS





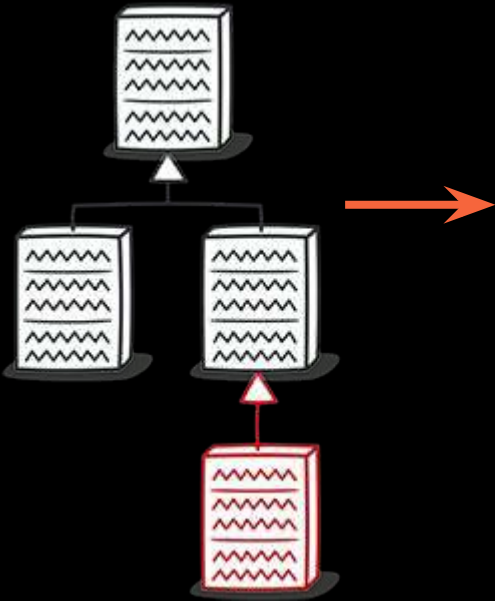
FRAGILE

**PLEASE HANDLE
WITH CARE**

REDUCTIONISTIC MECHANICAL LOGIC



LIVE SYSTEM LOGIC



WIN - WIN - WIN

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PLATFORM STRATEGIES

“business model that allows multiple parts to interact (producers and consumers)[...] providing an infrastructure that connects them” *[Sangeet Choudary]*

+

Powerful narrative

+

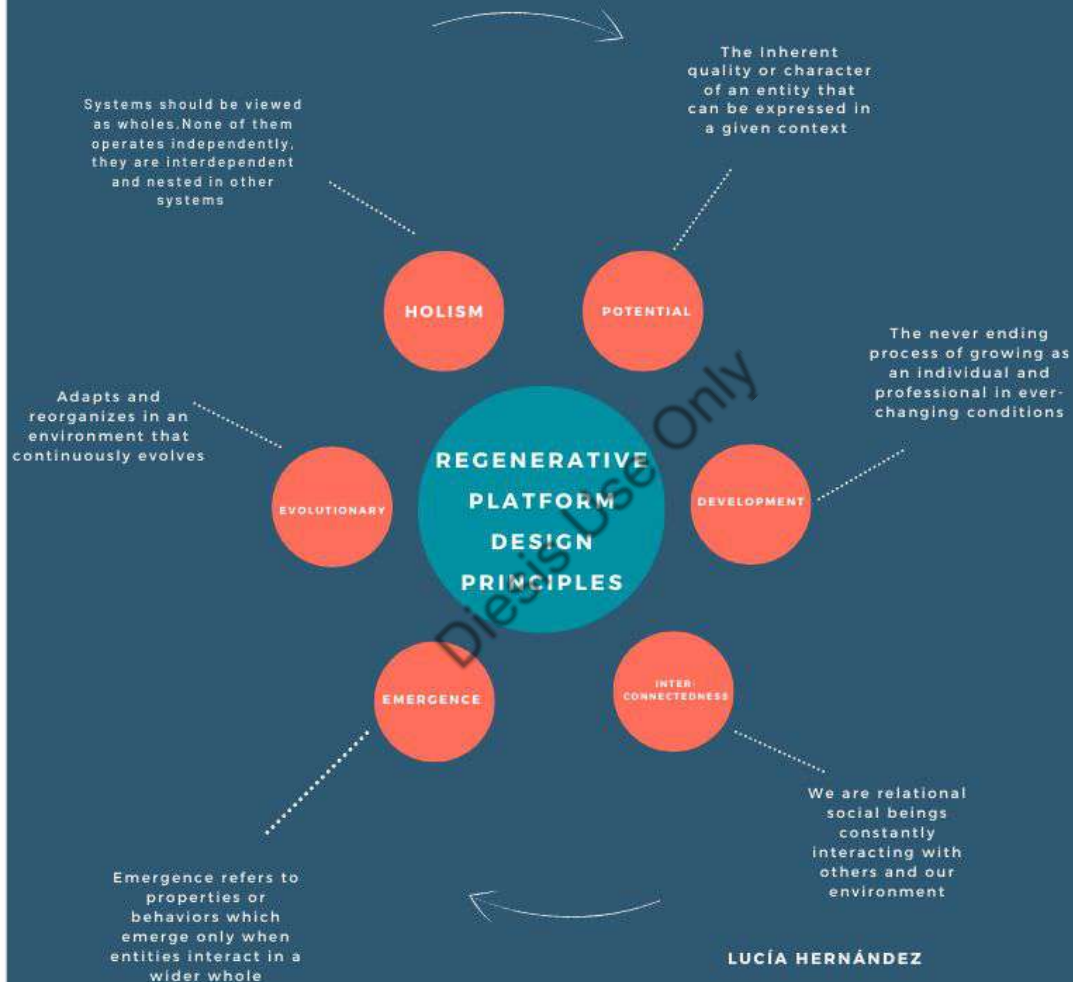
Protocols and terms of services



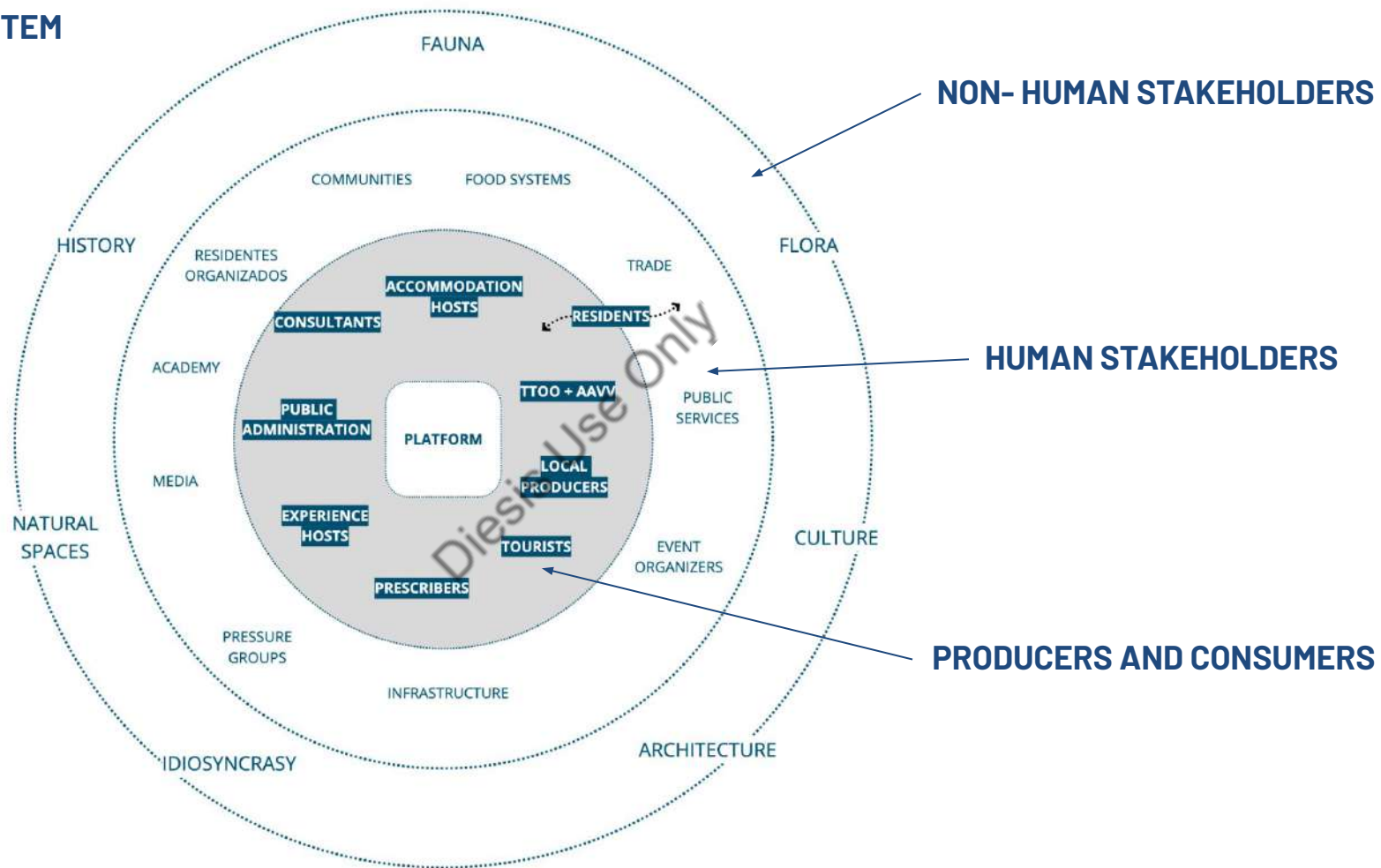
Regeneration principles

Regenerative Platform Business Models

Regenerative Platform Business Models refers to "Strategies designed for an ecosystem of interconnected actors, who coordinate their activity with a common goal, creating the conditions for the whole to thrive and flourish" Lucía Hernández



TOURISM ECOSYSTEM



PRODUCERS

CONSUMERS

PRESCRIBERS

**PUBLIC
ADMINISTRATION**

VALUE CREATION

**TOURIST
VISITANTS
TEMPORARY
RESIDENTS**

**ACCOMMODATION
HOSTSY**

**PLATFORM
STRATEGY**

LOCAL PRODUCERS

CONSULTANTS

**EXPERIENCE
HOSTS**

INTERMEDIARIES

REPUTATION

REPUTATION

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EXAMPLES



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Built to support local
communities



G for Good



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Small groups

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that are good for people and
the planet. Let's go!

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Start planning

The New York Times



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IMPACT
TRAVEL
ALLIANCE

80% de los ingresos va a parar a las comunidades locales

SIEMBRA CORALES CON NOSOTROS

Únete a nuestras actividades y contribuye con la restauración de ecosistemas marinos mientras vives una maravillosa experiencia. Recorre con nosotros la ruta del coral y reduce tu impacto sobre el planeta

[RESERVA AHORA](#)



PLAYA  VIVA



Thanks!

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