

# The co-extension of food and tourism businesses models

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# The co-extension of food and tourism businesses models

## **Abstract**

Based on a qualitative study of 46 small food enterprises, this paper establishes a typology of 11 business models that capture value in different ways. The business models position the enterprises and their innovation endeavor in a continuum between traditions and modernity. The co-extension with tourism value propositions is examined, and prospects are particularly immanent in the following business models: Food as experience, Value chain remodeling, Genuinely authentic, and Collaboration with the active prosumer. However, progressively tourism consumption can also be driving force for: The trademark, The SDG profile, The VIP-club and Research based food production. Three models are offer less opportunity for food tourism: Re- and upcycling, Franchised growth, and Born globals. The study illuminates the plasticity of food production business models. The paper contributes with insights for business actors and marketeers in food and tourism as well as for policy makers.

**Keywords:** *Business model ; Food tourism; Co-extension*

**Track:** Tourism Marketing