

13/12/2022

Rasun Campsite

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the green Rasun

راسون ال اخضر



the owners

camp is a family
business

opened camp around 10
years ago

desire to enhance
site to attract
more visitors

need to obtain
fundings

have creative minds
and sustainable
ideas



**el sheikh zouhair
and his sons**



Business Model Canvas



Mission Statement

Our mission, at the Rasun campsite, is to enhance a sustainable, community-based, and educational experience at an eco-touristic campsite in Ajloun. Whilst preserving the local cultural and natural identity, and fostering strategies for inclusivity for people with special needs through a financially profitable manner, to encourage investments in the region.

Key-Partners

- 1.RSCN
2. Donators
3. Municipality
4. Ministry of agriculture
5. Volunteers
6. Ministry of tourism

Key Processes

- 1.Recruiting and training volunteers.
2. Advertisement .
3. Creating online identity .

Customer beneficiary input

1. Advertisement .

key products & services

1. Maintain sustainability
2. Enhance Inclusivity .
3. Eco camping .
4. Hiking .
5. Stargazing .
6. Meditation .
7. Adventure activities .

Customers & Beneficiaries

- Customers :
1. Tourists .
 2. Locals .
 3. Visitors .
- Bene ciaries :
- 1.Local community .
 2. Producers .
 - 3.Unemployed people .

Key resources

1. Tourist`s involvement and advertising through social media .
- 2.Community engagment .
3. Brand reputation .
- 4.Trained and oriented
- 5.employees .

Channels

1. Words of mouth .
2. Social media platforms
- 3.Online platforms .

Cost-Driver

1. Employees and trainers .
- 2.Camping maintenance .
- 3.Online marketing .
- 4.Purchase of materials .

Revenue Driver

- 1.Weekend market .
- 2.Financial support from donations- nding .
- 3.Municipalities and local institutions

Value Proposition

1. Establish livelihood prospects through education programs and family business management courses.
2. giving the community, especially the young people, options for lucrative and long-lasting jobs and business opportunities.
3. the development of comparable camping communities in other regions of the province with the help of the business sector via the promotion of ecotourism.

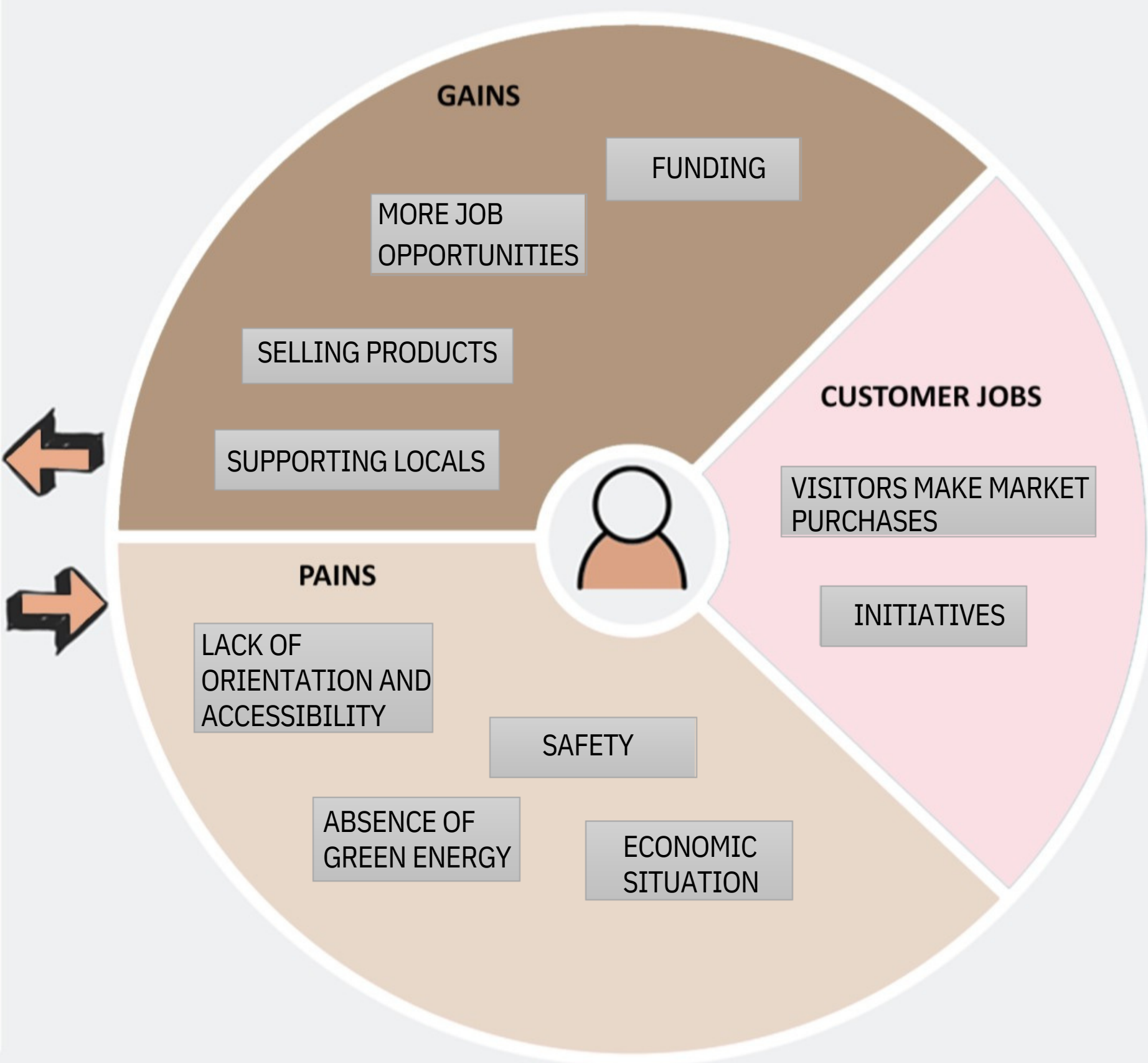
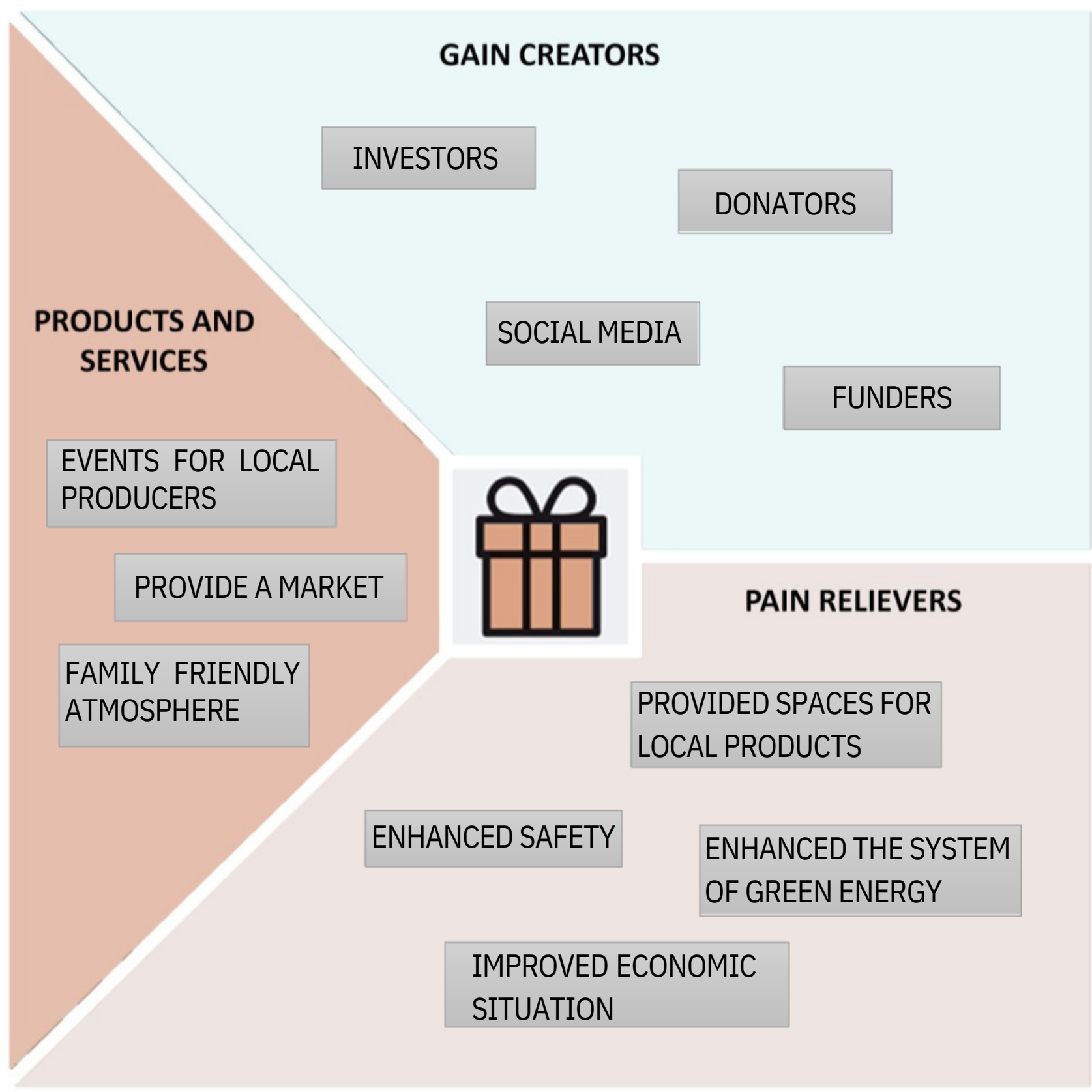
Social & environment impact // Impact Beneficiaries

- 1.Establishing new job opportunities .
- 2.Promoting sustainability .
- 3.Encouraging participation .
- 4.O ering visitors , the chance to experience adventure tourism .

KPI (key performance indicator)

- 1.Participation of people in events ex: market .
- 2.People`s engagment.
- 3.The amount of visitors .
- 4.Amount of funds and donations

Value Proposition Canvas





Talal Al Qahtani
Saudi tourist

Negative trends

Not maintained furniture, parking, prices, no clear reception

Headaches

Weather accessibility

Fears

Safety

Opportunities

Trying to find a quiet place

Positive trends

friendly staff, great activities, local hospitality and good food, social interaction

Hopes

star gazing, meditation, yoga, more cabins

Opportunities

Try to find a new activity place for kids

Headaches

others won't accept them

Fears

Won't get what they expect



Positive trends

- Improve their quality of life
- Meet new people

Negative trends

it's far from home

Hopes

Improve the quality of life for their kids

Family from Germany
Role: tourists

Key Processes

Creating Online Identity

Advertisement

Recruiting and Training Volunteers



Key partners

Donators

RSCN

Local Producers

municipality

ministry of tourism

Volunteers



Key Resources



**tourist's involvement
and advertising
through social media**

**Advertising through
social media**



**Community
engagement**

**trained and oriented
employees**



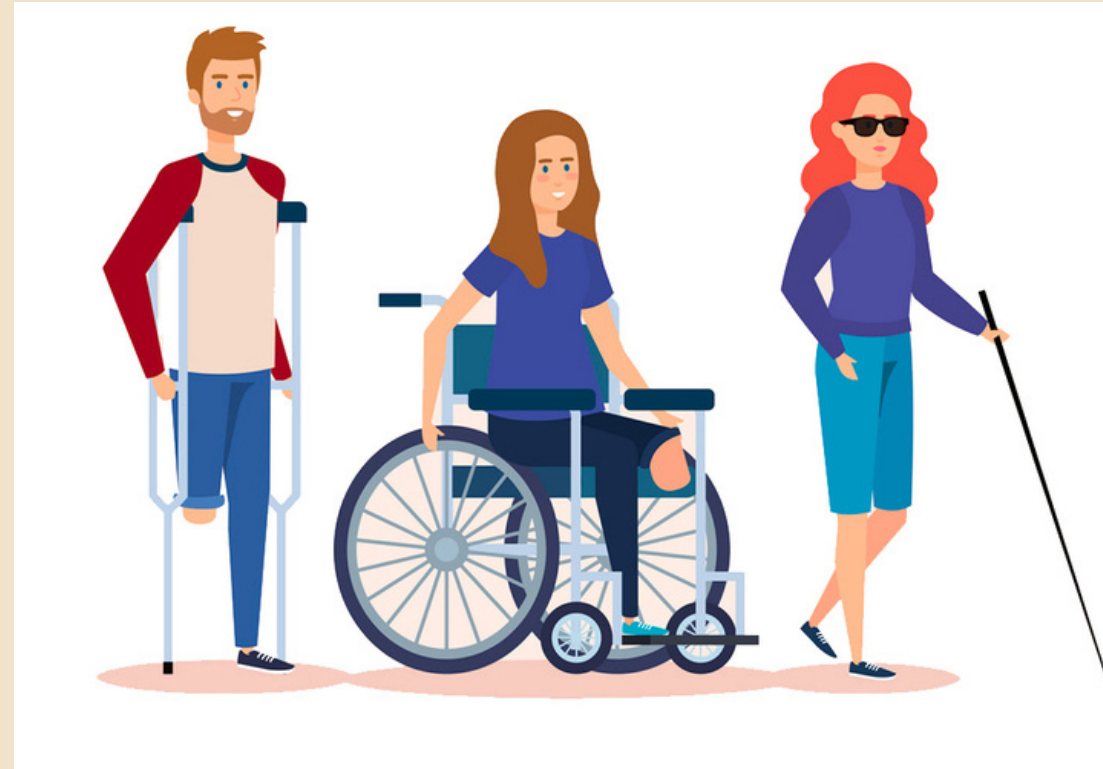
Key Products & services

Maintain Sustainability



ecofriendly campsite,
encouraging nature
preservation

Enhance Inclusivity



the campsite provides for all
people including people of
determination

Diversity Of Activities



extreme sports

stargazing

hiking

meditation

eco-camping

Channels



1- Word of Mouth



2- Social Media



3- Workshops and Training

Key Performance Indicator (KPI)

1- Regular participation of the community in the events

The possibility of Rasun's local community, whether volunteers, employees, or vendors, to regularly participate in various community-bringing events, shows a great deal of community engagement and empowerment of local markets

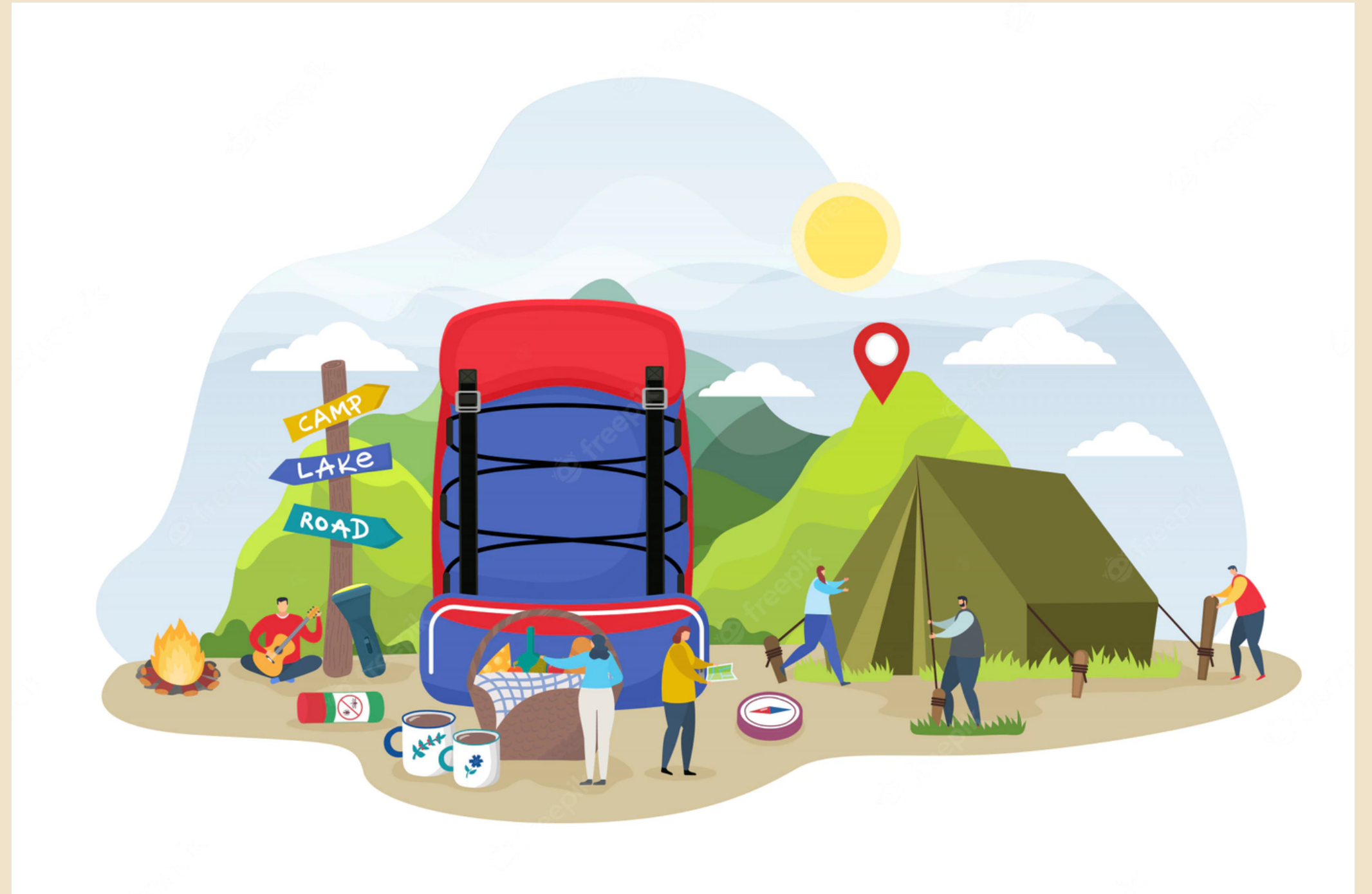


Key Performance Indicator (KPI)

2- Increase in number of visitors

The increase in number of visitors directly influences the economy of Rasun.

As the camp expands, they will provide more job opportunities for the locals.



Key Performance Indicator (KPI)

3- Increase in number of funds and donations

The increase in number of visitors additionally influences the site by making the project more attractive for funding.



Social/ Environment impact:



1- Establishing new job opportunities



2- Promote sustainability



3- Encourage participation



4 - Offering visitors the chance to experience adventure tourism

THANK YOU