



## I. Executive Summary

The tourism industry is responsible for economic stagnation and cultural erosion in many developing nations. Foreign businesses frequently move into popular tourist destinations, driving out the local economy and absorbing the dollars spent by tourists. To solve this systemic issue, the tourism industry must learn to integrate with the local economy. Business ventures that harness the economic power of tourism, in a way that integrates with local culture, will aid in the development of the local economy and preservation of the local culture.

The Village Artisan Guest House creates an innovative and ethical alternative for travelers who desire to make a lasting social impact by investing their dollars directly into the local economy. Our operations begin in Amman, Jordan but will expand to more international locations as opportunity allows. With a maximum capacity of 24 guests, the guest house hosts travelers in accommodations that capture the beauty and authentic culture of Jordan. All the furnishings and decor are crafted by local artisans from marginalized communities, because investing in underprivileged individuals is central to our mission. To promote cross-cultural dialog our guest house hosts community events. In addition, our guests receive resources that highlight locally owned tour groups, shops, and restaurants, making it effortless and simple for guests to support the local economy.

To further the flourishing of marginalized groups, such as the Bedouins, women, and the disabled community, The Village Artisan Gift Shop promotes artists from these communities and provides them a platform to sell their handicrafts through a gift shop run out of the guest house lobby, for both guests and walk-in customers to shop. In addition to the gift shop, a catalog will be available for guests to purchase larger merchandise, much of which is displayed around the guest house. The generated profit is reserved to fund microloans within the community. Indicators for success include the median household income of our artisans, the net revenue generated from gift shop sales, the amount of business we can direct towards local stores, restaurants, and tour agencies, and the number of community events our guest house hosts.

This venture's primary target market includes ethically-minded travelers among Generation Z and Millennial demographics, study abroad programs, and local tour agencies. Through a partnership with study abroad programs and local tour agencies, the guest house can regularly host students and tour groups.

The Village Artisan Guest House seeks to connect travelers to the local community with an approach that is economically beneficial and culturally sustaining. Our goal is to not only increase local income, but also to target minorities and overlooked individuals who are looking for ways to sustainably support their families. By reducing inequality and increasing economic stability among families, The Village Artisan Guest House will be a sustainable force for human development.