

Sustainable Traditional Cultural for Tourism Fisherier with Canvas Business Model on the Ambon Island

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Abstract

The objective of this research was to build a business model in traditional tourism villages on Ambon Island. The method used in this study is the Canvas Business Model in the form of quantitative and qualitative descriptive research obtained through the distribution of questionnaires with a sample of 32 visiting tourist respondents. The focus of the traditional fishery tourism under study was the trap fish trap and traditional fishing. At present, traditional fisheries tourism has not been made in villages that have traditional fisheries tourism, even though Maluku province has the characteristics of an archipelago that is rich in marine tourism, this is an opportunity to develop and develop cultural-based fisheries tourism through the concept of a business model. The results showed that tourists came with purpose adventure and diving are in the leading position with each 37,5 % and 31,3% because it is considered as the main attraction, culinary and natural is 9,4%, with history and culture 6,3%. This data is influenced by demographic variables age and education until a reduction in interest. However, for domestic and local tourists, culinary variables are the main interests with 18.4% and 18.1% respectively. While history is 17.5%.

Keywords: Traditional Tourism, Fishery Tourism, Business Model Canvas

1. Introduction

Karakteristik Province of Maluku with the territorial conditions of the island, the marine area should be a top priority in the development of tourism while maintaining local culture. Ambon Island, which is surrounded by traditional villages, has a lot to say about marine tourism while maintaining local culture. One of the local cultures referred to here is one of the ways villagers capture fish using traditional fishing gear, including traditional fish traps and simple fishing rods. This then becomes a sensation (attraction) in cultural-based marine tourism, which until now has not been able to be a new product. Taiwan has succeeded in turning traditional fisheries into a tourist attraction, however, there is a conflict between commercial fishing and recreational fishing (Chen and Chang 2017). The tourism sector can be used as a potential industry as a tool to develop regional potential (Umanailo and Ali 2019; Zaman Akhmad 2017) So the focus of this research is only on traditional bubu.

The difficulty of villagers in introducing, starting, managing, and processing it into tourism services is a challenge that should be helped to be realized. Though this is a potential that can help improve the living standards of rural communities. These villages are Negeri Assilulu, Negeri Larike and Wakasih. Several approaches can be used in developing a new business concept model. Dewi (2014) use the DEMATEL Method to select alternative traditional tourism with consideration of social, economic, cultural and environmental aspects. Henaulu et al., (2016) use a dynamic system to develop sustainable island tourism with socioeconomic considerations (Agung K. Henaulu 2016). While Cheer et al., (2013) make discuss traditional culture in South Pentecost Vanuatu which is commercialized as tourism. In contrast to previous research, this study creates a new business model by applying a business model canvas (BMC) (Salampessy, Suroso, and Wulandari 2015).

The business model is very related to technological innovation so that technology is required to build a business model (Umanailo 2020). While the concept of business should be made simple, relevant, and can be understood intuitively, without simplifying the complexity of how the function of the organization is built (Osterwalder et al. 2010b) and then in a world where the changes occur so fast, a look into the future is not only an additional tool for strategic planning but an essential exercise for every company (Toro-Jarrin, Ponce-Jaramillo, and Güemes-Castorena 2016). Business Model Canvas (BMC) describes nine elements of the knowledge structured that represents the content ("what") in conducting business that can help an organization that has the distinction of kogitif, but the BMC hasn't been much to cope with this gap due to the understanding of the differences in cognitive is the key to understand the what, when, how, and why entrepreneurs need to do it (Keane, Cormican, and Sheahan 2018).

Table 1
The BMC elements and their descriptions.

Element	Description
Customer segments (CS)	An organization serves one or several Customer Segments.
Value propositions (VP)	It seeks to solve customer problems and satisfy customer needs with value propositions.
Channels (CH)	Value propositions are delivered to customers through communication, distribution, and sales Channels
Customer relationships (CR)	Customer relationships are established and maintained with each Customer Segment
Revenue streams (RS)	Revenue streams result from value propositions successfully offered to customers
Key resources (KR)	Key resources are the assets required to offer and deliver the previously described elements
Key activities (KA)	by performing several Key Activities
Key Partners (KP)	Some activities are outsourced and some resources are acquired outside the enterprise
Cost Structure (CS)	The business model elements result in the cost structure.

Source: Osterwalder and Pigneur, (2010)

Because the ambon island region is in two different districts, so the presentation of tourist visit data was taken in Ambon City and Maluku Tengah Regency table 2. While the results of the distribution of questionnaires based on table 3 and table 4

Table 2
Data on the visiting tourist in the years 2018

Month	Foreign Tourist		Domestic	
	Leading Destinations in Banda District		in Ambon City	Maluku Tengah Regency
January		68	5297	1596
February		85	4492	1627
March		372	5983	1589
April		402	7066	1294
May		177	5872	1518
June		260	5291	1523
July		199	6741	1701

August	191	6134	1757
September	476	6799	1610
October	807	8428	1524
November	189	7342	1676
December	134	8344	1734

Source: BPS Maluku Province in Figures 2019

Considering the time limit of the research so the research is carried out through structured observations, which are carried out at the observation locations of the fishing process using traditional tools normally carried out by local fishermen on the red and blue circles.

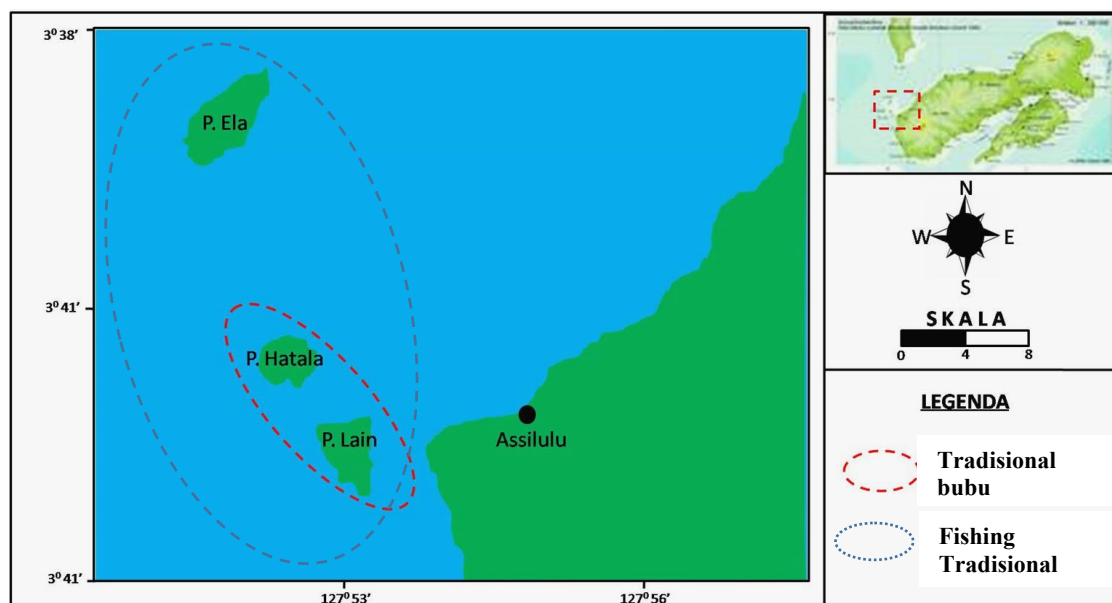


Figure 1. Traditional Fishing Tourism Locations

2. Research Methods

The sample of tourists taken from the data was 32 people from 341 tourists who visited.

Source: Ely and Henaulu, 2019

Table 3.

Descriptive statistics data on the visiting tourist on Ambon Island in the years 2019

Demographic Variables		Foreign		Domestic	
		N	%	N	%
Gender	Female	25	19	76	54
	Male	7	13	65	46
Age	17 – 35	21	65	83	59
	36 – 45	7	22	41	29
	46 – Above	4	13	17	12
Education	Non-University	23	73	54	38
	University	9	27	87	62

Sample (n) 32 respondent

Source: data processing

Table 4.

Descriptive statistics for based on tourist destinations.

Variables tourist destination	Foreign		Domestic		Local	
	N	%	N	%	N	%
1. Culinary	3	9,4	21	18,4	30	18,1
2. Dive/Snorkel	10	31,3	19	16,7	28	16,9

3. Adventure	12	37,5	20	17,5	26	15,7
4. History	2	6,3	20	17,5	29	17,5
5. Culture	2	6,3	15	13,2	28	16,9
6. Natural	3	9,4	19	16,7	25	15,1

Sample (n) 32 foreign, 114 domestic, 166 local tourist

Source: data processing

3. Results and Discussion

BMC factors are shown in Fig. 2 below where they are labelled 1-4 and covered by heavy lines. Osterwalder (2004), states that this is not the essence of BMC, but is a "rough" categorization of nine elements. This then raises the question of the number of dimensions represented by the elements and the relative importance of each element to the dimensions. Simply put, a more precise representation is needed (Hamiru and Umanailo 2019). The solution to this problem can be obtained by using dimensionality reduction techniques, such as principal component analysis, which can help represent nine elements with a smaller number of underlying dimensions and estimate how well each element represents dimensions (Osterwalder et al. 2010a).

From the data in table 4, it appears that tourists who come with a purpose adventure and diving/snorkelling are in the leading position with each 37,5 % and 31,3% because it is considered as the main attraction, culinary and natural is 9,4%, with history and culture 6,3%. This data is influenced by demographic variables age and education until a reduction in interest. However, for domestic and local tourists, culinary variables are the main interests with 18.4% and 18.1% respectively. While history is 17.5%. Thus, culinary and historical variables must be a concern to be developed.

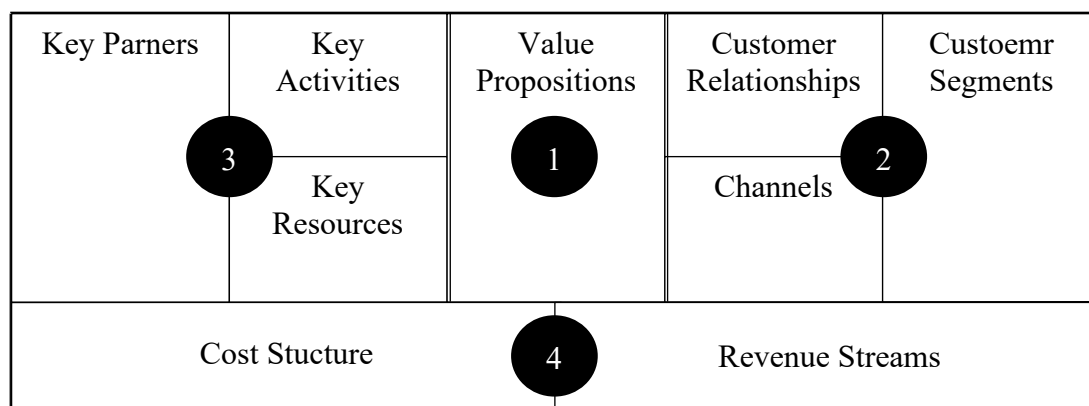


Fig 2. Conceptual representation of the BMC
(Adapted from Osterwalder, 2004; Keane et al 2018)

Table 5.
Description of the BMC strategy in traditional fisheries tourism

Atribut Business Model Canvas	Action	Policy / Substance	References
A. Customer Segments	<ul style="list-style-type: none"> Archaeology All people (teenager until elderly tourism, 17+ above) 	Customary norms	Herrera et al., 2018
B. Value Propositions	<ul style="list-style-type: none"> Fisheries Culture Culinary Diving Other destination 	Traditional fishing aids	Hung et al., 2019
C. Channels	<ul style="list-style-type: none"> Social media Mass media Multichannel 	Promotion via online and offline	Wunderlich et al., 2019
D. Customer Relationships	<ul style="list-style-type: none"> Gift souvenirs Channel for promotion 	Promotion via online and offline	Haldrup, 2017

E. Revenue Stream	<ul style="list-style-type: none"> ▪ Service spot cash and non-cash 	Tour packages	Zhao et al., 2019
F. Key Resources	<ul style="list-style-type: none"> ▪ Fishermen ▪ Traditional fishing gear ▪ Tour guide 	Training	Ozkeser B., 2019
G. Key Activities	<ul style="list-style-type: none"> ▪ Traditional fishing tourism 	Introduction of local culture tourism	Dudensing et al., 2011
H. Key Partners	<ul style="list-style-type: none"> ▪ Hotel ▪ Service provider 	Collaboration	Chang, 2020
I. Cost Structure	<ul style="list-style-type: none"> ▪ Handling ▪ Human resource development 	Tourism development	Lapko, 2016

Customer segments the chosen group is all circles while still paying attention to the culture of the local community, According to Herrera et al., (2018) tourism development, assessed based on the perspectives and opinions obtained from residents and visitors that serve as a basic requirement for the participatory goals of sustainable tourism management (Herrera et al. 2018). Moreover, Dewi (2014) that certify local wisdom is a key factor which dominantly affected in maintaining the existence of rural's life in tourism's life in Pancasari (Dewi 2014).

Value propositions traditional culture-based fisheries tourism that is tourists will be invited to enjoy the process of fishing using traditional fishing equipment (bubu) so that tourists are interested and comfortable at the destination. Hung et al., (2019) findings reveal that aesthetics, service staff excellence, and playfulness affect tourists' satisfaction, which in turn affects their sense of belonging. Besides, a sense of belonging positively influences tourists' behavioural intention. Tourists will be given another tour package from a series of fishing with bubu as the main attraction, the other packages include diving adventures, fresh grilled fish culinary, touring other fishing tourism destinations and serving traditional dances (Hung, Peng, and Chen 2019).

Channels, in marketing products/services social media (Facebook and YouTube) and print media, will be used. (Hogreve et al. 2019) outline three relevant channel design strategies that service providers might employ to alleviate vulnerabilities: (1) flexibility through multiple multichannel paths, (2) guidance through constrained channel paths and (3) proactive initiation of interactions. Customer Relationships if after-sales service tourists will be given souvenirs and maintain good relations through friendship in the hope that customers can help market and become magical objects This is following Haldrup (2017) statement that souvenirs are ambivalent objects; at the same time the very epitome of tourism kitsch and personal objects for which the owner holds significant affection (Haldrup 2017).

Revenue Stream which can be obtained through payment services in cash and non-cash while still utilizing the internet network, the villages can obtain it through tour packages one of which is the boat and bubu rental services. (Zhao, Song, and Feng 2019) findings that marketers can save on costs by carefully designing their mobile channel and multichannel campaigns.

Key Resources owned by this type of business are traditional fishermen who are experts in the field of fishing, scholars with fisheries education background, and tour guides who will help tourists when needed according to the tour packages offered as the key to success. Ozkeser B. (2019) certifies the scientific approach to human resource management can be taken into account as one of these solutions because training not only invests in employee qualifications but also adds value to team motivation and helps with organizational structure effectiveness. Key activities in the form of introducing traditional fishery tourism that still exists for generations from ancestors (Ozkeser 2019). Dudensing et al., 2011 certify that better alignment of priorities within tourism partnerships should enhance promotional and educational efforts as well as the integration of tourism into overall economic development efforts (Dudensing, Hughes, and Shields 2011).

Key partners here are the Nusa Ela Resort that provides a means of the hotel so they knew the position and role in this industry. According to Chang (2020), the agencies need to know their positions and roles in the industrial network. And the cost structure obtained from the village budget for the development of destinations and other resources (Chang 2020). Lapko (2016) certify that development of Nautical Tourism Cost Analysis, with the growing environmental awareness and popularization of the idea of sustainable development in various areas of the economy, it becomes popular to promote solutions beneficial for the environment (Łapko 2016). Thus, from the BMC description above, it is expected to be able to give interest to tourists, to the main resources owned by the tourism villages in the Ambon islands to realize sustainable traditional fisheries tourism.

4. Conclusion.

Marine tourism needs to always be explored for its development and use, especially traditional fishing tourism on Ambon Island. The BMC approach will help develop a new business concept. The results show that tourists coming with adventure and diving destinations are in the forefront with 37.5% and 31.3% respectively because they are considered as the main attraction, culinary and natural 9.4%, with history and culture 6, 3%. This data is influenced by the demographic variables of age and education to reduced interest. However, for domestic and local tourists, culinary variables are the main interests with 18.4% and 18.1% respectively. While history is 17.5%. Underwater wealth is one of the smallest parts of marine nature tourism and certainly, the sensation obtained from an underwater adventure is what must be considered. Thus this is the key resource, key activities to then be converted into revenue streams which will certainly affect the amount of cost structure in the hope that it will become the solution of what is needed.

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Biography

Achmad Jais Ely is a lecturer at the Maluku Marine and Fisheries Polytechnic with specifications for capture fisheries and marine tourism. Has an M.Sc. in the field of Marine Sciences obtained from Unpatti in 2009. Currently studying in the Doctoral Program in Marine Sciences at Pattimura University

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