

Germanggis Tourism In Review Canvas Business Model

Hermin Endratno¹, Siti Nur Azizah², Ragil Setiyabudi,³

{herminendratno,@ump.ac.id, sitinurazizah@ump.ac.id, ragilsetiyabudi@ump.ac.id}

Faculty of Economic and Business, Universitas Muhammadiyah Purwokerto¹²
Faculty of Health Sciences, Universitas Muhammadiyah Purwokerto³

Abstract. The identified elements of Germanggis tourism business model are domestic tourists, the value proposition offered is tourism services, but the Germanggis regional government does not yet have a comprehensive business package; Permanent customer relationships are direct services to tourists; The channels used are Instagram Publishing Media @germanggis_area, Germanggisarea YouTube Channel and Facebook: in the Germanggis camp area, the main resources are physical assets in the form of panoramas around Germanggis and several supporting facilities; the main functions that exist are the management of tourism services and the maintenance and development of Germanggis tourism; The main partnerships include local businesses/entrepreneurs and community members; the specific cost structure includes the allocation of budget costs related to program operational costs, such as B. maintenance costs, facility acquisition costs, infrastructure and advertising costs; The source of income comes from entrance ticket revenue and camping equipment rental.

Keywords: Germanggis tourism, canvas business model

1 Introduction

The village economy is very important to support development. One way to improve the village economy is to optimize the potential of the village. Village potential is basically static and requires community input so that village potential can be optimized for the welfare of village communities. Village potential includes various aspects such as social, economic, and demographic aspects at the village level as well as the existence or accessibility of facilities [1]. Village potential is basically static and requires community efforts so that village potential can be optimized for the welfare of village communities. Village potential includes various aspects such as social, economic, and demographic aspects at the village level, as well as the existence or accessibility of facilities. [7]

The same is true for Banyumas Regency. The development of tourism village potential in Banyumas Regency also faces several problems. These problems include tourism and cultural opportunities that have not been optimally developed, the use of existing equipment in the implementation of tourism and cultural development has not been optimal, the available tourism and cultural infrastructure is not appropriate, the work mechanism has not run properly, and the increasing demands of tourists to achieve satisfaction that can be achieved on a tour.

Germanggis Tour is one of the rapidly developing campgrounds in Banyumas Regency. Administratively, Germanggis Tour is located on Jalan Curug Cipendok, Dusun 4 Karangangka, Depok, Karangtengah, Cilongok, Banyumas Regency, Central Java Province. The potential of Germanggis is to have sufficient resources, standing on an area of 1.5 hectares and 3.5 hectares remaining. Germanggis tourist attraction is a natural tourism with a fun educational tourism concept. Germanggis tourist attraction has facilities in the form of a campsite or camp that is often used by the community and students to enjoy the cool and beautiful atmosphere. Germanggis tourism is relatively new. Therefore, it is necessary to conduct a business model structure analysis.

A business model that is developed regularly and systematically can be considered during decision making, during the development of future business strategies and as an example of a solution to problems in the implementation process. One of the business model innovations currently being developed is the canvas business model [3], [9], [11], [15], [18], [19], [20], [7].

The application of the canvas business model continues to refine the current business model [1][12][9]. The concept of business model structure has great practical power and is something that managers must consider when making decisions that may or may not be predictable [12]

The improvement aspect of Germanggis tourist attractions will be further explored based on tourist feedback and business model canvas analysis. In addition, the need for cultural attractions can be considered to attract tourists.

Given these conditions, this research is important to do, in addition to helping local governments in determining which villages will be developed. In addition, there is a need for a business model canvas to enrich the scientific treasury in the field of nature tourism.

2 Research Methods

Data analysis in qualitative research is carried out before entering the field, while in the field, and after completion of the field. Data analysis in qualitative research is carried out simultaneously with data collection and after data collection is completed within a certain period of time. The approach used in this study is a descriptive qualitative approach. The purpose of this descriptive study is a systematic, accurate and fact-based presentation or description of facts, which includes a detailed analysis of the business model as a natural potential management strategy [15].

During the interview, the researcher analyzed the respondents' answers. If the answers found after the analysis are not satisfactory, the researcher will proceed to a certain step until

information is obtained that is considered reliable. In addition, qualitative data analysis is carried out interactively and continuously until the end so that the data becomes saturated.

Business model development planning is carried out through an analysis stage where the status of goal achievement is clarified. This analysis describes a business strategy that can be identified based on a number of internal and external factors. Identify nine business model blocks, namely Customer Segments (CS), Value Proposition (VP), Channels (CH), Customer Relationships (CR), Revenue Streams (RS), Key Partnerships (KP) , Key Activities (KP), Main/Key Resources (KR), and Cost Structure (CS).

3 Results and Discussion

Identification of 9 elements of the Business Model Canvas

This section presents the results of the identification of 9 elements of the Germanggis business model for tourism.

Business Model Canvas (BMC) is a framework that discusses business models by visualizing them in the form of a canvas so that they are easy to understand and comprehend. This model is used to explain, visualize, evaluate and change business models to achieve optimal performance. BMC can be used in all sectors, without being limited to the commercial area. BMC is very useful for accelerating the process of analyzing the company's strengths and weaknesses. Knowing the strengths and weaknesses, needs and returns can be analyzed quickly.

3.1 Customer Segments / Customer Segmentation

Customer segments or customer segments in the camping area tourism business can vary, depending on the type of camping area tourism and the target market desired by the business manager. Customer segments in the camping area tourism business:

- 1) Families
Families with children are a common customer segment in the camping area tourism business. Camping area tourism can offer family-friendly activities such as hiking and playing in outdoor areas.
- 2) Backpacker
Another customer segment in the camping area tourism business is backpackers or travelers who want to explore nature and stay in affordable places. Camping area tourism can offer camping areas that are easy to reach, such as by vehicle or on foot.
- 3) Nature lovers
Customers who are interested in the beauty of nature are another customer segment in the camping area tourism business. Germanggis area offers views of the mountains and the city of Purwokerto from a height.
- 4) Social groups
Social groups such as hiking clubs, camping clubs, or groups of friends are potential customer segments for Germanggis tourism. Germanggis offers facilities for large groups, in the form of a hall
- 5) Outdoor sports enthusiasts

Outdoor sports enthusiasts such as mountain climbers, and archery are another customer segment for Germanggis tourism. Germanggis offers activities that suit the interests of tourists, such as hiking.

In managing the Germanggis tourism business, it is important to understand potential customers and their needs in order to offer services that are appropriate and attractive to them. So far, visitors are still dominated by individuals and communities. In terms of nationality, 100% of visitors are domestic tourists. Generally, visitors come from the city of Purwokerto and its surroundings.

3.2 Value Proposition / Value Proposition

a. Performance

According to [13] value proposition (added value for potential customers or clients) consists of goods and services that can add value to certain segments to make tourist destinations appear more attractive, and make visitors feel comfortable and want to return.

The tourist attractions of Germanggis Tourism and Resort are as follows:

- 1) The photo spots provided have a contemporary design that will add to the aesthetics of the photo results on the camera
- 2) Camping area in the wild and you can also feel the cool fresh air of the beautiful mountains and see the beautiful views of the city of Purwokerto Banyumas from above.

b. Customization (something interesting and selling)

Germanggis Tourism and Resort is a natural tourism area with a fun education tourism concept. This tourist spot offers a natural tourism concept from the mountains in the Cipendok area, Cilongok District, and Banyumas Regency with cool air and refreshing nature. The green beautiful hills with neatly arranged and modern concept places add a different impression from other tourist attractions in Banyumas. For visitors who come just to take pictures and enjoy the beautiful scenery, not intending to stay overnight, then just pay an entrance ticket of IDR 10,000. Visitors can enjoy it by taking pictures, out bond, camping and a children's pool. Visitors are allowed to bring their own camping equipment, but if they don't bring it, they can also rent a tent. The rental price is IDR 50,000 for a capacity of 4 people.

In addition to tourism, Germanggis also provides classic-style villas/lodging. The price is IDR 250,000 on weekdays and IDR 50,000 on weekends. This villa provides an en-suite bathroom equipped with hot water/water heater.

c. Risk Reduction

Like other businesses, Germanggis tourism also has risks that need to be considered by managers. Some of these risks include:

1) Weather

Germanggis tourism is very dependent on weather conditions. If bad weather conditions, such as heavy rain or strong winds, can disrupt the tourist experience, even threatening their safety. Bad weather can also affect the number of tourist visits and business revenues.

2) Maintenance and Care of Facilities

Camping facilities must always be in good condition and well maintained so that tourists feel comfortable and safe. Maintenance and care of camping facilities can be

expensive and need to be budgeted properly so that facilities are always in good condition.

3) Safety

Germanggis managers must also ensure the safety of tourists. This can include security and surveillance facilities, such as security officers, and other security equipment.

4) Competition

Germanggis tourism also has stiff competition from similar businesses. Germanggis managers must ensure that they offer better services and facilities than their competitors to win the competition.

5) Changes in Government Policy

The government can change policies related to tourism that can affect Germanggis tourism. Changes in policy can have an impact on the number of tourist visits and business revenue.

6) Environmental Issues

Germanggis management must pay attention to the environmental impact of their business activities. Managers must ensure that they run their business in an environmentally friendly manner and minimize negative impacts on the surrounding environment

To overcome business risks, business managers must conduct risk analysis and develop a good risk management plan. Business managers must also ensure that they meet the safety and environmental standards set by the government and related organizations.

d. Accessibility

Germanggis tourism information can be obtained on the Instagram social media @germanggis_area. This Instagram provides information about the rides available at Germanggis tourism and activities that can be done both individually and in groups.

Physical access to the Germanggis tourist location can be reached by motorbike or car. To get to this tourist spot, it takes one hour from the city center of Purwokerto Banyumas, precisely on Jalan Curug Cipendok, Dusun IV Karangnangka, Depok, Karangtengah Village, Cilongok District, Banyumas Regency, Central Java Province, this tourist location is also in the same area as Curug Cipendok

3.3 Channel/distribution

Channels are a means of conveying the value or benefits of a product to the customer segment. To convey information and product promotions to potential customers, Germanggis tourism can be obtained on social media Instagram @germanggis_area. In addition, Word-of-mouth or word-of-mouth promotion can also be an important means of promoting a camping tourism business. To obtain good testimonials from customers, Germanggis management must provide a positive and satisfying experience to customers. This can help Germanggis management to get references from customers and gain a good reputation in the eyes of potential visitors.

3.4 Customer Relationships / Customer Relations

Customer relationships or relationships with customers in the Germanggis business are very important to retain customers, build loyalty, and increase customer satisfaction. Here are some important aspects of customer relationships in the camping tourism business

a. Communication

Germanggis business managers must build good communication with customers to get feedback, understand their needs and desires, and provide the necessary information. Communication in Germanggis tourism is carried out directly at the tourist location and via Instagram @germanggis_area.

- b. Service
Good and responsive service is an important key in building relationships with customers. Germanggis business managers provide good service, are responsive, and help in solving customer problems or questions.
- c. Personalization
Germanggis business managers can personalize the services or products offered to customers. For example, by providing recommendations for activities that suit customer interests, or providing special offers to loyal customers.
- d. Loyalty programs
Loyalty programs can help Germanggis businesses retain customers and increase their loyalty. Loyalty programs can be in the form of discounts, gifts, or exclusive offers for loyal customers.
- e. Customer experience
Germanggis business managers must ensure that customers are satisfied with the experience provided. This can include good service, guaranteed security, clean and complete facilities, and interesting activities that suit customer interests.
In the tourism business, good customer relationships are very important to build a good reputation and increase customer satisfaction. By paying attention to the aspects above, Germanggis business managers can retain loyal customers and attract new visitors.

3.5 Revenue

Revenue streams describe the cash flow obtained by the company from each customer segment. Revenue streams or sources of income for Germanggis tourism can come from several sources, including:

- a. Accommodation costs
Germanggis management can earn income from accommodation costs such as renting camping grounds and camping equipment and renting villas
- b. Facility usage fees
Germanggis management can charge fees for using facilities such as sports fields and other facilities.
- c. Activity costs
Germanggis management can offer various activities such as hiking and various other activities. Activity costs can be an additional source of income for camping tourism businesses.
- d. Food and beverage costs
Germanggis management can offer food and beverages that can be an additional source of income. This can include adding a cafe at the camping location or providing catering services for guests.
- e. Sales of camping equipment
Germanggis management can earn income from selling camping equipment such as tents, mattresses, sleeping bags, and other camping equipment.

The tent rental price is IDR 50,000. However, visitors who already have or bring their own tents, only need to pay IDR 30,000 for registration to rent a camping stall per tent. The rental rate for a camping house is IDR 200,000 while a home stay is IDR 500,000.

f. Selling souvenirs

Germanggis management can sell various types of souvenirs such as t-shirts, hats, stickers, and other items with the camping tourism brand. Germanggis Tourism has the opportunity to do this.

Revenue streams or sources of income can vary depending on business strategy and customer segmentation. It is important for Germanggis managers to consider revenue streams that are in line with their business goals and customer needs.

Germanggis' main source of income is entrance tickets. The entrance fee to tourist attractions is IDR 10,000.00. Camp prices vary. The tent rental is IDR 50,000.00. The parking fee is IDR 5,000 per car. Motorcycle parking is charged IDR 2,000.

g. Payment Method

Visitors make transactions by buying tickets at the entrance for IDR. 10,000.00.

3.6 Main/Key Resources

Main resources include various resources owned by the company or organization to deliver the value proposition such as E.g. people, brands, equipment, and technology.

a. physical resources

Other physical resources include tourist facilities in the pine forest that can be used to organize outdoor activities, spacious and comfortable campsites, villas, and photo locations.

The facilities provided are toilets, prayer areas, camping tents, and children's swimming pools.

Visitors can rent tent facilities from the manager for IDR 50,000. However, visitors who already have or bring their tents, only need to pay IDR 30,000 for the camping stall rental registration per tent. Visitors who want to stay at the Germanggis tourist attraction are provided with guest houses and homestay facilities with very affordable rental fees. For guest houses, it is IDR 200,000 while home stays are IDR 500,000.

For visitors who come in groups, there are meeting room facilities in the form of a hall that can be used by visitors. In addition, the parking lot is also very spacious, able to accommodate many vehicles, both cars and motorbikes.

There is also a culinary or snack center for visitors around the tourist location. The safety and comfort of visitors are also guaranteed.

b. Human resources

The need for quality human resources in the management of Germanggis is very important. Some reasons why quality human resources are needed in the management of Germanggis include:

1) Service Quality

Quality human resources will be able to provide good service to tourists. They will understand the needs and desires of tourists and be able to provide solutions if problems occur while tourists are in the camping area.

2) Security

Good Germanggis management will require strict safety standards. Quality human resources will be able to maintain the safety and comfort of tourists while in the camping area, including anticipating danger and providing first aid in the event of an accident.

3) Maintenance

Germanggis management also requires regular maintenance and care. Quality human resources will be able to maintain camping facilities so that they remain suitable and comfortable for tourists to use.

4) Promotion

Qualified human resources will be able to promote Germanggis well. They will be able to provide accurate and interesting information about activities that can be done in the camping area, as well as offer attractive tour packages for tourists.

In managing camping tourism, quality human resources must also have knowledge and skills in matters related to managing camping tourism, such as operational management, security, facility maintenance, and promotion. In addition, they must also have good interpersonal skills in order to interact with tourists well and be able to provide a pleasant experience while tourists are in the camping area.

Currently, Germanggis has a workforce of 25 permanent employees. Generally, they come from local residents.

5) Technology

Technology is needed in managing Germanggis tourism to improve efficiency, service quality, and tourist experience. Currently, Germanggis uses social media Instagram @germanggis_area, YouTube channel Germanggis area, and Facebook: camp area germanggis to promote its products and to establish communication through messages on IG.

3.7 Key Activities

According to the theory put forward by [13], this main activity has several characteristics such as sources of income. Main activities include all activities that a business needs to do to produce good and satisfying products or services. Basically, Germanggis products are comprehensive for various activities, both individual and group.

Some of the main activities that are usually done in camp tourism are as follows:

a. Camping

Camping is the main activity carried out in camp tourism. Tourists can set up tents or use the camping facilities available in the camp area.

b. Nature Activities

Activities related to nature such as hiking and exploring nature can be done in camp tourism. Tourists can enjoy the natural scenery and natural beauty around the camping area.

c. Outdoor Activities

In addition to nature activities, tourists can also do outdoor activities. These outdoor activities can also be provided by the camp tourism manager.

d. Barbeque and Food

Cooking and barbeque activities are popular activities in camp tourism. Tourists can bring their own cooking equipment or use the facilities provided by the camp tourism manager. In addition, there are stalls in the camp area that provide food and drinks.

e. Social Activities

Social activities such as campfires, chatting with friends, family, or other tour groups, singing and playing musical instruments, and doing other activities can strengthen relationships between camp participants.

The above activities can be combined according to the wishes and interests of tourists. Camp tour managers can provide organized tour packages with various activities so that they can provide a unique and memorable experience for tourists.

3.8 Key Partnership / Main Partnership

Germanggis Tourism can collaborate with other parties such as travel agents or travel agents. This can help Germanggis Tourism to expand its market reach and increase sales. Germanggis Tourism has the opportunity to do this.

3.9 Cost Structure

According to [13], the cost structure is an activity that creates and provides value to customers, maintains good relationships with customers, generates revenue, manages the business, and works with key partners to create operational costs. As a camp tour manager, the costs that must be incurred to ensure that the camp trip runs smoothly and provides a satisfying experience for tourists.

Here are some costs that must be incurred by camp tour managers:

a. Land Rental Costs

Camp tour managers must pay the rental fee for the land or land where the camping area is located.

b. Facility Costs

Camp tour managers must buy or provide camping facilities such as tents, mattresses/foam.

c. Licensing Fees

Camp tourism managers must also pay licensing fees, such as operational permits, environmental permits, and other permits required to run a camp tourism business.

d. Security Costs

Camp tourism managers must provide security and surveillance facilities, such as security officers and other security equipment to maintain tourist safety.

e. Promotion Costs

Camp tourism managers must also spend promotional costs, such as advertising costs, leaflets, or other promotional activities to promote camp tourism and attract tourists. Currently, Germanggis is more dominant in promoting via Instagram @germanggis_area

f. Maintenance Costs

Camp tourism managers must also carry out maintenance and upkeep of camping facilities and areas to ensure tourists get a comfortable and safe experience.

g. Operational Costs

Camp tourism managers must spend operational costs, such as electricity, telephone, internet, and other costs required to run a camp tourism business. The water source in Germanggis comes from springs. So it does not use PDAM.

All these costs must be incurred by the camp tourism manager and must be calculated carefully so that the camp tourism can run smoothly and provide a satisfying experience for tourists.

This finding is in accordance with previous research conducted by [5] [6] that the use of Business Model Canvas (BMC) analysis to analyze the existing conditions of the tourism industry has proven to be beneficial. BMC analysis can describe the current business conditions for further improvements by emphasizing added value as part of managing technology development.

4 Conclusion

The elements of the Germanggis tourism business model that have been identified represent customer segments or visitor tourism segments, namely domestic tourists. The service promise offered is nature tourism services in the form of tourism. However, the Germanggis regional administration does not yet have a comprehensive business package; Current customer relations are direct services to tourists; The channels used are Instagram Publishing Media @germanggis_area, Germanggisarea YouTube Channel, and Facebook:

in the Germanggis camp area, the main resources are physical assets in the form of panoramas around Germanggis and several supporting facilities; The main function is the management of tourism services and the maintenance and development of Germanggis tourism; Key partnerships include local businesses/entrepreneurs and community members; specific cost structures include budget allocations related to program operating costs, such as B. maintenance costs, facility acquisition costs, infrastructure and advertising costs; Revenue sources come from entrance fees and camping equipment rentals.

References

- [1] Al-debei, M. M., & Avison, D. (2010). Developing unified framework of the business model concept, 19(3), 359–376.<https://doi.org/10.1057/ejis.2010.21>
- [2] Bambang, Chandra Suparno, dan Lina Rifda Naufalin. 2017. “Kajian Desa Wisata dan Permintaannya Di Kabupaten Banyumas”. Laporan Akhir Penelitian Peningkatan Kompetensi LPPM UNSOED. Tidak Dipublikasikan
- [3] Chesbrough, H. (2007). Business model innovation: it’s not just about technology
- [4] Cidhy, D. A. T. K., Baga, L. M., & Djohar, S. (2004). Pariwisata Kreatif Dan Kegiatan Ekstrakurikuler Berbasis Bambu Dalam Pengembangan Model Bisnis CV Suratin Bamboo. *Jurnal Manajemen Dan Agribisnis*, 13(3), 227–239. <https://doi.org/10.17358/jma.13.3.227>
- [5] Endratno, Hermin (2020) Canvas Business Model Marketer Village, Tunjungmuli Purbalingga, 2nd ICBAE, proceeding conference. DOI 10.4108/cai.5-8-2020.2301083
- [6] Endratno, Hermin (2021) *Model Bisnis Canvas Hutan Pinus Limpakuwus Purwokerto*, Derivatif : Jurnal Manajemen, (ISSN Cetak 1978-6573) (ISSN Online 2477-300X), Vol. 15 No. 1 April 2021
- [7] R. A. Endratno H, Azizah SN, “Pengembangan Model Bisnis Canvas Desa Wisata Karang Salam, Kec. Baturraden, Kab. Banyumas,” *Deriv. J. Manaj. Vol. 17 No. 2 Novemb. 2023 (ISSN Cetak 1978-6573) (ISSN Online 2477-300X) Pengemb.*, vol. 17, no. 2, pp. 216–226, 2023.
- [8] Giesen, E., Berman, S. J., Bell, R., Blitz, A., Giesen, E., Berman, S. J., Blitz, A. (2013). Threeways to successfully innovate your business model <https://doi.org/10.1108/10878570710833732>
- [9] Hedman, J., & Kalling, T. (2003). The business model concept: theoretical underpinnings and empirical illustrations, (October 2002), 49–59. <https://doi.org/10.1057/palgrave.ejis.3000446>
- [10] Kindström, D., Kowalkowski, C., & Kindstro, D. (2014). Service innovation in product-centric firms: a multidimensional business model perspective. <https://doi.org/10.1108/10878570710833732>
- [11] Maglio, P. P., & Spohrer, J. (2013). industrial marketing Management A service science perspective on business model innovation. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2013.05.007>
- [12] Mcgrath, R. G. (2010). Business Models: A Discovery Driven Approach. *Long Range Planning*, 43(2–3), 247–261. <https://doi.org/10.1016/j.lrp.2009.07.005>
- [13] Nenonen, S., & Storbacka, K. (2010). *International Journal of Quality and Service Sciences Business model design: conceptualizing networked value co-creation*. <https://doi.org/10.1108/17566691011026595>
- [14] Osterwalder, Alexander dan Yves Pigneur. (2012). *Business Model Generation*. Jakarta: PT.Elexmedia Komputindo.
- [15] Shafer, S. M., Smith, H. J., & Linder, J. C. (2005). The power of business models B. <https://doi.org/10.1016/j.bushor.2004.10.014>
- [16] Sugiyono, (2003) *Statistik Untuk Penelitian*,
- [17] Susyanti, D. W. (2013). Media Internal Sebagai Jembatan Komunikasi Di Dalam Perusahaan. *EPIGRAM (e-journal)*, 10(2).
- [18] Tikkanen, H. (2005). Managerial cognition, action and the business model of the firm, 43(6), 789–809. <https://doi.org/10.1108/00251740510603565>
- [19] Voelpel, S., Leibold, M., Tekie, E., & Krogh, G. V.O. N. (2005). Escaping the Red Queen Effect in Competitive Strategy: Sense-testing Business Models, 23(1), 37–49. <https://doi.org/10.1016/j.emj.2004.12.008>
- [20] Zott, C. (2007). Business Model Design and performance of Entrepreneurial Firms, 18(2), 181–199. <https://doi.org/10.1287/orsc.1060.023>