



MASTER IN BUSINESS ADMINISTRATION

FINAL PROJECT ENTREPRENEURSHIP PROPOSAL

ECO WILD ORANGUTRIP



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Index

<i>Chapter 1. Final Project Proposal</i>	4
1.1 Definition of the Entrepreneurship goal	4
1.2 Context of the Project.....	6
1.3 Objectives	10
1.4 Methodology	11
1.5 References & Sources	14
1.6 Provisional Title	14
1.7 Provisional table of Contents	14
1.8 Working Schedule	19

Figure index

Figure 1. UNWTO General Tourism tendence compared to 2019.....	6
Figure 2. UNWTO General Tourism tendence in South-East Asia	6
Figure 3. World Travel & Tourism Council 2023 data.	7
Figure 4. OECD, Real GDP growth projections.	8
Figure 5. International Tourism Statisitcs by the Ministry of Tourism and Creative Economy of Indonesia.	9
Figure 6. Gantt Chart for the project.	19

Illustration index

Illustration 1. Our principal guide is Ahmad with perfect English knowledge..... 4

CHAPTER 1. FINAL PROJECT PROPOSAL

1.1 DEFINITION OF THE ENTREPRENEURSHIP GOAL

This project offers an exclusive service of personalized guided tours in the Bukit Lawang nature reserve in Sumatra, Indonesia, for orangutan observation in their natural habitat. Designed for both individuals and companies organizing trips, our service ensures a fully tailored experience for each client.

The tours are led by trusted local guides with extensive experience and proficiency in English, guaranteeing a safe and authentic immersion in the jungle.



Illustration 1. Our principal guide is Ahmad with perfect English knowledge.

We provide private pickup and transportation from any location in Sumatra, as well as return transfers, offering a hassle-free experience. Jungle routes are flexible, adapting to the client's preferences, ranging from one-day excursions to customized camping experiences for overnight stays in the jungle over several days, with meals prepared by a specialized team.

This project stands out for its attention to detail and its focus on delivering an unforgettable and unique experience in one of the most fascinating natural environments in the world.



Illustration 2. Our second in command is Ewin, protector and food carrier.

This project is deeply committed to environmental preservation and sustainable tourism. By promoting responsible interactions with nature, we aim to protect the delicate ecosystem of Bukit Lawang and ensure the orangutans' natural habitat remains undisturbed for generations to come. Additionally, our initiative directly supports the local community by providing fair employment opportunities to experienced guides, cooks, and drivers, thereby improving their living standards. Through collaboration with local businesses and eco-friendly practices, we strive to create a positive impact both for the environment and the people who call this region 'home'.

The entrepreneurship goal is to develop an online travel agency that offers the service described. Clients will be both individuals who contact the company directly and travel agencies that hire our services.

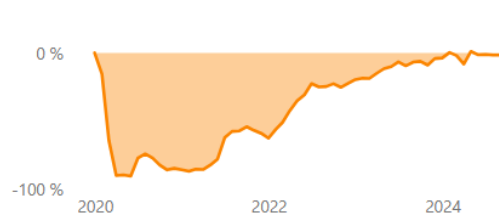
1.2 CONTEXT OF THE PROJECT

In the context of the project, the question, ‘How practitioners can profit from the results and conclusions of the project?’, will be analysed and answered.

First, the tendence of global international tourism will be analysed applying the ‘United Nations World Tourism Organization’ (UNWTO) database. COVID affected global tourism, however after 3 years international tourism is starting to catch up to its normal volume.

Int. Tourist Arrivals - UN Tourism

septiembre 2024
-1 % Latest data
-2 % YTD



Travel Sentiment - TCI RESEARCH

noviembre 2024
43 Latest data

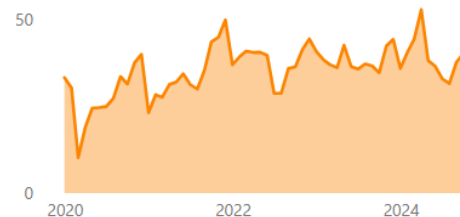


Figure 1. UNWTO General Tourism tendence compared to 2019.

However, the project will focus on Southeast Asia, obtaining a recovery tendence after the 2019 COVID consequences, more tourists are starting to go to Southeast Asia which means the opportunity to attract potential customers.

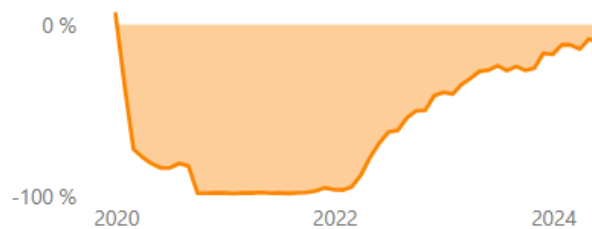
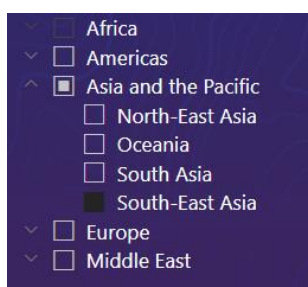


Figure 2. UNWTO General Tourism tendence in South-East Asia

Analysing the economic impact that the tourism suppose in Southeast Asia, the World Travel & Tourism Council published:

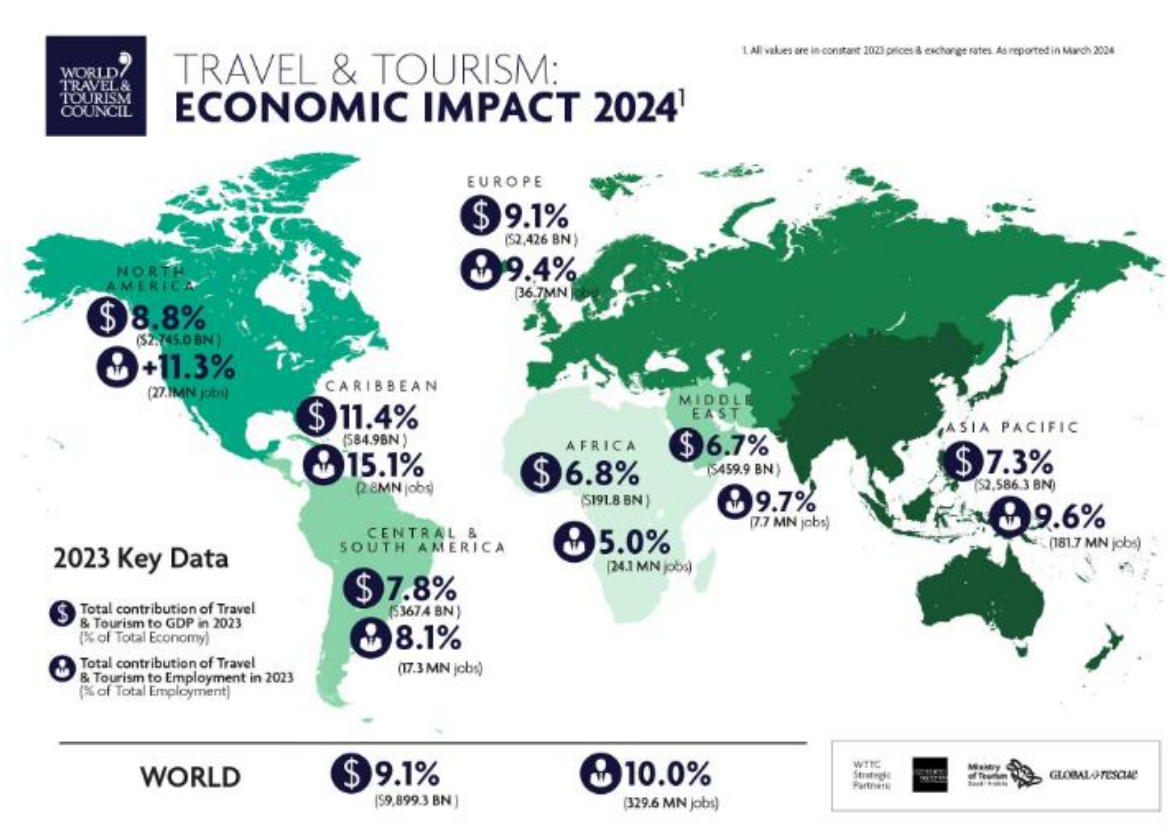


Figure 3. World Travel & Tourism Council 2023 data.

Southeast Asia contributed to 2023 international tourism with 2,5 billion dollars. The currency exchange in these countries is very favourable for people who come from countries with a currency like the dollar or the euro. This means that the margins are potentially high.

“The future is very bright. We can predict a record-breaking 2024. The sector’s global economic contribution is set to reach an all-time high of \$11.1 trillion, which will generate one in every ten dollars worldwide. The sector is also expected to support nearly 348 million jobs, an increase of 13.6 million jobs on its 2019 record. We trust that our data will support policymakers, industry professionals and individuals engaged in the evolution of travel.”

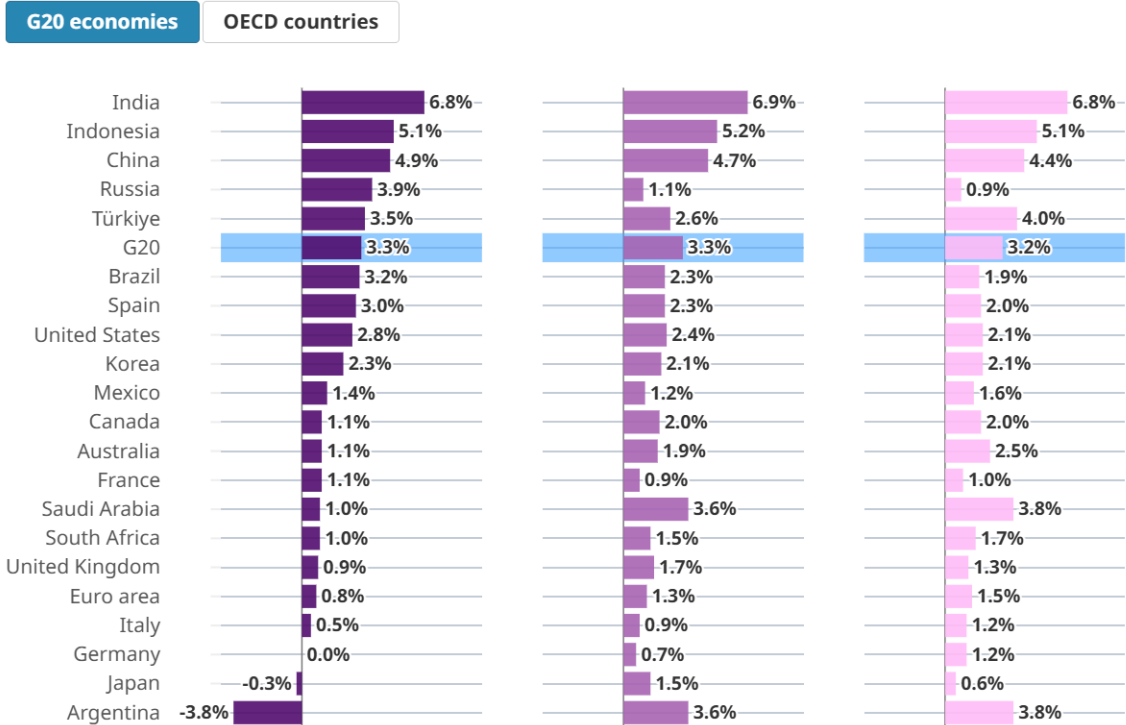
April 2024 – Julia Simpson, WTTTC President & CEO

Within Southeast Asia we will focus on Indonesia, which is the country to which the island of Sumatra belongs.

Data insights

Real GDP growth projections for 2024, 2025 and 2026

%, year-on-year



Source: OECD Economic Outlook, December 2024.

Figure 4. OECD, Real GDP growth projections.

This chart shows real GDP growth projections for G20 and OECD countries from 2024 to 2026. Indonesia has one of the highest economic growth rates within the G20, with projections of 5.1% for 2024 and 5.2% for 2025. This indicates a dynamic market with a rapidly expanding economy, favourable for new businesses.

High GDP growth reflects a growing domestic market, with an increasing population likely gaining purchasing power and demanding diversified services, such as tourism and unique experiences, aligning perfectly with the project.

The database of the Ministry of Tourism and Creative Economy of Indonesia published the following graph showing International Tourism Statistics of Indonesia.



Figure 5. International Tourism Statistics by the Ministry of Tourism and Creative Economy of Indonesia.

According to the Ministry: ‘The number of foreign tourist visits to Indonesia through all entry points in August 2024 was 1,339,946, of which 1,177,652 visits or 87.89% were made through immigration registration and 162,294 visits or 12.11% were made through mobile positioning data registration at border entry points. This number experienced an increase of 18.30% compared to August 2023, which amounted to 1,132,638 visits. The cumulative number of foreign tourist visits from January to August 2024 was 9,092,856 visits, an increase of 20.38% compared to the previous period which amounted to 7,553,292 visits. The average length of stay of foreign tourists departing from Indonesia in August 2024 was 8.27 nights in Indonesia. The average number of visits for the period of August 2024 is almost the same as that of August 2023, i.e. 8.24 nights.’

In this context, the opportunity to start a tourism-related business in Indonesia is reflected.

In this context, relationships with local guides are already established, this project started in the summer of 2024 with my personal stay in the jungle of Bukit Lawan for 3 nights and 4 days.



Illustration 3. Jungle personal experience with Ahmad and Ewin.

1.3 OBJECTIVES

The objective is to develop a real business that offers an exclusive service of personalized guided tours in Bukit Lawang, Sumatra, Indonesia, focused on observing orangutans in their natural habitat, blending sustainable tourism with support for local economic development.

1.4 METHODOLOGY

The methodology has been divided into 5 parts:

1. **Research and Analysis Methodology:** understand the market, customers, and operating environment.
 - a. Market Research
 - i. Analyze tourism statistics (e.g., UNWTO or Indonesia's Ministry of Tourism data).
 - ii. Identify target customer profiles (demographics, interests, budget).
 - iii. Study trends in sustainable and adventure tourism.
 - b. PESTEL Analysis
 - i. Evaluate political, economic, social, technological, ecological, and legal factors in Indonesia.
 - c. Competitor Analysis
 - i. Identify local and international operators.
 1. Study pricing, services offered, and differentiators.
 - d. Local Validation
 - i. Conduct interviews with local experts, tour guides, and potential customers.
2. **Implementation Methodology:** implement the project iteratively and flexibly.
 - a. Define Sprints
 - i. Break the project into small phases with clear goals (e.g., website development, guide recruitment, initial promotion).
 - b. Functional Prototype
 - i. Launch an initial version of the service with basic features.
 - c. Continuous Evaluation
 - i. Collect feedback during each sprint and adjust the plan accordingly.
 - d. Scalability
 - i. Gradually expand services by adding new routes or experiences based on demand.

3. Marketing and Promotion Methodology

a. Branding Strategy

- i. Create a unique identity emphasizing exclusivity, sustainability, and authenticity.

Digital Marketing

- ii. Use social media, Google Ads, and collaborations with travel bloggers/vloggers.

b. Strategic Partnerships

- i. Partner with international tour operators and platforms like TripAdvisor or Booking.com.

c. ROI Measurement

- i. Evaluate campaign effectiveness and adjust strategies as needed.

4. Financial Methodology

a. Financial Projections:

- i. Estimate revenue and costs (development, operations, marketing).

b. Profitability Analysis:

- i. Calculate the break-even point and expected profitability.

c. Funding Sources:

- i. Seek local and international investors or grants related to sustainable tourism.

d. Budget Control:

- i. Monitor expenses and adjust based on revenue.

5. Control and Results Methodology: monitor performance, ensure alignment with objectives, and measure success.

a. Define Key Performance Indicators (KPIs): establish specific metrics to evaluate success, such as:

- i. Number of tours booked monthly.
- ii. Customer satisfaction scores (e.g., Net Promoter Score - NPS).
- iii. Revenue and profit growth rates.

- iv. Community impact metrics (e.g., jobs created, income generated for locals).
- b. Performance Tracking:
 - i. Use software tools or dashboards (e.g., Excel) to monitor KPIs in real time.
- c. Regular Reporting:
 - i. Schedule monthly or quarterly reviews to analyze performance against goals.
 - ii. Share results with stakeholders, including team members and local partners.
- d. Feedback Loops:
 - i. Collect customer feedback through surveys and reviews.
 - ii. Conduct debriefing sessions with guides and team members to identify operational issues.
- e. Risk Mitigation:
 - i. Identify potential risks (e.g., environmental, operational, or financial) and establish contingency plans.
- f. Continuous Improvement:
 - i. Adjust strategies and operations based on performance data.
 - ii. Implement lessons learned to improve service quality and project impact.
- g. Outcome Evaluation:
 - i. Conduct an annual review to assess long-term outcomes.
 - ii. Compare results against initial objectives to determine success and areas for improvement.

1.5 REFERENCES & SOURCES

Julia Simpson, WTTC President and CEO. (April 2024). Travel & Tourism Economic Impact Research (EIR). *World Travel & Tourism Council*. Obtenido de <https://wttc.org/research/economic-impact>

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Use of AI (ChatGPT) for redaction purposes.

1.6 PROVISIONAL TITLE

‘Eco Wild Orangutrip’ is the provisional title.

1.7 PROVISIONAL TABLE OF CONTENTS

1. Introduction

1.1 Background and Context

1.2 Objectives of the Project

1.3 Scope and Relevance

2. Research and Analysis Methodology

2.1 Market Research

2.1.1 Analysis of Tourism Statistics (e.g., UNWTO or Indonesia's Ministry of Tourism)

2.1.2 Identification of Target Customer Profiles (Demographics, Interests, Budget)

2.1.3 Study of Trends in Sustainable and Adventure Tourism

2.2 PESTEL Analysis

2.2.1 Political, Economic, Social, Technological, Ecological, and Legal Factors in Indonesia

2.3 Competitor Analysis

2.3.1 Identification of Local and International Operators

2.3.2 Study of Pricing, Services Offered, and Differentiators

2.4 Local Validation

2.4.1 Interviews with Local Experts, Tour Guides, and Potential Customers

3. Implementation Methodology

3.1 Define Sprints

3.1.1 Phased Approach with Clear Goals (e.g., Website Development, Guide Recruitment, Initial Promotion)

3.2 Functional Prototype

3.2.1 Launch of Initial Service Version with Basic Features

3.3 Continuous Evaluation

3.3.1 Feedback Collection and Iterative Adjustments During Sprints

3.4 Scalability

3.4.1 Gradual Expansion of Services (e.g., New Routes or Experiences)

4. Marketing and Promotion Methodology

4.1 Branding Strategy

4.1.1 Creating a Unique Identity Focused on Exclusivity, Sustainability, and Authenticity

4.2 Digital Marketing

4.2.1 Use of Social Media, Google Ads, and Collaborations with Travel Bloggers/Vloggers

4.3 Strategic Partnerships

4.3.1 Collaborations with International Tour Operators and Platforms (e.g., TripAdvisor, Booking.com)

4.4 ROI Measurement

4.4.1 Evaluating Campaign Effectiveness and Adjusting Strategies

5. Financial Methodology

5.1 Financial Projections

5.1.1 Revenue and Cost Estimates (Development, Operations, Marketing)

5.2 Profitability Analysis

5.2.1 Break-Even Point and Expected Profitability Calculation

5.3 Funding Sources

5.3.1 Identification of Local and International Investors or Sustainable Tourism Grants

5.4 Budget Control

5.4.1 Monitoring Expenses and Adjustments Based on Revenue

6. Control and Results Methodology

6.1 Define Key Performance Indicators (KPIs)

6.1.1 Metrics for Success (e.g., Monthly Bookings, Customer Satisfaction, Revenue Growth)

6.1.2 Community Impact Metrics (e.g., Jobs Created, Income for Locals)

6.2 Performance Tracking

6.2.1 Use of Tools or Dashboards (e.g., Excel) to Monitor KPIs in Real-Time

6.3 Regular Reporting

6.3.1 Scheduling Reviews (Monthly/Quarterly)

6.3.2 Sharing Results with Stakeholders

6.4 Feedback Loops

6.4.1 Customer Surveys and Reviews

6.4.2 Debriefing Sessions with Team Members

6.5 Risk Mitigation

6.5.1 Identification and Contingency Plans for Potential Risks

6.6 Continuous Improvement

6.6.1 Strategy Adjustments Based on Performance Data

6.6.2 Implementing Lessons Learned to Improve Quality and Impact

6.7 Outcome Evaluation

6.7.1 Annual Review of Long-Term Outcomes

7. Discussion and Conclusions

7.1 Key Findings and Lessons Learned

7.2 Limitations of the Study

7.3 Future Directions

8. References

9. Appendices

9.1 Supporting Data and Documents

9.2 Interview Transcripts

9.3 Survey Results

1.8 WORKING SCHEDULE

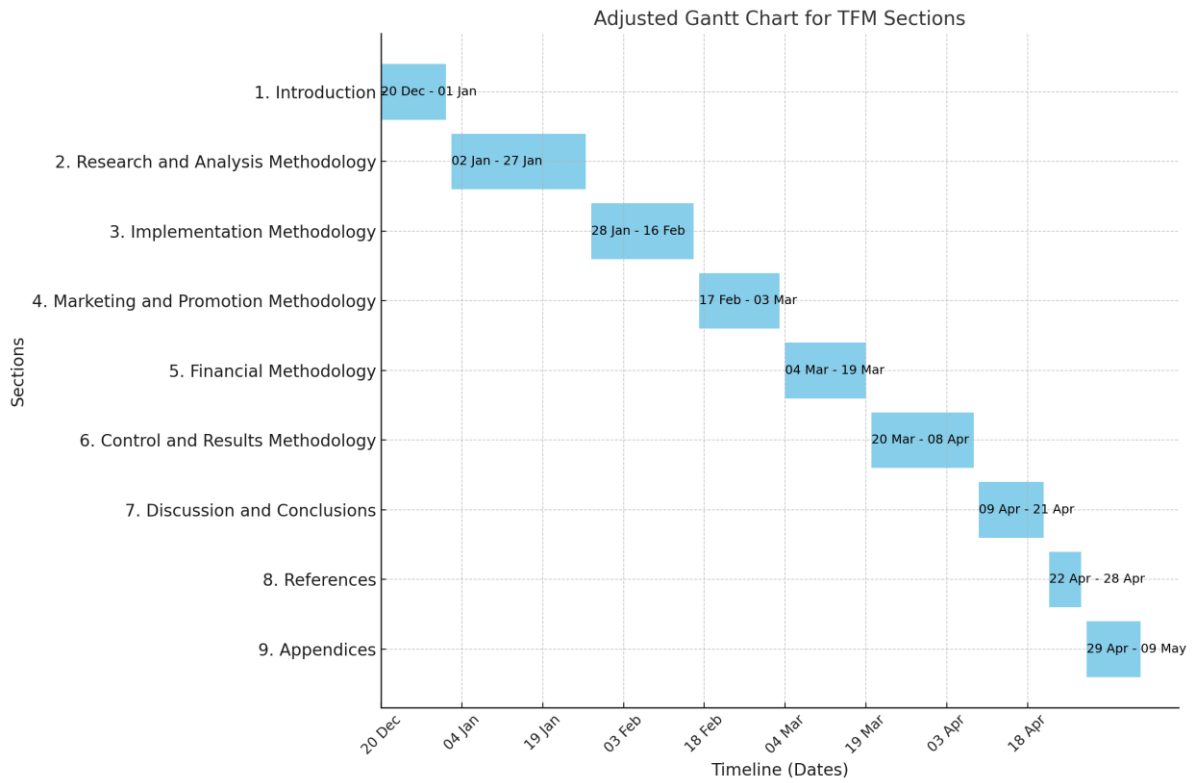


Figure 6. Gantt Chart for the project.

