

International  
Service  
Innovation  
Design  
Conference

ISIDC  
2018

PROCEEDING

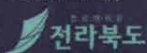
AGENDA

- 01 Regional design to think about strategic service innovation
- 02 Regional service design convergence research

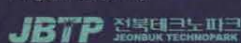
10.17. <sup>Wed</sup> ~ 10.19. <sup>Fri</sup>

Venue National Intangible Heritage Center

Hosted by



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Department of Industrial Design  
Institute for Cultural Convergence Archives

# International Service Innovation Design Conference 2018

Proceeding

**ISIDC 2018** International  
Service  
Innovation  
Design  
Conference

# ISIDC 2018 / International Service Innovation Design Conference 2018

ISIDC is Asia's first conference in service innovation design. The biennial conference series was initiated by a group of multidisciplinary scholars from Japan, Korea, and Taiwan, led by Professor Kazuo Sugiyama. The group formed a planning council in 2006 to gather leading experts, professionals, and stakeholders in service innovation design.

The council hosted its first conference in Dongseo University, Korea in 2008. Since then, ISIDC has been organized in different cities in Asia:

- Busan, Korea (2008) - hosted by: Dongseo University
- Hakodate, Japan (2010) - hosted by: Future University of Hakodate
- Tainan, Taiwan (2012) - hosted by: National Cheng Kung University
- Kuching, Malaysia (2014) - hosted by Universiti Malaysia Sarawak
- Chiangmai, Thailand (2016) - hosted by National Cheng Kung University

The ISIDC conference series has attracted and successfully gathered regional and international scholars and professionals alike, and served as the platform of knowledge exchange and networking for service innovation design.

## Theme history of ISIDC :

- Cultural Innovation and Life Design (2016)
- New Culture and Value (2014)
- Holistic Service Innovation & Co-Creation Experience (2012)
- Service - Innovation - Design (2008, 2010)

## ISIDC 2018 Theme : Indigenous design thinking for strategic service innovation

**Date :** October 17 - October 19, 2018

**Place :** National Intangible Heritage Center (95, Seohak-ro (896-1, Dongseohak-dong), Wansan-gu, Jeonju-si, Jeonbuk, Republic of Korea)

**Hosted by :** Jeollabuk-do

**Organized by :** Jeonbuk Technopark, Chonbuk National University  
(Dept. of Industrial Design / Institute for Culture Convergence Archives)

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# Developt Eco-Tourism Village Silver Jewelry Based, Through Product & System Service Design

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**Abstract :** Batan Krajan is a village in Gedeg District, Mojokerto Regency, East Java Province Indonesia. Batan Krajan is famous for producing jewelry made from silver. Exports to Germany, Australia, and parts of Asia, make Mojokerto jewelry crafters worthy of consideration in addition to Kotagede Jogjakarta and Celuk Bali. There is a Majapahit Silver, silversmith jewelry group consist of 41 members at the time of establishment in 2011 as the Village of Silver Craft Jewelry Center. Named Majapahit because Mojokerto is the capital of the Majapahit Kingdom of yore. And Majapahit inspiring Batan Krajan's craftsmen in making jewelry designs based on local culture.

In the development of Indonesia's tourism and creative economy sector of through Kemenparekraf during 2014 has made Mojokerto become the district of the nation's cultural heritage destination because of the abundance of cultural elements scattered in Trowulan, a sub-district in Mojokerto, is believed by many archaeologists as the capital of Majapahit kingdom in 13<sup>th</sup> century. So much central government funds dedicated to build cultural tourism in Mojokerto. In line with the central government's efforts towards Mojokerto tourism, this paper will explain the community development programme to support Mojokerto, especially Batan Krajan to become the eco-tourism village silver jewelry based.

Through several activity based such as marketing mix and STPD analysis, branding design and product management, eco-tourism village branding, \*mapping tourist image and its potential. In order to create an eco-tourism village silver-based silver jewelry craftsman in Batan krajan Mojokerto. Co-design and service design hopefully can tackle to create a different way of thinking about what, why and how design (product and or process) can or does address the ever-changing needs of society in Batan Krajan. The result is an anlysis of 5 principle of service design, 4 building blocks and tools of trade.

*Key words: Eco-tourism village, jewelry silversmith, Majapahit, Mojokerto.service design*

## 1. Introduction

### 1.1. Research Background

Society is one of the main components in development and has a role in supporting regional development, especially the development of local potentials such as natural, socio-cultural, and economic community. In line with Indonesian Law UU no.9<sup>th</sup> 1990 on Tourism, it appears that people have the same opportunity for conduct the tourism. The participation of the community in maintaining the natural and cultural resources it possesses is a big and potential tourist attraction. The development of nature tourism and cultural tourism in the perspective of local independence is the embodiment of interconnectivity in the community order while maintaining the preservation of nature and local cultural values, as well as natural attractions and cultural tourism that exists.

Government efforts in encouraging the development of Indonesian tourism in particular Mojokerto, East Java has been proven by the liquefaction of East Java provincial budget funds since 2014. Inspired by the noble culture of Majapahit Kingdom, one of the great empires that once existed in the land of Java ruled ASEAN in 13-15 centuries ago. The provincial government revitalized the houses in 3 villages Trowulan Mojokerto

District into a typical Majapahit cultural conservation area. Trowulan, a sub-district in Mojokerto, is believed by many archaeologists as the capital of Majapahit kingdom. Many findings, temples, former settlements, canals, large pools and distribution of antiquity scattered in this area. Inspired by Majapahit's fame and great ancient tourism potential, it has been transformed since the last 2 years at some point in Trowulan area to become "Majapahit Village". Majapahit village is a residential area in the form of rows of residential Majapahit architecture. Initial plans will be built as many as 294 homes of Majapahit nuanced in three villages: Bejjong, Sentonorejo and Jatipasar. A part of that there is a small village in Mojokerto called Batan Krajan, a village that still continuing the legacy of Majapahit Empire by it's craftsmanship skill with jewelry silversmith.

Putra, Kumara, 2017, Batan Krajan is a village in Gedeg District, Mojokerto Regency, East Java Province. A small village famous for producing jewelry made from silver. Exports to Germany, Australia, and parts of Asia make Mojokerto jewelry craftsmen worthy of consideration. There is a Majapahit Jewellery group of 41 members at the time of establishment 2011 as the Village of Silver Craft Jewelry Center. Named Majapahit because Mojokerto is the capital of the Majapahit Kingdom of yore. And Majapahit be inspired by craftsmen in making jewelry designs based on local culture.

Meanwhile, the development of Java's toll road has reached the final stage to connect Jakarta-Surabaya. Currently Surabaya - Mojokerto - Kertosono - Ngawi toll Road has been tested and operated since last Eid al Fitr. When the Java toll is connected and crossing Mojokerto from Juanda international airport and from West part of Java island, it is expected to facilitate the flow of tourist visits both domestic and foreign to the village of Batan Krajan Mojokerto.

## 1.2 Research Objective

General purpose:

1. Identify the types of tours that are appropriate to the local culture of the local community by creating the eco-tourism model through silver jewelry workshop business canvas model and its service design strategy.
2. Empowering local communities to take responsibility for the planning and management of their environment and to encourage local communities to play an active role in tourism management.
3. Realizing the Village Ecotourism governance based on local community empowerment and environmental and cultural preservation
4. Encourage local entrepreneurship community and develop excellent village products.
5. The realization of sustainable tourism funding management that ensures the running of ecotourism activities in the future.
6. Realization of the ability and awareness of villagers in maintaining, developing cultural arts that are useful for the completeness of tourist attractions that can be enjoyed by visitors and the availability of local specialties from raw materials in the village.

## 2. Theoretical Studies

### 2.1. Tourist Village

Nuryanti, Wiendu 1993, the tourist village is a form of integration between attractions, accommodation and supporting facilities presented in a community life structure that blends with the prevailing rules and traditions. There are two main concepts in the tourism village component:

1. Accommodations: a portion of the residence of local residents and / or units that develop over the concept of residence of the population.
2. Attractions: the entire daily life of the local population along with the physical setting of the village location that allows the integration of tourists as active participation such as: dance courses, language and others specific.

According to the pattern, process and type of managers of villages or tourist villages in Indonesia itself, is



divided into two forms: the type of structured and open type.

The structured type (enclave)

The structured type is characterized by the following characters:

1. Limited land equipped with infrastructure specific to the area. This type has advantages in the image that is grown so that it can penetrate the international market.
2. Locations are generally separated from the community or local population, so the negative impact it generates is expected to be controlled. In addition, social-cultural pollution will be detected early on.
3. The land is not very large and is still in the level of integrative and coordinated planning capability, so it is expected to appear to be a kind of agent to get international funds as a key element to "catch" the services of five-star hotels.

Examples of this area or tourist village is the area of Nusa Dua, Bali and some tourist areas in Lombok. The countryside is recognized as an approach that not only works nationally but also on an international level.

Open Type (spontaneous)

This type is characterized by the characters that grow the unified region with the structure of life, both space and patterns with local communities. The income distribution obtained from tourists can be directly enjoyed by local people, but the negative impact quickly spreads into one into the local population, making it difficult to control. An example of this type of tourist village is Prawirotaman, Yogyakarta.

The basic principle of developing a tourist village

1. Development of tourism facilities on a small scale and services within or near the village.
2. The facilities and services are owned and worked by the villagers, one may cooperate or possess individuals.
3. The development of a tourist village is based on one of the traditional "attributes" of traditional culture attached to a village or "nature" of attractions close to nature with the development of the village as a service center for tourists visiting both attractions.

## 2.2 Silver Jewelry Village Batan Krajan Mojokerto

Putra, Kumara, et al, 2015, The origin of the name of the village of Batankrajan according to the myth of the local community is taken from the many "bricks of the Majapahit kingdom" in the Genengan (sacred) land. The village of Batankrajan has a population of 2,998 people from 991 families. Batankrajan is also known as a silver jewelry center in Mojokerto. At the beginning of the booming silver jewelry center, there are about 41 businesses that employ the surrounding population. As well as to increase the existence of community groups that are doing business as a producer of silver perfection contained in silver jewelry center in Batankrajan Village, Gedeg, Mojokerto county, was born Koperasi Usaha Bersama (KUB) under the name "Majapahit Jewellery". Majapahit Jewellery proclaimed on December 1, 2011 at Silver Craft Jewelry Center - Batankrajan formed on the thoughts of 4 founders, namely Mr. Purbo, Mr. Catur Ikwan, Mr. Saidan, and Mr. Mochri. The founders hoped that with the formation of KUB, the presence of silver jewelry center in - Batankrajan, Gedeg Kab.Mojokerto increasingly recognized by the world and increase the turnover of product marketing. In 2016, the new KUB is taken care of by its Legal Entity. In accordance with the decision of the Minister of Justice and Human Rights of the Republic of Indonesia, Number AHU-0060421.AH.01.07. 2016, stand Silver Bucket Association Majapahit Silver with chairman Bp. Suwintah.

## 2.2. Service Design and its approached

Most design disciplines draw from other areas and fields. Technology, cognitive science and aesthetics all contribute to design as we know it today. Service design, a more recent application of design expertise, is no different. Service design draws on many concepts, ranging from user experience, marketing and project

management in order to optimize new services

Service design is an emerging field focused on the creation of well thought through experiences using a new way of thinking as opposed to a new stand-alone academic discipline. It is an interdisciplinary approach that combines different methods and tools from various disciplines such as social design, product design, through several tools like personas, co-creations, customer journey maps, business model canvas. The service design approach will help local craftsmen to innovate the knowledge transfer of jewelry making by create a small workshop in order of tourist can learn, make and develop silver jewelry in Batan Krajan. Service design itself can be describe as a term aims to ensure service interfaces are useful, usable, and desirable from client point of view, Birgit Mager, 2009.

Kate Andrews, 2011 describe social design exists as a way of thinking about what, why and how design (product and or process) can or does address the everchanging needs of a society. Service design is playing an important role in shifting the perception the invisible, vastly misunderstood and subsequently undervalued by society. By breaking down preconceived notions of creativity actively illustrating the significant and wider social application of design, and involving more people in design process.

With this intenet and building upon the basis that a working definition of service design and it field of design such as social design, product design, interactions design. As much to be found in the combination of various examples and attempts to define service design can adopted and help to innovate or improve service in Batan Krajan situation to make them more useful, usable desirable for eco-tourist enthusiast that loving preserve local culture in jewelry making activity.

### Five Principles of service design

How does the concept of service design translate into practice? What are the elements that distinguish service design from UX? One of the first textbooks on service design, This is Service Design Thinking by Marc Stickdorn and Jakob Schneider, outlines five key principles to keep in mind when re-thinking a service:

1. **User-Centered:** People are at the center of the service design. User-centered design (UCD) or user-driven development (UDD) is a framework of processes (not restricted to interfaces or technologies) in which the needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process. User-centered design can be characterized as a multi-stage problem solving process that not only requires designers to analyse and foresee how users are likely to use a product, but also to test the validity of their assumptions with regard to user behavior in real world tests with actual users at each stage of the process from requirements, concepts, pre-production models, mid production and post production creating a circle of proof back to and confirming or modifying the original requirements. User, or customer-centricity is the first and most fundamental service design principle. Deeply and empathetically understanding psychographic and behavioural drivers such as expectations, consumption behaviours, personal tastes, core decision making influences and personal and cultural values and beliefs mechanisms, etc lay a foundation to understanding.
2. **Co-Creative:** Service design should involve other people, especially those who are part of a system or a service. Prahalad and Ramaswamy suggested that in order to apply co-creation, the following fundamental requirements should be prepared in advance.
3. **Sequencing:** Services should be visualized by sequences, or key moments in a customer's journey. Sequencing is the visualization of a service "as a sequence of interrelated actions" and documenting the individual process steps and touchpoints that comprise a service experience
4. **Evidencing:** Customers need to be aware of elements of a service. Evidencing creates loyalty and helps customers understand the entire service experience. Evidence is the visualization of "intangible services ... in terms of physical artifacts." Evidencing makes visible to customers the elements of a service that help them to proceed optimally through the service experience, appreciate the intricacies of the service and exhibit loyalty. The authors use the example of the folded toilet paper in hotel rooms as an example of subtle, but effective evidencing of a hotel's housekeeping service

5. **Holistic:** A holistic design takes into account the entire experience of a service. Context matters, the entire environment of a service should be considered." As the authors advise: "Genuinely working in a holistic way is an illusion, it is simply impossible to consider every single aspect of a service. However, the intention should always be to see the wider context in which a service process takes place." They continue by explaining that "the system design of an organization, its inherent culture, values and norms as well as its organizational structure and processes are important issues for the design of services ... [and] can help promote a service mindset within the organization and to articulate the importance of employee and customer motivation."

### 3. Empirical Research

#### 3.1 Silver Jewelry Based Eco-tourism

Silver jewelry marketing mix analysis

##### a. Product

- Core Benefit: silver jewelry workshop, skill transfer and owned the workshop product result
- Basic Product: Service of knowledge and skill transfer to make silver jewelry product, there are several package ranging from simple jewelry like ring (3 hours duration) to difficult jewelry like headpiece (3 days duration)
- Expected Product: Donation for support the workshop materials and tools,
- Augmented Product: Gives color warranty for 6 months with the condition of carrying the warranty card along with the purchase note. Buletin event and programme for customer. Special voucher discount for member.
- Potential product: Tapestry and interior accessories workshop
- Product classification: Business product
- Product differentiation: material combination between silver and swasa, design style based on Majapahit traditional patterns
- Service: Airport pickup, Homestay for long haul package, Traditional culinary like onde-onde, nasi campur. For day package.
- Branding: Brand Name Majapahit Jewelry Workshop, equipt with brand mark/logo, tagline, mascot

##### b. Price

- Penetration pricing: price set to 'penetrate the market', 'low' price to secure high volumes. Useful during 3 moths launching into market.
- Promotional pricing, used with sales promotion during special event like tourism festival, Mojokerto tourism event. Discount can be vary from 5-15%

##### c. Place

- Workshop set up in Batan Krajan Village
- Portable workshop built on jewelry fair twice a year, by joining Inacraft, Surabaya International Jewelry Fair

##### d. Promotion

- Above the line: brochure, product launching, banner, booth in tourism event, festival.
- Below the line: website, social media (Facebook page, instagram ads, linkedin, youtube channel), line official account, web banner.

#### 3.2 Five Principles of Service Design

### a. SWOT analysis

In order that the author try analysis the SWOT (strenght–weakness–opportunity–threat) of silver jewelry workshop as shown below:

#### Strength

- Using silver material and suasa or a mixture of both
- Majapahit already wellknown as the center of silver artisant
- Lower price compare with competitor
- Trans Java toll road crossing Juanda International airport and Mojokerto, the exit gate only 3 Km away from the village

#### Weakness

- Still quite new of development stage, the service design system need to be tested
- Linkage between tour operator
- Lack of promotion and marketing
- Infrastructure and tools of workshop still very minimum
- Manpower management and communication skill

#### Opportunity

- Artisan skill to create good product
- Local government support to create integrated eco tourism
- East Java domestic tourist geographical target market
- Will propose festival and cultural event connection

#### Threat

- Kotagede Yogyakarta and Celuk Bali already set up first and internationally recognize
- Celuk Bali Festival, the first jewelry eco tourism festival in Indonesia
- Development of production technology, such as casting machine, 3D scanner & 3D printer like can be seen in Jewelry UPT Disperindag Martapura Banjarbaru Kalimantan.

### b. STPD (Segmentation–Targeting–Positioning–Differentiation)

#### Segmentation

- Demographic:  
Age: 17–45 y.o, gender: Unisex, Income: Rp 5.000.000, – up to Rp 50,000,000, – per month
- Geography: Europe and Asia & Oceania, Java cities
- Psychographic: People who like new things, people who love culture, special interest tourist  
Targeting
- Demographic:  
Age: 20–35 y.o, Gender: Unisex, Income: Rp 10,000,000, – up to Rp. 25.000.000, – per month
- Geography: Countries in Asia, such as: Singapore, Thailand, and Malaysia. Oceania like Australia, New Zealand. European countries, such as: Germany, Italy, Holland and UK. Cities in Java, such as: Jakarta, Surabaya, Bandung, Semarang, Malang and Mojokerto itself.
- Psychographic: People who like new things that used of Indonesian culture  
Positioning: Silver jewelry workshop based on cultural richness of Majapahit kingdom  
Differentiation
- Majapahit tourism cultural background
- Production material is silver with suasa combination

### c. Five principle of service design

1. User–Centered: Tourist are at the center of the service design. User–centered design (UCD) or user–driven

development (UDD) in jewelry making is a framework of processes need to develop learning syllabus and teaching methods. Focusing on skill transfer requires practical guideline to create jewelry. Class arrangement can be private or miniclass with 10 participants maximum. If a group of tourist come can be offer by parrarel class.

The needs, wants, and limitations of end users of a product, service or process are given extensive attention at each stage of the design process. That's why Majapahit Silver Jewelry Workshop over several package:

3 hours : basic jewelry, such as ring

6 hours : intermediate jewelry, such as earring, necklace

2 days : advance jewelry, such as bracelet

3 days : simple interior accessories or silver product

6 days : advance interior accessories or silver product

User-centered design can be characterized as a multi-stage problem solving process during developing amenities workshop package like meals, accommodation & transportation. For instance in meals offers traditional snack like onde-onde, nagasari, lemper for snack, nasi campur, rawon, nasi rames for lunch, degan, legen, es tebu, and other herbal drink. Using becak, kebo bike and andong as traditional transportation to pick participant from their homestay or pickup point

2. Co-Creative: Service design should involve other people, especially those who are part of a system or a service. Through deeply and empathetically understanding psychographic and behavioural drivers such as expectations, etc can be realization by custom workshop package, based on participant, syllabus, duration or other amenities.

3. Sequencing: Services should be visualized by sequences, or key moments in a customer's journey. Sequencing is the visualization of a service "as a sequence of interrelated actions" will describe below in tools of trade.

4. Evidencing: Customers need to be aware of elements of a service. The evidence of joining the workshop the participant can owned their jewelry workshop result. Evidencing creates loyalty and helps customers understand the entire service experience. The entire experience include the design process through drawing design sketch, model making using 3D printer, etc.

5. Holistic: A holistic design takes into account the entire experience of a service. Context matters, the entire environment from transporation, accommodation and homestay, meals and beverages, online booking experiences, post workshop by give a donation, buy merchandise and testimony writing.

#### d. The four building blocks

Table 1. The four building blocks

Terms	Definition	Silver Jewelry Workshop Managerial Implication
Dialogue	Interaction between customer	Two-way connection instead of one-way selling strategy. Connection are available in chat, direct message through Instagram. Smartphone application connectivity like Whatsapp & Line
Access	Allow customer to access the data	Create value with customer; beyond traditional value chain process. Customer can pick the workshop date on website online booking
Risk	To monitor risk and gaps between customer and firm	Share the risk of workshop lesson plan with guest through communication in every canals
Transparency	Information among business is accessible	Information barriers should be eliminated to certain degree in order to gain trust from guest. Donation programme should have a feedback. Create bulletin and news accessible for public

#### e. Tools of the Trade

Many of the tools involved in UX and marketing overlap with service design. Here are a few tools to try interested in innovating a service:

- **Personas:** A persona is a summary of a specific type of customer that represents a broader customer segment. Author develop 3 different persona such as:

1. Robert Van Hoijdonk, 55 y.o., Amsterdam Holland, businessman, Rp.50.000.000 per month visit SJIF for product browsing. Stay in Shangrilla hotel Surabaya, have 1 day before leaving home.
2. Fitorio and Adisty, 36 y.o & 34 y.o, Jakarta Indonesia, product designer and architect, both are culture enthusiast, income total Rp.15.000.000 per month, stay in family house in Surabaya, have 3 days to have Majapahit cultural experience in Mojokerto.
3. Group of 35 Student from Singapore International School in Jakarta. 15-16 y.o., Excurtion study programme in East Java. Have 4 days in East Java to visit historical place and cultural event like Trowulan Museum Mojokerto, Tengger tribes festival in Bromo, and follow short workshop in between their tight schedule.

Based on those 3 persona, author can validate the service blueprinting and develop the potential design for chosen persona scenario.

- **Customer Journey Map:** A customer journey jewelry workshop map is a tool that will shows the best and worst parts of a customer's experience during enjoying the workshop. The journey starts long before a customer starts to take an action, based on the customer's perspective and background, psychografic segmentation analysis will prove that the touchpoint journey. Website and social media nowadays plays major role for starting touchpoint, the team will develop workshop video profile in youtube channel, and conduct marketing strategy using social media like pay per click facebook & instagram ads. During the customer journey they will enjoy 'cultural dialog' to prove the eco-tourism concept. The journey is already explain in user centered design (UCD) above

#### d. The four building blocks

Table 1. The four building blocks

Terms	Definition	Silver Jewelry Workshop Managerial Implication
Dialogue	Interaction between customer	Two-way connection instead of one-way selling strategy. Connection are available in chat, direct message through Instagram. Smartphone application connectivity like Whatsapp & Line
Access	Allow customer to access the data	Create value with customer; beyond traditional value chain process. Customer can pick the workshop date on website online booking
Risk	To monitor risk and gaps between customer and firm	Share the risk of workshop lesson plan with guest through communication in every canals
Transparency	Information among business is accessible	Information barriers should be eliminated to certain degree in order to gain trust from guest. Donation programme should have a feedback. Create bulletin and news accessible for public

#### e. Tools of the Trade

Many of the tools involved in UX and marketing overlap with service design. Here are a few tools to try interested in innovating a service:

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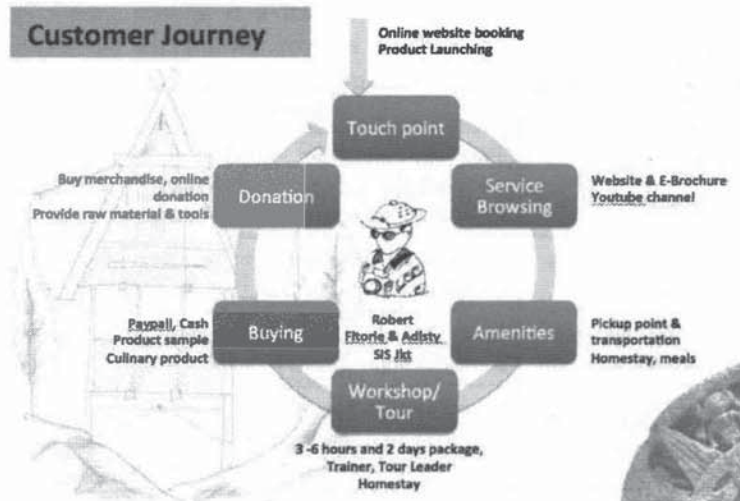


Figure 1. customer journey

#### 4. Conclusion

Majaphit Silver workshop is a goals of partnership from 3 years programme of design dispatch service UBAYA fund by Higher Education Minister, that create eco-tourism village based on silver jewelry products which can compete with other similar workshop in Kotagede, Yogyakarta and Celuk Bali on the market, both domestic and international tourist. From the five principle of service design, tools of trade and four building blocks that represent the service design approach. Until service blue print has been created. Obtained from the marketing strategy of each SWOT, STPD, and marketing mix. Both the development team & the partners can wait for the result to increase the tourist number and spent. Required a lot of discussions with partners in order to get results marketing strategy and service design that really fit with the target market as they expect.

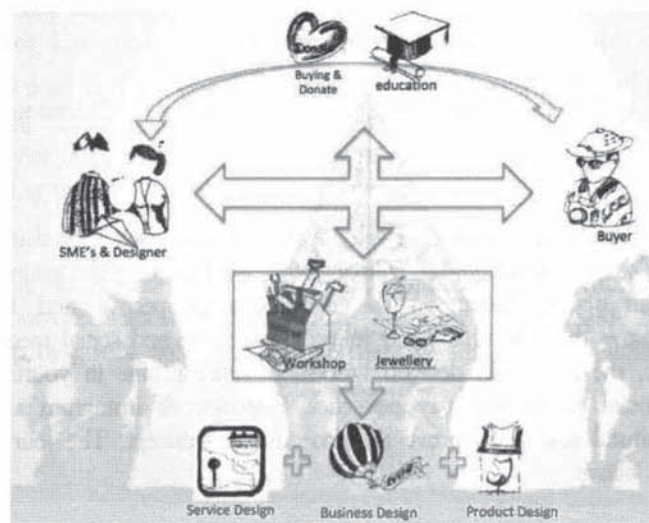


Figure 2. conclusion service blueprint

#### 5. Research Limitations and Future Studies

This study proposed a service design for develop eco-tourism village. Further studies will refer to the evaluations of service blueprint. And also future studies will provide business canvas strategies map and how it align with the service blueprint. Off course, the main objective is to increase tourist traffic to the village.



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