



Diving in Komodo -
Designing a Sustainable Scuba Diving Operation in Komodo
along the Business Model Canvas

Master Thesis

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This master thesis contains confidential data of
dive operators of Komodo and Swisscontact Indonesia

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Abstract

Worldwide, numbers of scuba diving tourists increase, while marine biodiversity is facing the biggest recession in the history of mankind. In the 21st century, conventional entrepreneurs will have to change the way they make money: In sustainable business models, answers to social and ecological issues of society are a means of running a profitable company. The purpose of this study is to explore if a sustainable entrepreneurship in the diving industry of Komodo, Indonesia can be developed along the Business Model Canvas by Osterwalder and Pigneur. Data from 310 scuba divers has been collected in Komodo and online. Along with research in cooperation with 12 dive operators in the region, a new business model for a sustainable diving entrepreneurship and its customers is designed. The focus of this study is on the process of designing a business model in a team, using several design methods in the style of Osterwalder's approach. In the end of the study, an elaborate sustainable diving business model illustrates the advantages and pitfalls of the Business Model Canvas, and is analyzed for implementation using a business plan.

Key Words

Business Model Canvas, sustainable entrepreneurship, diving in Komodo, scuba diving,
Business Model Design, BMC



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