



BUSINESS PLAN OF NARDIS GUEST HOUSE

THESIS

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Magister Manajemen

By

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ABSTRACT

The growth of tourism in Bali particularly in the Canggu region has transformed the hospitality landscape, fueled by an influx of wellness-focused travelers, digital nomads, and experience-driven tourists. Despite this momentum, much of the market remains polarized between budget accommodations and overly commercialized properties lacking emotional and functional depth. This study aims to develop an innovative boutique-style guesthouse model Nardis Bliss Guest House in Berawa, Canggu that bridges this gap by integrating advanced technology, sustainable operations, and emotionally supportive design principles to meet the evolving needs of modern travelers. Using a qualitative methodology grounded in design thinking, the research combined market observation, environmental and competitive analyses (SWOT, PESTLE, and VRIO), and in-depth interviews with target customer profiles, including digital nomads, wellness seekers, and lifestyle travelers, to identify pain points, motivations, and desired experiences. The concept was prototyped to feature AI-powered smart rooms, wellness amenities such as yoga and jacuzzi, communal spaces for social interaction, eco-friendly practices, and pet-assisted therapy, then tested through customer feedback to refine service offerings. Results reveal strong market interest in accommodations that combine personalized comfort, technological convenience, and community connection, with respondents valuing the balance of privacy, productivity, and emotional well-being. The findings confirm both the market feasibility and strategic advantage of a purpose-driven hospitality model that fuses emotional intelligence, design innovation, and sustainable practices delivering not just a place to stay, but a space to belong.

Keywords: boutique hospitality, smart guesthouse, wellness tourism, emotional design, digital nomads, sustainable accommodation, Canggu Bali, AI in hospitality

ABSTRAK

Pertumbuhan pariwisata di Bali, khususnya di kawasan Canggu telah mengubah lanskap industri perhotelan, didorong oleh meningkatnya wisatawan yang berfokus pada kesehatan, digital nomad, dan wisatawan yang mencari pengalaman unik. Meskipun mengalami perkembangan pesat, pasar akomodasi di wilayah ini masih terpolarisasi antara pilihan dengan harga terjangkau dan properti yang terlalu komersial namun kurang memiliki kedalaman emosional dan fungsional. Penelitian ini bertujuan mengembangkan model guesthouse butik inovatif Nardis Bliss Guest House di Berawa, Canggu yang mengintegrasikan teknologi canggih, operasional berkelanjutan, dan desain yang mendukung kenyamanan emosional untuk memenuhi kebutuhan wisatawan modern yang terus berkembang. Dengan menggunakan metodologi kualitatif berbasis pendekatan design thinking, penelitian ini menggabungkan observasi pasar, analisis lingkungan dan persaingan (SWOT, PESTLE, dan VRIO), serta wawancara mendalam dengan profil pelanggan sasaran, termasuk digital nomad, pencari wellness, dan wisatawan gaya hidup, untuk mengidentifikasi hambatan, motivasi, dan pengalaman yang diinginkan. Konsep guesthouse ini diprototipekan dengan fitur kamar pintar berbasis AI, fasilitas wellness seperti yoga dan jacuzzi, ruang komunal untuk interaksi sosial, praktik ramah lingkungan, dan terapi hewan peliharaan, kemudian diuji melalui umpan balik pelanggan untuk menyempurnakan layanan. Hasil penelitian menunjukkan minat pasar yang kuat terhadap akomodasi yang menggabungkan kenyamanan personal, kemudahan teknologi, dan koneksi komunitas, dengan apresiasi tinggi pada keseimbangan privasi, produktivitas, dan kesejahteraan emosional. Temuan ini menegaskan kelayakan pasar dan keunggulan strategis model perhotelan berbasis tujuan yang memadukan kecerdasan emosional, inovasi desain, dan praktik berkelanjutan—menawarkan bukan sekadar tempat menginap, tetapi ruang untuk merasa memiliki.

Kata kunci: perhotelan butik, guesthouse pintar, pariwisata wellness, desain emosional, digital nomad, akomodasi berkelanjutan, Canggu Bali, AI dalam perhotelan

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