

## **ABSTRACT**

Indonesia is a country with 16,056 islands well known for its natural wonders and cultural heritages. Indonesia's Travel and Tourism Competitive Index is 4.3. Along with the increase in number of tour guide and tour package providers, the potential of establishing a business in the tourism sector is good. This research focuses on finding out the feasibility of the business establishment based on market, technical, and financial aspect. The market aspect result shows the potential, available, target market, demand projection, and even the marketing strategy (STP and 7P) of the business. The technical aspect result shows the business process, website design, and the organizational need of the business. The financial aspect result shows that the NPV of this business is Rp162,798,046. The payback period is 4.339, and the IRR is 24.47%. The salary increase, demand decrease, and price decrease sensitivity are 6.96%, 2.86%, and 0.94% respectively.