Business Activities Based on Business Model Canvas in Importance of Tourism Village

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Abstract

The business activities in Pentingsari tourism village have yet to maximize profits for the village community fully. This research aims to develop a business activity model based on the Business Model Canvas (BMC) to enhance tourism management. Utilizing David Clark's capability theory, the study employs a quantitative approach, survey methods, and explanatory research. A census of 127 heads of households was conducted as respondents. Four variables are examined: two exogenous and two endogenous, analyzed through path analysis. Path coefficients were estimated using regression statistics with SPSS 25. The findings indicate that community empowerment in tourism management (X1) significantly influences the level of business activity (Y2) through collaboration among business actors (Y1), with a path coefficient of 0.734, supporting the hypothesis (Ha). Additionally, achieving aspirations related to welfare (X2) impacts the level of business activity (Y2) via cooperation between business actors (Y1), with a path coefficient of 0.703, also supporting the hypothesis (Ha). Consequently, a business activity model based on the BMC was established. In conclusion, enhancing business activities in Pentingsari tourism village is contingent upon community empowerment in tourism management and achieving community welfare aspirations facilitated through collaborative efforts among business actors.

Keywords: achievement aspirations; business activity; BMC; community empowerment; tourism villages

INTRODUCTION

Business activity includes any activity that a business carries out to generate maximum profits (Amelia & Nazaruddin, 2022). These elements underlie business activities if you look at the elements in the Business Model

Canvas (BMC) (Osterwalder, 2017). The realized business activities are making competitive offers, looking for potential customers, promoting offline-online products, communicating products to customers, preparing products according to what is offered, preparing resources to make products, collaborating with other parties, planning production costs, and planning sales. If all business activities are carried out, it is expected to bring profit.

This statement is different from the existing reality. Several research searches state the following by Ali & Kodrat (2017), who stated that efforts to run a business to sell products carried out offline-online have not been able to have a positive impact on business achievement. Product sales are business activities that have yet to generate maximum profits. Jalal & Rokan (2022) state that promoting products, namely micro business financing using various types of promotions, has not increased customers or maximized profits. Research by Muhamad & Cahyono (2020) states that the pricing factor as a business activity does not increase revenue, meaning it does not maximize profits. Zulmi (2020) states that resources, namely various tourist objects, do not increase income or maximize income.

All searches of the results of this study stated that the variety of business activities carried out had not maximized profits. This statement fosters the author's desire to study business activities based on BMC because the way to maximize profits is to carry out business activities. One of

the BMC-based business activities is to collaborate with other parties. Collaboration can be carried out in various forms, including with business people, communities, and outside parties (Ardika, 2018) in which there is involvement to achieve mutually beneficial goals. Therefore, business cooperation is related to business activities to maximize profits.

Research studies that have been carried out regarding the link between the two are as follows: Chandra et al. (2018) stated that the involvement of several companies in cooperation has yet to optimize sales volume as a business activity. Buwana & Nursyamsiah (2018), research state that the collaboration of batik SMEs, the government, and research institutions does not support product innovation. Shows that involvement in cooperation has yet to support business activities, namely the preparation of products in the form of product innovation—research by Yulhaidir et al. (2022) regarding the marketing communication strategy stated that the involvement of celebrities, YouTubers, and travel agents in collaboration, has not maximized the increase in customers. Shows that involvement in cooperation has not affected the activity of communicating products as a business activity. All the research that has been done shows that involvement in cooperation has not yet supported business activities optimally.

In addition, there are other research findings, such as the results of Indrayani (2020), thatstate that empowerment in financial management in home industries

causes an increase in income. This increase is, of course, the result of maximizing product sales. Shaferi & Handayani (2013) concluded that the empowerment of online businesses in managing finances led to increased sales. The research results of Raharja & Natari (2021) also state that the empowerment of MSME players in managing digital media in branding has led to increased marketing. All the results of this study indicate a relationship between empowerment in business management and business activities.

The results of other research searches, namely Theresiana & Setyanto (2018), show that the popularity of coffee shops affects the addition of target markets. The popularity of coffee shops is the achievement of the desires/aspirations of business owners. The additional target market is business activity. The results of Hendriyati (2019), which examines hotel occupancy rates, shows that an increase in the number of customers affects the development of cooperation. Increasing the number of customers is an aspirational achievement while developing cooperation with online travel agents as a business activity. Research by Putri et al. (2016), studying water tourism, shows that an increase in the number of tourists affects the increase in the provision of tourism facilities and infrastructure. Increasing the number of tours is the achievement of the wishes/aspirations of business managers while increasing the provision of tourism infrastructure, which is a business activity. The research results of Wulandari et al.

(2017), studying the jewelry industry, show that an increase in the number of orders from customers affects an increase in the production of goods. Increasing the number of customer orders fulfills the craftsman's desires/aspirations, and increasing production is a business activity. Tracing the results of this study shows that business activities are also influenced by the achievement of the desires/aspirations of business actors.

The various studies on business activities in this presentation show that the search results studies still use one independent variable influencing business activity. Therefore, in this study, the authors are interested in examining business activities influenced by involvement in collaboration, community empowerment in managing businesses, and achieving aspirations/desires. The study will be carried out in a tourist village, so the research that the author will do is the influence of community empowerment in tourism management, achievement of community aspirations related to welfare, involvement in cooperation between tourism actors on business activities in the Pentingsari tourist village, Sleman sub-district, DIY.

The problem to be addressed is at what category level is community empowerment in tourism management, achieving community aspirations regarding welfare, and the involvement of cooperation between tourism actors and business activities? Is there a direct influence of community empowerment on business activities in tourism management? Is there a direct

influence on achieving welfare-related aspirations in business activities? Is there an indirect effect of community empowerment in tourism management on business activities through collaboration between tourism business actors? Is there an indirect influence on achieving welfare-related aspirations on business activities through collaborative involvement between tourism business actors? Are there any findings on BMC-based business activity models in the tourism village of Pentingsari?

The research objectives are to measure the category level of community empowerment in tourism management, achievement of community aspirations related to welfare, and involvement in cooperation between tourism actors and business activities. Analyze the direct influence of community empowerment in tourism management on business activities, achievement of aspirations related to welfare on business activities, and involvement of collaboration between business actors. Analyze the indirect effect of community empowerment in tourism management on business activities through collaboration between tourism business actors. Analyze the indirect effect of achieving aspirations related to welfare on business activities through the involvement of collaboration between tourism business actors. Find a BMC-based business activity model for Pentingsari tourism village.

The theoretical benefit of the research is finding a BMC-based business activity model in the tourism village of Pentingsari using David Clark's capability theory and adding practical benefits for improving tourism management in business activities based on the Business Model Canvas to the body of knowledge.

Research urgency: research was conducted to find a BMC-based business activity model as a reference for improving tourism management in the Pentingsari tourism village.

METHOD

The research location is Pentingsari, Umbulharjo Village, Cangkringan Sleman District, Yogyakarta. This location was chosen because Pentingsari is an environmentally sound natural, cultural, and agricultural tourism village. Importantly, Pentingsari is included in the top 100 sustainable destinations in the world according to Global Green Destination Days (GGDD). In addition, it is also included in the categories of environmental conservation, economic use for local communities, and social culture (Ardika, 2018). This research is a survey research with an explanatory research type. The samples taken amounted to 127 families from the entire population, namely all heads of families in the - Pentingsari Tourism Village. All heads of families in the Pentingsari Village are tourism business actors. The sampling technique is a census where the entire population is used as a sample. The data collection techniques used a questionnaire.

This study has 4 (four) variables, consisting of exogenous variables: Community empowerment in tourism management (X1), community

aspirations related to welfare (X2), and endogenous variables: Cooperation involvement between tourism actors (Y1) and business activities (Y2). Indicator X1: 1. Level of management knowledge. 2. The level of environmental concern. 3. Level of concern for tradition. 4. The level of concern for donating to the environment. 5. The level of togetherness in using nature. 6. Level of business ownership. Indicator X2: 1. The level of fulfillment of desires in terms of increasing income. 2. The level of wish fulfillment in terms of infrastructure improvement. 3. The level of fulfillment of desires increases the sense of kinship. Y1 Indicator: 1. Level of Involvement in collaboration with investors regarding the management of Tourism villages. 2. Engagement rate of collaboration with travel agents regarding managing tourist villages. 3. Level of involvement in cooperation with government agencies. 4. Level of involvement in cooperation with universities. 5. The level of involvement in cooperation with other tourism associations. 6. The level of involvement in cooperation with the media. Y2 Indicators: 1. Frequency of making travel offers. 2. Frequency of looking for customers/tourists. 3. The frequency of online-offline promotions. 4. Frequency determines how to retain customers. 5. Frequency determines the main activity. 6. Frequency determines the primary resource. 7. Frequency of looking for work partners. 8. The frequency of determining operational costs. 9. Frequency determines the variation of income sources.

The data were analyzed by path analysis. Estimating path coefficients is known through statistical regression, which is carried out with the help of the SPSS 25 (Statistical Product and Service Solution) program. The value is taken from "beta" in the Standardized Coefficients listed in the regression statistical coefficient table.

Because it uses regression statistics, it is necessary to test the classical regression assumptions, namely the assumption test of data normality, heteroscedasticity, autocorrelation, and multicollinearity. The normality test aims to test whether the data has a normal distribution (Ghozali, 2016). The data is usually distributed if the data forms a bell curve. In the autocorrelation test, autocorrelation occurs if the Durbin-Watson value = 1 < DW > 3 (Sarwono, 2012). The heteroscedasticity test was carried out to test whether, in the regression model, there is an inequality of variance from the residual from one observation to another. The multicollinearity test aims to test whether there is a correlation between the independent variables. An indication of multicollinearity is if independent variables have a tolerance coefficient <10 or a VIF coefficient >10 (Dachlan, 2014).

The first structural path coefficient equation is obtained in Figure 1 and Figure 2 (Knoke et al., 2002):
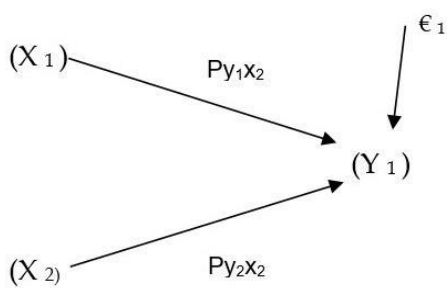
Figure 1. Substructure diagram 1

$$Y_1 = Py_1x_1 X_1 + Py_1x_2 X_2 + Py_1\epsilon_1 \epsilon_1$$

Path coefficient estimation:
$$Py_1x_1 = B^*y_1x_1$$
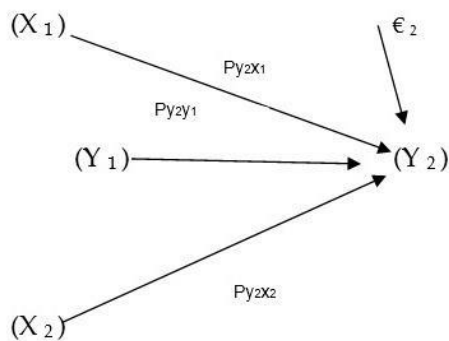$$Py_1x_2 = B^*y_1x_2$$
$$Py_1\epsilon_1 = \sqrt{1-R^2}y_1x_1x_2$$

Figure 2. Substructure diagram 2

The structural path coefficient equation 2 is obtained as follows:
$$Y_2 = Py_2x_1$$

Path coefficient estimation:
$$Py_2x_1 = B^*y_1x_1$$
$$Py_2x_2 = B^*y_1x_2$$

$$Py_2y_1 = B^*y_2y_1$$
$$Py_2\epsilon_2 = \sqrt{1-R^2}y_2y_1x_1x_2$$

The diagram of the community business activity path model diagram is described in Figure 3 (Knoke et al., 2002):
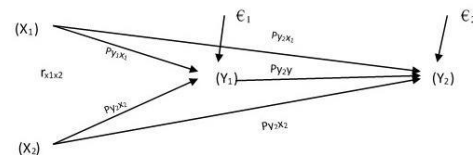

Figure 3. Path model diagram of business activity

Calculation of the path coefficient (r') or the total effect of the influence between business activities on community empowerment caused by direct effects, indirect effects, correlated effects on community aspirations, and spurious effects is as follows (Knoke et al., 2002):
$$r'_{y2x1} = P_{y2x1} + (P_{y2y1})(P_{y1x1}) + (P_{y2y1})(P_{y1x2})(r_{x1x2}) + (P_{y2x2})(r_{x1x2})$$

Calculation of the path coefficient (r') or the total effect of the influence between business activities on community aspirations caused by direct effects, indirect effects, correlated effects on community empowerment, and spurious effects is in Table 1 (Knoke et al., 2002):
$$r'_{y2x2} = P_{y2x2} + (P_{y2y1})(P_{y1x2}) + (P_{y2y1})(P_{y1x1})(r_{x1x2}) + (P_{y2x1})(r_{x1x2})$$

Table 1. Path coefficient

Total Effect	Direct Effects	Indirect Effects	Correlated Effect	Spurious Effect
r'_{y2x1}	P_{y2x1}	$(P_{y2y1})(P_{y1x1})$	$(P_{y2y1})(P_{y1x2})(r_{x1x2})$	$(P_{y2x2})(r_{x1x2})$
r'_{y2x2}	P_{y2x2}	$(P_{y2y1})(P_{y1x2})$	$(P_{y2y1})(P_{y1x1})(r_{x1x2})$	$(P_{y2x1})(r_{x1x2})$

RESULTS AND DISCUSSION

Respondent Profile

The profile of respondents in research academies has a vital role in determining the validity and generalization of research results. The importance of representing diverse groups in research was also conveyed (West et al., 2016).

Respondents, a total of 127 heads of families in the Pentingsari tourism village, are components of the community that work together to support the implementation of the tourism village. Most (52%) are of productive age and are male (55.1%). They are all educated, but the majority (88%) have high school/vocational school education. His main job is farming/livestock (33.8%) and entrepreneur (32.2%), and he has a side job in a homestay business (67.6%). Therefore, their role in the tourism village is mostly as business actors (77.2%).

Research Variable Category Level

The research variable category is the classification (KBBI, 2018) of research variables. Community empowerment in tourism management is categorized as high (49.6%). Achievement of aspirations related to welfare is categorized/classified as high (48.8%). Collaborative involvement between business actors is categorized/classified as medium (42.5%). Community business activities are categorized/classified as high (55%). The results of this research answer the first problem formulation. This objective focuses on evaluating the current state of community empowerment, the extent to which the community's aspirations for welfare are being achieved, and the level of cooperation between various tourism actors. By categorizing these elements, the study aims to identify the strengths and weaknesses of existing tourism management practices. This categorization provides a baseline for understanding how empowered the community feels in managing tourism, how well their welfare aspirations are being met, and how effectively tourism actors work together. This initial assessment is crucial for identifying areas needing improvement and for forming the foundation of a more robust business activity model.

Classical Assumptions Regression Test

The classic assumption test is a data examination that is used to ensure that the data meets several prerequisite assumptions so that it will not cause problems in further analysis that will be carried out (Dachlan, 2014). The path estimation in the path analysis is known from the regression calculation, so the classic regression assumption test results that the regression model: 1) is free of multicollinearity (because it has a VIF value of community empowerment in managing tourism growth = 1.787 and a tolerance coefficient = 0.560, VIF achievement of aspirations related to welfare = 1.927 and tolerance coefficient = 0.519, VIF involvement in collaboration between business actors = 1.756 and tolerance coefficient = 0.570. . 2) there is no heteroscedasticity (the meeting points of Y predictions with Y residuals, spread above and

below the number 0 (zero) on the Y axis). 3) free from autocorrelation (Durbin – Watson value between 1 – 3, which is 1,700) 4) has an almost normal distribution (data spreads around the diagonal line and follows the direction of the diagonal line). The results of the classical regression test show that the linear regression model is good.

Factors Influencing Community Business Activities

Factors can include various interrelated variables influencing business activities (Wahyono et al., 2021). To find out how much influence (path coefficient) community empowerment has in managing tourism on community business activities and the achievement of aspirations related to welfare towards community business activities caused by direct effects, indirect effects, correlated effects, and spurious effects, it is necessary to estimate the path coefficients obtained from 2 models sub-structure of the path diagram structure of the business activity model of the Pentingsari tourism village community.

Substructure Model 1

Substructure model 1 is the first structural equation that represents the influence of community empowerment variables in tourism management, community aspiration variables related to welfare, and cooperative involvement between tourism actors with the assumption that the two variables that have been determined are linearly related (Knoke et al., 2002). This objective aims to

understand how directly empowering the community in tourism management impacts business activities. It also explores how achieving welfare aspirations and the extent of collaboration between business actors influence these activities. By analyzing these direct influences, the study seeks to pinpoint which factors most significantly affect business outcomes. Understanding these direct relationships is essential for designing interventions that can immediately enhance business activities, such as providing training programs for community empowerment or creating incentives for collaboration among business actors.

1. Feasibility of the regression model

The regression model is feasible for predicting the variable involvement of collaboration between business actors (Y1), as seen in the ANOVA calculation. That is the calculated F value = 46.867 with p = 0.000. F table at p = 0.05 with df 1 = 2 and df 2 = 124, then F table = 3.07. F count > F table, 46,867 > 3.07. P count < p table, 0.000 < 0.05. The conclusion is that the regression model is feasible and can be used to predict the involvement of collaboration between business actors.

2. Test the research variables individually using the t-test.

To see whether or not the influence of the hypothesized variables is significant, shown in the coefficients Table 2:

Table 2. Test the research variables individually

Relationship between variables	t value count	p count	T table values	p table	Decision
Community empowerment in tourism management (X1) on the involvement of collaboration between business actors (Y1)	3,582	0,000	1,960	0.05	Value t count > t table Both variables have a positive effect with a significance of 95%.
Achievement of aspirations related to welfare (X2) on the involvement of collaboration between business actors (Y1)	4,853	0,000	1,960	0.05	Value t count > t table Both variables have a positive effect with a significance of 95%.

3. Path coefficient estimation

Judging from the sub-structure model 1:

Alternative hypothesis: Community empowerment influences tourism management (X1) and the achievement of aspirations related to welfare (X2) in the involvement of cooperation between business actors (Y1). Based on the calculation of the regression test assisted by the SPSS 25 program and looking at the value of β Standardized Coefficients, then:

$P_{y1x1} = 0.309$

$P_{y1x2} = 0.419$

$P_{y1\epsilon_1} = \sqrt{1 - 0,430} = 0.754$

The path coefficient equation obtained:

$Y_1 = 0.309\,X_1 + 0.419\,X_2 + 0.754\,\epsilon_1$

From this equation, it can be explained that:

a. Every time there is a change in the value of 1 (one) unit in the community empowerment variable in tourism management (X1), there is an increase in the value of 0.309 units in the collaboration involvement variable between business actors (Y1).

b. Every time there is a change in the value of 1 (one) unit in the variable of achieving aspirations related to welfare (X2), there is an increase in the value of 0.419 units in the variable involvement of cooperation between business actors (Y1).

c. There is $(0.754)2 \times 100\% = 57\%$ variability of the variable involvement of cooperation between business actors (Y1), which the hypothesized causal process does not explain.

d. Meanwhile, the effect is 43% or 43% of the variability of the variable involvement in collaboration between business actors (Y1), explained by the community empowerment variable in managing tourism growth (X1) and the variable achieving aspirations related to welfare (X2).

According to Clark's theory, community empowerment in tourism management and the achievement of community aspirations are related to

welfare as commodities, namely, the potential possessed by the community. The study results show that these two variables are in the high category, meaning that most of the communities in the Pentingsari tourism village have this potential. According to Clark, the potential is used to achieve something called functioning. In this study, functionings are community business activities that contain the ability to do and the ability to be. The study results show a direct influence between community empowerment in tourism management on business activities and between the achievement of community aspirations related to welfare and influence on business activities. This study's results align with the results of Prihadi & Susilawati research (2018), which states that e-commerce capabilities increase marketing as a business activity

Sub Structure Model 2

Substructure model 2 is the second structural equation that represents the influence of community empowerment variables in tourism management, community aspiration variables related to welfare, and cooperative involvement between tourism actors with the assumption that the two variables that have been determined are linearly related (Knoke et al., 2002). This objective explores the mediating role of collaboration among tourism business actors in the relationship between community empowerment and business activities. It hypothesizes that empowering the community in tourism management may not directly result in increased business activities but can do so indirectly through improved collaboration. This investigation helps to uncover the pathways through which community empowerment translates into tangible business outcomes. It underscores the importance of fostering strong partnerships and networks among business actors to leverage the full potential of community empowerment.

1. Feasibility of the regression model

The regression model is feasible for predicting the variable level of business activity (Y2), as seen in the ANOVA calculation. That is the calculated F value = 127.379 with p = 0.000. F table at p = 0.05 with df 1 = 3 and df 2 = 123, then F table = 3.07. F count > F table, 127.379 > 3.07. p count < p table, 0.000 < 0.05. In conclusion, the regression model is feasible and can be used to predict the variable level of business activity.

2. Test the research variables individually using the t-test.

To see whether or not the influence of the hypothesized variables is significant, shown in the coefficients Table 3:

Table 3. Test the research variables individually

Relationship between variables	t value count	p count	T table values	p table	Decision
Community empowerment in managing tourism to the level of business activity	5,858	0,000	1,960	0.05	Value t count > t table Both variables have a positive effect with a significance of 95%.
The involvement of cooperation between business actors at the level of business activity	7,618	0,000	1,960	0.05	Value t count > t table Both variables have a positive effect with a significance of 95%.
Achievement of aspirations related to welfare to the level of business activity	3,471	0.001	1,960	0.05	Value t count > t table Both variables have a positive effect with a significance of 95%.

3. Path coefficient estimation

Viewed from the model substructure 2

Alternative hypothesis:

a. There is an influence of community empowerment in tourism management (X1) on the level of business activity (Y2) through the involvement of cooperation between business actors (Y1)

b. There is an influence of achieving aspirations related to welfare (X2) on the level of business activity (Y2) through the involvement of collaboration between business actors (Y1)

Based on the calculation of the regression test assisted by the SPSS 25 program and looking at the value of β Standardized Coefficients, then:

$PY2X1 = 0.348$

$P_{Y2X2} = 0.214$

$P_{y2y1} = 0.449$

$P_{y2 \epsilon2} = \sqrt{1 - 0,757} = 0.493$

The path coefficient equation obtained:

$$Y_2 = 0.348 X_1 + 0.214 X_2 + 0.449 Y_1 + 0.484 \epsilon_2$$

From this equation, it can be explained that:

a. Every time there is a change in the value of 1 (one) unit in the community empowerment variable in tourism management (X1), there is an increase in the value of 0.348 units in the variable level of business activity (Y2).

b. Every time there is a change in the value of 1 (one) unit in the achievement variable related to welfare (X2), there is an increase in the value of 0.214 units in the variable level of business activity (Y2).

c. Faithful to a change in the value of 1 (one) unit in the variable involvement of cooperation between business actors (Y1),

there is an increase of 0.449 units in the variable level of business activity.

d. There is $(0.493)^2 \times 100\% = 24.3\%$ variability of the variable level of business activity (Y2), which the hypothesized causal process does not explain.

e. As for the effect collectively of 75.7% or 75.7% of the variability of the variable level of business activity (Y2), it is explained by the community empowerment variable in tourism management (X1) and the achievement of aspirations related to the welfare variable (X2), the variable of cooperation involvement between business actors (Y1).

The study results show moderate involvement variables in cooperation between tourism business actors.

Moderate category because most of the community must collaborate optimally with travel agents, universities, government agencies, and tourism management investors. According to Clark, this variable is a capability or ability to achieve functioning. The results of the study show that there is a direct influence between involvement in cooperation between business actors on business activities. This research aligns with the results of Chandra et al. (2018), who state that the participation of business cooperation between partners affects sales, which are business activities.

Based on regression calculations on sub-structural models 1 and 2, the estimated path coefficient estimates between variables are obtained in Table 4:

Table 4. Path coefficient estimation

Path	Path Coefficient
Community empowerment in tourism management – Collaborative engagement between business actors (P $_{Y1X1}$)	0.309
Achievement of aspirations related to welfare - Collaborative involvement between business actors (P $_{Y1X2}$)	0.419
Community empowerment in tourism management – level of business activity (P $_{Y2X1}$)	0.348
Achievement of aspirations related to welfare – level of business activity (P $_{Y2X2}$)	0.214
Collaborative involvement between business actors – level of business activity (P $_{Y2Y1}$)	0.449

Path Coefficient

The path coefficient between an exogenous variable and an endogenous variable is essentially a corrected simple correlation coefficient between an independent variable and the dependent variable; therefore, in determining the path coefficient from an exogenous variable to another variable, it can be determined using a simple correlation approach. To find out the path coefficient, it is necessary to calculate the correlation of community empowerment variables in tourism management (X1) with achieving aspirations related to welfare (X2). Calculation of the correlation using SPSS 25 obtained

rX1X2 = 0.618. Then, the calculation of the path coefficient or total effect:
1. The path coefficient between community empowerment in managing tourism to the level of business activity through the involvement of cooperation between business actors or the total effect caused by the direct effect, indirect effect, correlated effect, and spurious effect are in Table 5:

Table 5. Path coefficient P $_{Y2X1}$

Components	Formulas	Calculations	Results
Direct effects (DE)	P $_{Y2X1}$	0.348	0.348
Indirect effects (IE)	P $_{Y1X1}$. P $_{Y2Y1}$	0.309 x 0.449	0.138
Correlated effect (CE)	P $_{Y1X2}$. P $_{Y2Y1}$. r $_{X1X2}$	0.419 x 0.449 x 0.618	0.116
Spurious effect (SE)	P $_{Y2X2}$. r $_{X1X2}$	0.214 x 0.618	0.132
Total effect/r' $_{Y2x1}$	DE + IE + CE + SE		0.734

Path coefficient PY2X1 or r'Y2X1 = 0.734 (has a strong influence). This coefficient indicates that if there is a change in the value of 1 (one) in community empowerment in managing tourism growth through the involvement of cooperation between business actors, it will result in a change in the value of 0.734 units at the level of business activity.

Then, the hypothesis that community empowerment influences tourism management (X1) on the level of business activity (Y2) through the involvement of cooperation between business actors (Y1) is accepted. The results of this study are the answers to the third problem formulation (to 3).

2. The path coefficients for the attainment of aspirations related to welfare to the level of business activity through the involvement of cooperation between business actors or the total effect caused by the direct effect, indirect effect, correlated effect, and spurious effect are (Table 6):

Table 6. Path coefficient P $_{Y2X2}$

Components	Formulas	Calculations	Results
Direct effects (DE)	P $_{Y2X2}$	0.214	0.214
Indirect effects (IE)	P $_{Y2X2}$. P $_{Y1Y2}$	0.419 x 0.449	0.188
Correlated effect (CE)	P $_{Y1X1}$. P $_{Y1Y2}$. r $_{X1X2}$	0.309 x 0.449 x 0.618	0.086
Spurious effect (SE)	P $_{Y2X1}$. r $_{X1X2}$	0.348 x 0.618	0.215
Total effect	DE + IE + CE + SE		0.703

1. Path coefficient PY2X2 or r'Y2X2 = 0.703 (has a strong influence). This coefficient indicates that if there is a change in the value of 1 (one) in achieving aspirations related to welfare through the involvement of collaboration between business actors, it will result in a change in the value of 0.703 units at the level of business activity.
2. Then, the hypothesis that there is an effect of achieving aspirations related to welfare (X2) on the level of business activity (Y2) through

the involvement of cooperation between business actors (Y1) is accepted. The results of this study are the answers to the fourth (fourth) problem formulation.

The research results show that the level of business activity is influenced by community empowerment in tourism management, the achievement of aspirations related to welfare, and the involvement of collaboration between business actors. This aligns with research by Fitriaty et al. (2021), which shows that collaboration between business actors and local communities can positively impact the business world. Research by Suteja et al. (2021) also shows that tourism management is carried out through community collaboration in tourism awareness groups.

The involvement variable in collaboration between business actors is the capability to achieve functions, namely business activities. According to Clark, the achievement is due to commodity influences, namely community empowerment in tourism management and achievement of community aspirations related to welfare through capability, namely involvement in cooperation between business actors. This research is in line with research by Selwen et al. (2021), which states that commodities (self-confidence) affect ability (public speaking) by 0.930 or 93%. Masturina's research (2018) also states that commodities (self-efficacy and self-confidence) influence ability (career planning).

The study results show a substantial indirect effect of community empowerment on tourism management at the level of business activity through collaboration between business actors. There is a strong indirect effect on achieving welfare-related aspirations at the level of business activity through cooperation between business actors. These results indicate that David Clark's capability theory can be used to study community business activities. The influence between variables, both directly and indirectly, can be described in the following Figure 4:
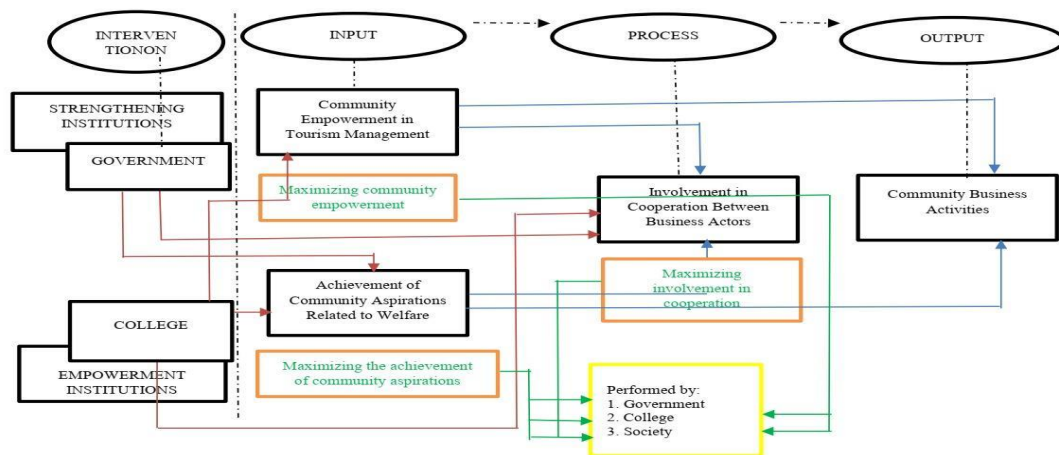

Figure 4. Application model of BMC-based business activities in Pentingsari Tourism Village

Model Explanation

Improving community business activities needs to maximize the three variables that influence it. Maximizing community empowerment in tourism management requires university intervention to help the community care and have more management knowledge. Maximizing the achievement of community aspirations related to welfare requires government intervention to improve infrastructure in tourist villages. Related to tourist attractions and then associated with increasing income. Higher education intervention is also needed to increase revenue, such as skills training or exploring village potential to fill tourist attractions. Maximizing the involvement of cooperation between business actors requires government intervention related to the collaboration with the government and investors. In addition, university intervention is needed, namely cooperation with universities and the media.

Society can also maximize the three variables. Communities can increase togetherness, kinship, and cooperation with the surrounding tourism associations. Even though the government and universities will intervene in the community, it is also expected that they will be able to develop and maximize business activities in the Pentingsari tourism village. The findings of the application model of BMC-based business activities in the tourism village of Pentingsari answer the fifth (5th) problem formulation. The final objective is to create a Business Model Canvas (BMC) tailored to the specific context of Pentingsari tourism village. This model will integrate the findings from the previous objectives, providing a structured framework for enhancing business activities. The BMC will include key components such as customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. By grounding this model in empirical data and the unique characteristics of Pentingsari, the study aims to offer a practical tool for improving tourism management and maximizing profits for the village community. The development of this model represents a synthesis of theoretical insights and practical recommendations, making it a valuable resource for local stakeholders.

CONCLUSION

Using path analysis statistical calculations, it has been proven that the increase in business activity is influenced by community empowerment in tourism management and the achievement of community aspirations related to welfare through collaboration between business actors. If this influence is studied with David Clark's capability theory, it will increase business activity, which is a condition that must be achieved. Therefore, the capability theory can explain the increase in community business activity in the Pentingsari Tourism Village.

From this theory, the direct and indirect influence generated can be used as a model for community business activities. However, its

application requires intervention from the Government as a strengthening institution and from Higher Education as one of the empowering institutions. These two intervention institutions encourage the community to empower themselves in business activities. This model is a research finding that is different from other research. The study categorized the current levels of community empowerment, achievement of welfare aspirations, and involvement in cooperation among tourism actors. It found that while there is a moderate level of community empowerment and cooperation, there is significant room for improvement in achieving community welfare aspirations.

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