

EXECUTIVE SUMMARY

Despite the rapid growth visible in Indonesia's tourism industry, a significant hurdle still persists in the eye of its main consumers. With one of the most notable issue being the industry's limitation to provide continuous innovation in terms of activities variation and uniqueness. This occurrence portrays a threat to the future of tourism industry as its main consumers mostly consists of millennial travelers, who enjoys seeking new activities and experiences.

La Playa Modernas attempts to answer this important tourism issue mostly experienced by millennials, by being "The First Contemporary Sea Themed-Park Surrounded by Nature", offering new and unique experiences consistently with consideration of three main aspects as the basis of its corporate goals, which are profit, people, and planet.

In order to serve travelers' needs, *La Playa Modernas* develops a comprehensive strategy implemented to each of its core business department. Marketing department built its strategy based on 7P marketing mix, mainly focusing on specific marketing activities to fulfill company's goal. As for operation department, *La Playa Modernas* implemented customer-focused orientation in each of its operational strategies. Human resources department emphasize to embed appropriate corporate culture (TARI) into every aspect within *La Playa Modernas's* services. *La Playa Modernas* manages execution of these strategies through implementation of fitting regulations and policies issued by finance department.