ABSTRACT

Strategic Analysis on Development of Kampoeng Wisata Cinangneng Bogor

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Kampoeng Wisata Cinangneng Bogor is a tourist attraction based on sustainable ecology and culture. The objectives of this research were: 1) to analyze the value chain condition of Cinangneng Tourism Village, 2) to formulate alternative strategies for development of Cinangneng Tourism Village to achieve its vision, and 3) to select strategies for the development of Cinangneng Village Tourism. Value chain analysis, SWOT analysis, and Analytical Hierarchy Process (AHP) were applied in this study.

The result of SWOT analysis indicated that the strengths of Cinangneng Village Tourism was point of interest on village tourism program and local human resources, whereas the weakness was lack of ability on foreign language. The opportunity and threat was respectively community involvement and difficult access toward location. Recommended strategies were 1) creating tourism program innovations by focusing on economic potential, tradition, and culture within enlarged community involvement in order to be the market leader in village tourism, 2) increasing number of guest house and expanding local activity through community involvement to create new tourism packages, 3) providing special tourism transportation and collaborate with competitors to maintain mutual comfort, and 4) improving ability and skill of human resources to increase the competitiveness. The main strategy derived from AHP analysis was creating tourism program innovations by focusing on economic potential, tradition, and culture within enlarge community involvement in order to be market leader in village tourism.

The conclusions of this research were: 1) reinforcement and utilization of opportunities for value chain of Cinangneng Village Tourism lies in community involvement, 2) establishing homestay, providing traditional vehicle, and setting up attractions as possibility strategies, and 3) creating market, festivity, art performance, and gamelan family as the actions for the implementation of strategic priorities.

Keywords: Kampoeng Wisata Cinangneng, Strategic Analysis, Value Chain, Program Innovations.