Strategic Analysis on Development of Ecotourism Value Chain for Bogor Botanical Garden

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ABSTRACT

Ecotourism value chain has significant impact on sustainability of Bogor Botanical Garden (BBG). The objectives of this study were: 1) to improve development of Bogor Botanical Garden ecotourism value chain, 2) to recommend development strategics for Bogor Botanical Garden ecotourism value chain, and 3) to formulate programs that increase value added for Bogor Botanical Garden value chain, especially for the involvement of SMEs. Data collected from survey, in-depth interview, and literature was analyzed using descriptive analysis, value chain analysis, SWOT analysis and Analytical Hierarchy Process (AHP).

The results of SWOT analysis indicated that the strengths of Bogor Botanical Garden value chain was the well-known Bogor Botanical Garden, the weakness was lack of investment to improve the Bogor Botanical Garden, the opportunity was the support of government, and the threat was the growing of ecotourism competitor. Recommended strategics were: 1) relying on the strengths of Bogor Botanical Garden as a focal point of the plus educotourism programs, 2) improving quality of human resources at each value chain, 3) increasing investment for the development of value chain, and 4) marketing Bogor Botanical Garden various integrated packages with other tourism destination in Indonesia.

Keywords: Bogor Botanical Garden, Ecotourism Value Chain, SWOT Analysis, Analytical Hierarchy Process (AHP).