ABSTRACT

Formulation Strategy for Sustainable Development of Gunung Mas Agrotourism by using Value Chain Mapping
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The development of Gunung Mas Agrotourism is part of the linkage of other businesses along the Gunung Mas Tourism value chain. Tourism value chain approach in favor for ordinary people was a way of thinking to give a significant impact activities to the community. Research on the impact of agro-tourism development in Gunung Mas from the economic, social and cultural view was conducted based on public perception that determined the impact of agro-tourism towards income and prosperity of the community. The results of this public perception will be used as part of development strategies in Gunung Mas area toward the development of sustainable agro-tourism.

The results of this study showed that there are five sector that allowed the local people to contribute in Gunung Mas tourism value chain: transportation, accommodation, food and entertainment, shopping events, and supporting tourists attraction. A maximum empowerment of those five segments will help the local community to improve their income. The highest positive impact for the local people who involved in tourism was the increase of local tax revenue. It was shown from a high score of 199. For those who do not take any advantage of the economic impact of the tourism, the score was 203 for the increasing number of public facilities in Tugu Selatan. The most high socio cultural impact for the people who actively involved in tourism was the awareness to improve education with a score of 171. While for people who did not involve in tourism, the most negative impact was the rampant of the prostitutions at their region. The highest score for the positive impact of the environment was the Gunung Mas agrotourism helps to preserve the environment with a score of 199 and the negative impact was the traffic congestion for both groups of society.

The value of IFE matrix was 2.898 and the value of EFE matrix was 3.582. From the TOWS matrix, an alternative strategy to enhance the value chain was SO strategies: the development and maintenance of tourism potential. WO strategies: Improved coordination with all the relevant parties (stakeholders) in having the benefit of the natural resources (NR) with existing human resources and also to increase promotion and tourism marketing program. Strategy and role of ST is to improve the quality of human resources in Tugu Selatan region, the development of transportation facilities and support facilities, and promoting environmental educations. ST strategy is to apply a pattern of sustainable local business partnership with PTPN VIII who controlled by local government and the other cooperation with related authorities to solve environmental problems. The choice of formulation SWOT strategy was to implement the Weakness – Opportunity strategy.

Keywords: local communities, sustainable, tourism, welfare, value chain, SWOT, Gunung Mas Agrotourism Area