ABSTRACT

VALUE CHAIN ANALYSIS IN THE DEVELOPMENT OF SUSTAINABLE ECOTOURISM IN CIBODAS BOTANICAL GARDEN
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The objectives of this research are: (1) To map ecotourism value chain of the Cibodas Botanical Garden. (2) To analyze strategic issues of the Cibodas Botanical Garden ecotourism. (3) To formulate value chain upgrading in order to develop the Cibodas Botanical Garden ecotourism performance. This study used a qualitative approach through direct observation, in depth interview to all stakeholders in the chain. The results of this study indicates the Cibodas Botanical Garden value chain consists of the visitors, accommodation provider, Cianjur District Government in this case is the Office of Culture and Tourism, traders in the area of Cibodas, NGOs and LIPI Cibodas Botanical Garden. There are several issues that become strategic issues in the development of ecotourism in Cibodas Botanical Garden which are the Botanical Gardens visitor behavior, structure of the residential area, structure of the merchants area, inter-actor cooperation, cooperation between LIPI and Cianjur District Government, visitors access to and from the Botanical Gardens, and the community involvement is still limited. All of the agencies/institutions needs to improve their performance related to Cibodas Botanical Garden tourism development. The development of Cibodas Botanical Garden ecotourism value chain can be done by Improving the visitor management system by LIPI Cibodas Botanical Garden, restructuring of the region by the Local Government, initiation of cooperation between Cibodas Botanical Garden stakeholders to establish an integrated tourism area corridor, and expanding the community participation in tourism activities.

Keywords: Value Chain Analysis, Ecotourism, Cibodas Botanical Garden, Sustainable Tourism Development.