SUSTAINABLE CULINARY TOURISM
IN PUNCAK, BOGOR

By:

Ismail Saleh

MANAGEMENT AND BUSINESS PROGRAM
GRADUATE SCHOOL
BOGOR AGRICULTURAL UNIVERSITY
2012
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SUSTAINABLE CULINARY TOURISM

IN PUNCAK, BOGOR

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Bogor, January 2012

Author

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Thesis
As requirement to obtain Magister in Management degree
in Management and Business Program

MANAGEMENT AND BUSINESS PROGRAM
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Author’s Biography

Born in Bogor on April 4th, 1984, author was the only son of Saleh Ali Bavadal and Salmah Abbad. Author finished his high school at Bogor Chemical Analyst High School on 2003 before continuing his study to undergraduate program at IPB majoring in Chemistry and graduated on 2007.

Having been a tourism ambassador of Bogor, the author had a deep fond of tourism. For this reason, he chose double degree program on sustainable business development focusing on ecotourism.

Besides being active in national and international organization e.g. Association of Indonesian Young Entrepreneur (HIPMI) and Junior Chamber International (JCI) Chapter Bogor, author also worked as an ISO auditor in International Certification Body SAI Global.

Bogor, January 2012

Author
The very first gratefulness is delivered to The Almighty, Allah SWT: The Greatest Creator and The Best Motivator to His everlasting and mercy keeping me tough during my writing; therefore, this thesis is finally completed. Without Him, we will have no chance to read this complete thesis.

This thesis is submitted in partial fulfillment of the requirements for a Master Degree in Management and Business Program, Bogor Agricultural Institute. It contains work done from April to August 2011. The thesis has been made solely by the author. Most of the text, however, is based on the research of others, and the author has done his best to provide references to these sources.

Since this thesis is written as the final thesis of the master degree in sustainable business development, the text is primarily aimed at business development in long term vision, but the author hope it will be of interest for the general management, too.

The author would like to thanks his supervisor, Dr. Ir. Aji Hermawan, MM. and Prof. Dr. Ir. M. A. Chozin, M. Agr for lots of great inspiration, ideas, comments and an endless stream of insights.

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For the sake of improvement, questions, comments, and issues regarding this research are more than welcome. The author hope may this little research could make a good use for all the readers.

Bogor, January 2012

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