



## EXECUTIVE SUMMARY

**ISMAIL SALEH**, 2011. Sustainable Culinary Tourism in Puncak, Bogor. Under Supervision of **AJI HERMAWAN** and **M. A. CHOZIN**

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Tourism is one of the largest industries in Indonesia with total income of 6.3 USD billion in 2009. However, Post-modern tourism is slowly moving away from the mass tourism to being a part of an overall lifestyle that corresponds to people's daily lives and activities, like culinary tourism. Culinary has become secondary, or even primary reason that add value to tourism. Consuming food products is the most enjoyable activity during tour session. Budget for this activity is the last thing tourist would like to cut off and could consume up to 1/3 budget for travelling.

Puncak area is part of the Bogor-Puncak-Cianjur (Bopunjur) region in administrative district of Bogor regency and Cianjur Regency. Blessed by astonishing panoramas and breezy air, and dominated by band of mountains and hills, Puncak has become a favorite tourism destination in West Java, especially in the weekend and school holiday. However, Puncak area has undergone rapid development lately. More and more residential and building replaced green-opened area.

Clash of tourism interest between tourism industry and Puncak residents whose has taken place a long time ago. On one side, Puncak-area is well known as tourist and farming development area, while on the other hand, acts as water conservation for Ciliwung River. Development of food service providers sector in Puncak has shifted the land function in which the impact not only endured by local resident, but by the surrounding cities as well. On the other story, the restriction of food service development may decelerate multiplying effect of tourism contribution and reduce regional incoming rate.

From this point, there were challenges to overcome. And yet, several issues were identified. The general purposes of this research, therefore, are: 1) to develop a value chain methodology that incorporates multi-participants into the strategic level of food service business development; 2) to map all respected stakeholders in the development of food service business in Puncak, and describes their tasks and authorities; 3) to compare and contrast the performance of observed existing food service business in Puncak and identify its impact to economy, environment, and socio-cultural aspects.

This research portrayed the issues faced by multi stakeholders in developing tourism in Puncak area, in the extent of culinary as the main key in supporting tourism activity. The food service provider was categorized into three sections: large-scale or chain restaurant, middle-size restaurant or cafe, and small-sized street hawkers. This research was conducted in Puncak Area using exploratory case approach.

All stake holders involved were identified: restaurant operators, suppliers, community, consumers, tour agents, areal coordinator, and the tourists. All were

