EXECUTIVE SUMMARY


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
communicating their ideas and issues in a roundtable meeting. An in-depth interview were conducted later to obtain more information from the stakeholders. Qualitative inquiry is selected to obtain more information which somewhat unknown or not emerge to the surface yet in this study region, while semi-quantitative inquiry is applied to assist respondent’s perception on the issues being asked about.

Cases study about Cimory, Melrimba, and street hawkers were used to determine resident perceptions of tourism. This method was selected because it allows the researcher to get a detailed understanding of a single community and the issues which are relevant to the community. Primary data were obtained from questionnaire filling, in-depth interview and focus group discussion with the stakeholders. Sample was taken from business operator, restaurant owner, travelling tourists, and support from Government of Bogor Regency.

A value chain mapping was proposed on this research. Focusing on the food service business (Cimory, Melrimba, and the street hawkers) as the main actor, other four functions were identified. Suppliers provide raw materials and supporting materials for the food service business, and it comes from the direct suppliers, cooperative of the community, directly from the community, distributed via marketplace, or imported from outer region. Intermediaries connected the food service business with the end user in form as Distributor who delivered the products to the customer. Last but the least, The Government of Bogor Regency supported the operational of the business, from issuing licenses to managing wastes. Areal Coordinator and Kompepar provided assistances for all the traders operated within its territory. Along the value chain, cash and information/instruction flowed. Some had strong intense, while others were weak.

The three restaurant operator was compared against customers’ preference and sustainability criteria: economic, environment, and social aspect. Based on the questionnaire inquiry and in-depth interview, it was found that Cimory scored the best and categorized as Rank I. On the second row were Melrimba scored, and Street Hawkers on third position.

SWOT Analyses were made for each restaurant operator based on generic issues and case-specific issues. A two-level ecosustainable standard was proposed. A basic level ecolabelling was tailor made for micro and small enterprises, while the advance level consisted more comprehensive practices and suitable for medium-scale enterprises. The ecosustainable standard implementation was proposed to be implemented through three steps: planning, executing, and monitoring and evaluating.

Concerning the ecosustainable standard, Melrimba had positive point of thought against this, since it is the key to leverage the revenue while maintaining quality and social-friendly product. However, Melrimba was expecting government aid. On the other hand, Cimory had another issue to concern instead of the standard. While the tourists had positive feedback on ecosustainable standard and willing to pay more for ecolabelled product, the Culture and Tourism Office of Bogor Regency considered the ecosustainable standard had lesser urgency for now.

Keyword: Value Chain, Ecotourism, Culinary Tourism, Puncak, Sustainable Tourism