ANALYSING SUSTAINABILITY OF TOURISM BUSINESS
A Case Study of Pancawati Group, Bogor-West Java

By:
FARADESI ARDIALISA

GRADUATE PROGRAM OF MANAGEMENT AND BUSINESS
GRADUATE SCHOOL
BOGOR AGRICULTURAL UNIVERSITY
2012
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FARADESI ARDIALISA

A Thesis
Submitted as a partial fulfilment to obtain the Master of Management Degree in
the Graduate Program of Management and Business

GRADUATE PROGRAM OF MANAGEMENT AND BUSINESS
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Thesis External Examiner: Dr. Ir. Heny K. Daryanto, M.Ec
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Name: Faradesi Ardialisa

NIM: P056090422.33E

Approved by Advisory Committee

Dr. Ir. Aji Hermawan MM
Supervisor I

Prof. Dr. Ir. M.A. Chozin M.Agr
Supervisor II

Acknowledged by

Head of Management and Business Program Study

Dean of Graduate School

Dr. Ir. Arief Daryanto, M.Ec

Dr. Ir. Dahrul Syah, M.Sc.,Agr

Examination Date: 7 February 2012

Graduation Date:
BIOGRAPHY

Born in Solo 29 years ago, the researcher is a cat lover who likes going places. She completed most of her school time in Jakarta. After graduating from high school in 2001, the researcher had the opportunity to win a scholarship program and spent three years in University of Manchester Institute of Science and Technology (UMIST), United Kingdom, where she earned her first degree of Bachelor of Science (BSc.). After working for few years, she missed the university atmosphere and decided to take her master degree in management at MB IPB.

The researcher is now working as a global project coordinator in one of multinational company. She has travelled in some places in Asia and Europe for her work and she loved it! She believes that by completing her study in master degree, she would earn much more knowledge and experiences which would gain her further career in future. As much as she likes the travel, she would prefer spending the rest of her life in Indonesia with, hopefully, teaching and consulting what she would be becoming expertise in.

She always looks forward to meet new people to gain new experiences and knowledge. She can be easily contacted by social media. Type ‘ardialisa’ in LinkedIn, twitter, and Facebook, and she will get connected.
For my husband Tri Sandhi, whom without, I would never be completed.

Thank you for being there as always. This hard work is a small dedication for you.
FOREWORD

Alhamdulillahi Rabbil ‘Alamin. I would like to express my greatest gratitude to The Almighty, Allah SWT. He had guided me throughout the journey of completion on my study that finally I could finish my final paper work, the thesis.

This thesis was submitted as a partial fulfilment to obtain the Master of Management Degree in the Graduate Program of Management and Business, Bogor Agricultural Institute. Its title is Analysing Sustainability in Tourism Business, a case study of Pancawati Group, Bogor, West Java. The thesis contained the research works which were carried out from February – December 2011 and focused on how to understand the sustainability indicators as part of Sustainable Business Development core study.

I would like to thank my supervisors, Dr. Ir. Aji Hermawan, MM. and Prof. Dr. Ir. M. A. Chozin, M.Agr. for giving me technical guidance and academic supports during the writing process of the thesis. I would like also to thank Prof. Dr. E.K.S. Harini Muntasib, MS., who had given me a lot of knowledge and supports in initial process of understanding ecotourism subject. Special thanks to Huub Mudde, Senior Project Consultant and Lecturer from Maastricht School of Management who has commented on my first thesis draft, and also for Dina Harsono (@dinalucky) who has been my peer reviewer and given valuable inputs.

Besides academic supports in the university, I would like to express my great thanks and respect to Teguh Hartono, one of the most active ecotourism practitioners, Mr. Sudiyono and Eka Lidya, from ministry of Tourism and
Culture, as well as Mr. Frans Tumiwa and his team in Pancawati who had given me tremendous supports and information during my field research. I have learned a lot from them on how to be persistence in developing communities in business and gaining advantages in all stakeholders.

To all Sustainable Business Development class member of 2010 and Executive Class 33 of MB IPB, thanks for being part of my study journey in MB IPB. Studying master degree would have never been the same without you all as coursemates! Good luck for all that you are pursuing in life. We have done great jobs and we will be graduated as “Excel People” just like MB IPB intended us to be.

Finally, and most importantly, I would like to give my huge gratitude for my family. My mother, who has supported me from day zero of the study and become my supervisor all along the study. Her dedication in the academic field as a lecturer was a truly inspiration for me in taking the master degree. My father and my brother who have provided great moral supports. And of course, my husband, for his endless supports and a constant reminder of how important this study is.

Thank you.

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Author
Faradesi Ardialisa