ABSTRACT

TUTUT SUNARMINTO. Stakeholders Capacity Building For Ecotourism Development in Cibodas Area, West Java. Under the supervision of DUDUNG DARUSMAN, HADI SUKAIDI ALIKODRA, and RICKY AVENZORA.

A research on Stakeholders Capacity Building for Ecotourism Development in Cibodas Tourism Destination Area have been done in order to aim a better quality of all aspects in supply and demand in ecotourism activities. Therefore, a set of evaluation on (1) supply chain, (2) demand chain and (3) stakeholder chain have been completed to provide the basic need of capacity building concept. The primary data have been collected by distributing a set of closed-ended questionnaire that applied scoring system of Likert, as well as indepth observation of site condition and ecotourism behaviour. In both area, the result show that all supply-chain elements, demand-chain elements and stakeholder elements are not yet find their best way to provide the ecotourism services in optimum manner. In the same time the demand-chain elements are not yet having quality orientation in consuming many ecotourism potential in these area. Even though the value of ecotourism resources in these areas are very high, as well as a big number of demand, but all elements can not yet come to a better colletive ideas for optimizing any potential benefit for all parties. A value-chain Ecotourism Approach is proposed to elaborate a better ecotourism development in these areas. This concept very concern to optimizing the roles, function performances of each stakeholders; both in term of intra-function and inter-function amongst all parties in the chain.

Keyword: Ecotourism planning, supply chain, demand chain, stakeholder chain, Bopunjur Tourism Area, Cibodas Tourism Destination Area