Economic Analysis And Ecotourism Management Strategy. Case Study: Salak Endah Mountain Tourism Area

ABSTRACT

Tourism has been a part of commodity that widely used by a region as one of finance development resources. Practically, the tourism development must be directed to sustainable tourism, which is one form is ecological tourism (ecotourism). The data of tourism sector of Indonesia shows significant growth on domestic tour. The present government of Indonesia is striving for ecotourism activity which one of them is located in conservation area, hoping that it can give significant economic impact as well as perform conservation effort.

Bogor regency is a tourism object in Indonesia that placed not far from Jakarta. From the potential natural resources view, Bogor has many natural tourism spot except Puncak that one of them is Salak Endah Mountain Tourism Area (GSE) placed in west region. This area has ten tourism objects with steady increasing visit trend. The increasing tourists will certainly influence the tourism development itself and at last it will also impact the economic development in that region.

The study concerning economic impact created from ecotourism existence is important to do, however this study only focus on economic contribution of tourism activity on a certain region, and yet can not indicate the benefit of natural resources existence for recreation. A whole study about economic assessment includes economic impact assessment and environmental services assessment from a resource for an activity of recreation will give a comprehensive economic assessment, as a recommendation to formulate tourism management strategy in that region.

Key words: ecotourism, economic impact, environmental services

~PWI and HTI~