

The Role Of Value Chains In Tourism Activities In Suspension Bridge Situ Gunung

Nissa Amalia Siregar¹, Sambas Basuni², Tutut Sunarminto³

¹(Postgraduate Student, Bogor Agricultural University, Indonesia)

²(Lecturers of the Ecotourism and Environmental Services Management Study Program, Faculty of Forestry, IPB University, Indonesia)

³(Lecturers of the Ecotourism and Environmental Services Management Study Program, Faculty of Forestry, IPB University, Indonesia)

Abstract:

Background: Tourism is one of the industries that plays an important role in regional economic development because it is a multiplier effect that is able to encourage other sectors such as trade and services, housing, labor, to grow and be able to develop sustainably by paying attention to all aspects of sustainable tourism, namely; community, environmental, and socio-cultural economics. Situ Gunung suspension bridge or Suspension bridge is one of the natural attractions included in Gunung Gede Pangrango National Park (TNGGP) which carries out identity branding using the longest bridge strategy in Southeast Asia, which is 243 meters long, with a width of 1.8 meters, and a height of 121 meters above ground level. The role of cooperation between the management of TNGGP resort Situ Gunung in collaboration with PT. Fontis Aquam Vivam (FAV) in the construction of suspension bridge attractions and other supporting facilities through cooperation mechanisms and Business Licenses for Natural Tourism Facility Providers. This study explores the relationship between tourism development and local communities in the activities surrounding their activities on the development of Situ Gunung natural tourism in conceptual the role of tourism value chains to analyze the entanglement in value chain relationships between the tourism sector and the economic activities of local communities. The current problem is that the community has not been fully involved optimally in its implementation, so involvement in tourism development is still very lacking.

Materials and Methods: This research was conducted in the Situ Gunung Nature Tourism area of Gunung Gede Pangrango National Park, West Java, Indonesia in three main villages namely Gede Pangrango Village, Sukamanis Village and Sukamaju Village. The source of this research data was obtained from actors related to the ecotourism value chain, namely inns, restaurants, travel agents, souvenir shops and village communities. Data collection will be carried out from January to April 2023. The sampling technique in this study was carried out in a non-probability manner, which was carried out by Snowball Sampling with the determination of the Natural Tourism Value Chain of Situ Gunung Suspension Bridge using several analytical methods, namely descriptive analysis and value chain analysis.

Results: The tourism value chain analysis used in this study adopts from two value chains developed by Mitchell & Phuc based on tourism value chain research which includes Tourist Objects, Accommodation (Inn), Restaurants & Food, Travel & Transportation Operators, Shopping (Souvenirs).

Conclusion: Improving the cooperation system of tourism activities from the initial stage of tourist arrival to the return of tourists will improve the value chain of all actors involved.

Key Word: Value Chain; Wisata Situ Mountain; Suspension bridge.

Date of Submission: 28-07-2023

Date of Acceptance: 08-08-2023

I. Introduction

Tourism is one of the industries that plays an important role in regional economic development because it is a multiplier effect that is able to encourage other sectors such as trade and services, housing and labor to grow and develop together (Pendit 1999). Developments in the tourism sector at this time have given birth to the concept of developing appropriate alternative tourism and actively helping to maintain the sustainability of sustainable use of culture and natural resources by paying attention to all aspects of sustainable tourism, namely; community, environmental, and socio-cultural economics. According to Pearce and Robinson (2016) Value chain is the view that a business is seen as a chain of activities that convert *inputs* into *outputs* and value to customers. Value chain analysis when viewed from a process point of view serves as a division of business parts into groups of activities that occur in the business, which begins with inputs received by the company and ends up being the company's

products or services and after-sales service for customers. Value chain analysis can also help companies focus on the strategy chosen by the company and strive for competitive advantage. The role of the value chain insustainable tourism development is tourism development that ecologically provides economically feasible and ethically fair benefits, provides social benefits to the community to meet the needs of tourists while still paying attention to the sustainability of socio-cultural life, and provides opportunities for current and future young generations to utilize and develop it.

Gunung Gede Pangrango National Park (TNGGP) has an area of 24,270.80 Ha and is administratively located in three districts, namely Cianjur, Sukabumi and Bogor. TNGGP has several tourist destinations, namely waterfalls, caves, lakes and forests that are still beautiful, so with this potential the Situ Gunung suspension bridge was built as one of the natural attractions. Situ Gunung suspension bridge is one of the tours that carry out *identity branding* using the longest bridge strategy in Southeast Asia, which is 243 meters long, with a width of 1.8 meters, and a height of 121 meters above ground level. Situ Gunung has an area of 222.93 hectares located in the TNGGP utilization zone, which consists of public and business spaces. Situ Gunung is located about 16 km northwest of Sukabumi City, and is a model resort, namely as a leading education-based resort. In its development, the management of TNGGP resort Situ Gunung collaborates with PT. Fontis Aquam Vivam (FAV) in the construction of suspension bridge attractions and other supporting facilities through cooperation mechanisms and Business Licenses for Natural Tourism Facilities Providers (IUPSWA). This study explores the relationship between tourism development and local communities in the activities surrounding their activities on the development of situ Gunung suspension bridge tourism in conceptual the role of tourism value chains to analyze the entanglements in value chain relationships between the tourism sector and the economic activities of local communities.

The current problem is that the community has not been fully involved optimally in its implementation, so the role of the community in tourism development is still very lacking. Residents around the area have not been fully involved optimally, therefore mapping the actors involved in the natural tourism business of the situ Gunung suspension bridge requires a tourism value chain approach. The value chain approach is an approach that favors local communities and thinks about how to have a positive impact on each actor involved in the value chain (Penta 2017). The intended value chain is the various activities needed to bring tourists to tourist destinations by providing all the services needed. Services that can be offered by the chain include transportation, accommodation, food and entertainment, and shopping tours. This approach increases people's income by allowing people to participate in various key points of the value chain, thereby increasing the income of the community itself. This study aims to clarify how to build value chain role relationships in each Situ Gunung Nature Tourism operation activity. The scope of this research is limited to the Situ Gunung Tourism area, especially to actors who play a role in the value chain to determine community participation as *stakeholders*.

II. Material and Methods

This research was conducted in the Situ Gunung Tourism area of Gunung Gede Pangrango National Park, West Java, Indonesia. The selection of the location of this research was carried out deliberately (*purposive*) considering that TNGGP has tourism potential in its development Situ Gunung Tourism has a role in improving the regional economy, especially increasing the added value of the local community economy in three main villages namely Gede Pangrango Village, Sukamanis Village and Sukamaju Village which are buffer villages in the region Gunung Gede Pangrango National Park. The source of this research data was obtained from actors related to the ecotourism value chain, namely inns, restaurants, travel agents, souvenir shops and village communities. Primary data collection and secondary data will be carried out in January - April 2023.



Gambar 1. Peta Lokasi Penelitian

Procedure methodology

The design concept of this research is descriptive research that describes a condition in an area. Data were taken by observation, literature study and *in-depth interview*. The method used in this study is the descriptive method. The purpose of this method is an exposure to the variables to be studied, for example about who, which, when and where. Research with the case study method requires a detailed, in-depth and comprehensive study of certain objects that are usually relatively small in a certain period of time, including their environment (Umar 2010). The tourism value chain model used is an adaptation (simplification) of research conducted by Mitchell and Phuc (2007) and Yilmaz & Bittci (2006). The determination of five members of the value actors was based on data and information obtained during preliminary surveys and the results of interviews with respondents. Here's the concept of the value chain chart used (Figure 2).

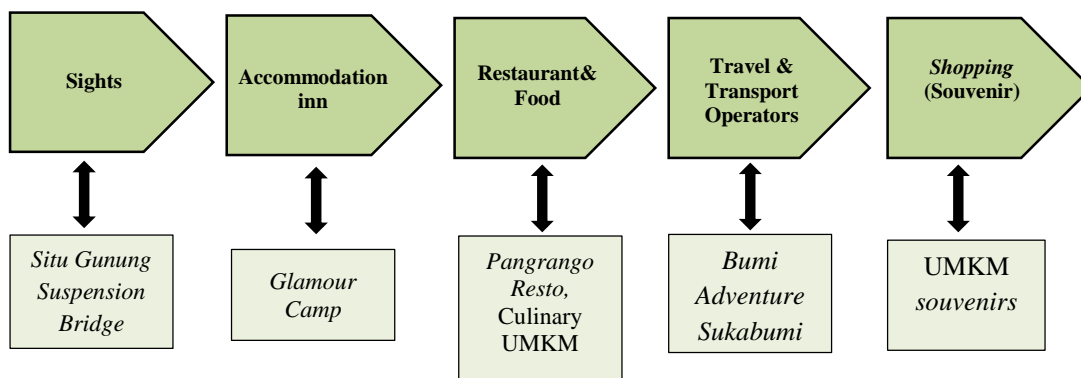


Figure 2. Five members of the value chain in research

The following data collection methods used in research are field surveys, in-depth interviews and questionnaires or a combination of all three and literature studies, along with the stages:

1. Field surveys aim to observe the object of research so that it can understand the actual conditions. Observation is *non-participatory*, that is, the researcher is outside the observed system.
2. In-depth interviews are data collection techniques in the form of verbal communication with parties related to the Situ Gunung *Suspension Bridge* Tourism value chain.
3. The questionnaire in this study is in the form of a list of questions used as a guideline for in-depth interviews with related parties.
4. Literature study is a series of activities related to methods of collecting library data, reading and recording, and managing research materials (Zed, 2008).

The sampling technique in this study was carried out *non-probability*, which was carried out by *Snowball Sampling*. Snowball sampling is a method for sampling in a continuous chain of relationships (Neuman 2003). This technique is used to obtain further informants, based on the recommendations of previous informants. In this case, the sample is selected taking into account certain criteria such as knowledge and experience in developing the value chain of Situ Gunung *Suspension Bridge* Tourism (Expert respondents).

Statistical analysis

The Situ Gunung *Suspension Bridge* Tourism Value Chain Strategy uses the value chain analysis method, which is an analysis used to describe the general description of the five members (sample actors), the value chain is deliberately selected based on observation and the results of in-depth interviews with expert respondents (*purposive sampling*). The five members of the value chain (sample actors) in this study are travel *agents* and local transportation which are travel agency actors, lodging accommodation actors, Café De balcone Restaurant and UMKM for restaurant and food actors, Souvenir UMKM for actors (shopping), Situ Gunung *Suspension Bridge* Tourism for actors of tourist destinations (visit experience). The five members of the value chain represent value chain actors, where one member represents one value chain. The role of value chain analysis is used in addition to profiles, also to explain the form of participation and see the relationship with the delivery of tourists (visitors) on tourist trips on activities involved in tourism ranging from planning, travel to, *activity inside, back to and recollection*.

III. Result

Value Chain in Every Situ Gunung Suspension Bridge Tourism Operation Activities

The tourism value chain analysis used in this study adopts two value chains, namely the tourism value chain model developed by Mitchell & Phuc (2007) and the Tourism Chain Model developed by Yilmaz & Bittci (2006). The following concept of analysis of members of the Lembah Purba Suspension Bridge (JGLB) tourism value chain at Situ Gunung Resort, Gunung Gede Pangrango National Park is presented in (Figure 3).

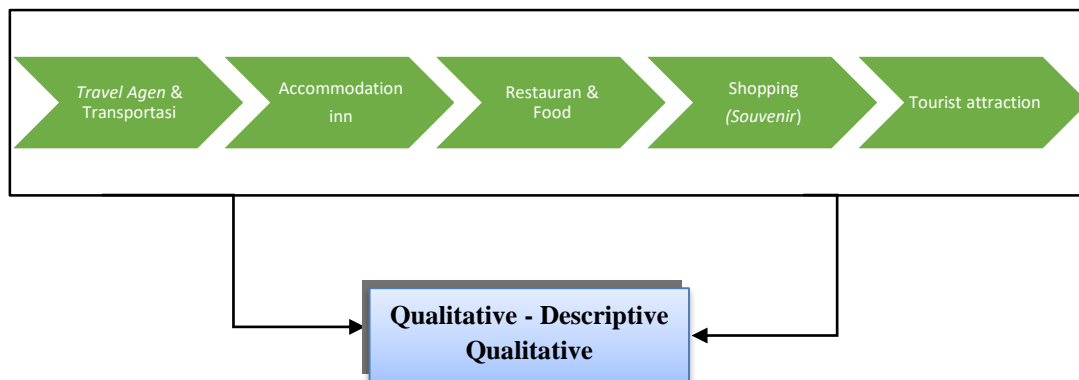


Figure 3. The concept of analysis of members of the tourist value chain

Based on the research of Mitchell & Phuc (2007) in the tourism value chain they developed has outlined eight tour operators ranging from travel planning operators (Travel Agents), transportation operators, accommodation, food, entertainment, shopping centers, tourist destinations and transportation operators return tourists who become tourism value chains interrelated backwards and forwards. Meanwhile, according to Yilmaz & Bititci (2006) divide four stages in the value chain obtained, namely the *win order* stage (ordering tourism products), the *pre delivery order* stage (readiness and preparation of consumers after ordering tour packages), the *delivery* stage (the stage where tourists consume tourist products) and the *post delivery support* stage (post-use of travel products while measuring consumer satisfaction).

IV. Discussion

Based on the field data that has been obtained, the results of this study discussed the tourism value chain of the Situ Gunung Suspension Bridge consisting of a chain of travel (Travel), chain accomodasi, r antai restoran and makanan, rantai *Shopping* (Souvenir) and Situ Gunung Tourism as a chain of tourist destinations (Visit experience).

Value Chain Analysis of Travel and Transport Agency Actors

The selection of Bumi Adventure Sukabumi (BAS) travel agents as a sample of travel and transportation agency actors was based on observations and in-depth interviews with expert respondents. Although in quantity

secondary data from travel and travel agency visits are not recorded with good documentation at PT. Fontis Aqua Vivam (PT. FAV), however, based on the observations of expert respondents that BAS, better known as a travel agent, brings the most tourists to the destination location than other travel agencies or agents that are *Packet Tourism*. BAS is the first chain that deals directly with consumers to assist in tourist trips. According to Yilmaz & Bititci (2006) a travel agent performs its role in three stages at once, namely, the *order* stage, the pre-delivery stage and the *delivery* stage where tourists can enjoy every tourist product purchased from a travel agent.

The incorporation of travel and transportation agents in the discussion of value chain analysis is because research samples sourced from BAS perform a dual role, namely as travel agencies and providers of tourist transportation services from outside the intended tourist area. The transportation chain is an important chain to drive the tourism industry. This is because the transportation chain has a role that starts from the first-time tourists go to tourist attractions to return again from their tourist trips (Pitana and Gayatri, 2005).

Based on the value chain analysis in this study, it shows that BAS has not carried out binding cooperation in the form of a *Memorandum of Understanding* (MoU) with PT. FAV and with other chains that are forward linkage. The collaboration that BAS has done with PT. FAV only accompanies visitors to cool tourist destinations and becomes a facilitator of events in certain activities in the Situ Gunung Suspension Bridge Tour which is the main destination for visitors, for that the flow of tourist movements in simple sketches goes into *Single Pattern / Single Point* Which means there is no movement in the process of visiting tourist destinations. Tourists can only visit one destination and return to their place of origin by the same route (Lau and McKercher 2006). In (Figure 4) has shown the concept of the flow of tourist movement towards tourist destinations that is one-way.



Figure 4. PDES Consumer Travel Movement

Tourists sourced from BAS travel agents deliberately visit Situ Gunung Tourism which has been conceptualized in a tour package provided by BAS, a number of tourists who use the services of BAS travel and transportation agencies already have a special schedule during tourist activities. The implication for tourists is that there is not enough time to shop for *souvenirs* (shopping chains) from tourist attractions. Furthermore, the forward linkage with the accommodation chain shows that BAS has previously collaborated with lodging in Sukabumi, namely *Villa De treesna*. The cooperation carried out by BAS with the inn does not have a direct relationship in the value chain with the activities of accompanying visitors to the Situ Gunung tourist area, only in the form of cooperation that has been carried out in the form of *corporate business* packages or *wedding parties* from various company events. The selection of tourist sites directly from BAS who chooses to organize activities in the Situ Gunung Suspension Bridge Tourism area based on the wishes or needs of personal consumers from BAS. The collaboration between BAS and Situ Gunung Suspension Bridge Tour is in the form of *free admission* for BAS *Tour Leaders* with various business activities. BAS also has not collaborated with *UMKM Souvenirs* related to tourist areas in the form of providing souvenirs for tourists who accompany to Situ Gunung Suspension Bridge Nature Tourism. In addition, BAS has not formally collaborated with Pangrango Resto or with Situ Gunung Tourism. If so, far there has been a tour assistance to the Situ Gunung Suspension Bridge Natural Tourism area, this is because Situ Gunung Suspension Bridge Nature Tourism is one of the tourist attractions that are well known and easy to reach, so it becomes one of the main tourist destinations.

Value Chain Analysis of Accommodation Actors

Accommodation is an absolute tourist facility for those who travel as a temporary place to stay and fulfill the necessities of life such as meals. Yilmaz & Bititci (2006) group accommodations at the *Delivery* stage, the stage where consumers consume travel. According to Pendit (2006), there are many types and classifications of lodging accommodation such as *hotels, motels, messes, bungalows, sanatoriums, apartments, homestays* and others. In this study, members of the accommodation chain sampled are Ancient Valley Glamping, *Glamours camping* or known as *Glamping* is a new innovation in the field of accommodation and tourism activities. Glamping Lembah Purba is an inn in the form of a tent with standard hotel facilities that blend with nature and is located at the foot of Mount Gede Pangrango south in Sukabumi regency with an altitude of 1100 meters above sea level and cool temperatures, flowing by a clear and beautiful river with 2 waterfall destinations (Curug Sawyer

and Curug Ancient Valley). The reason for choosing Glamping Lembah Purba (Figure 5) as the only member of the value chain representing accommodation actors, is because based on field observations, it was obtained that Glamping Lembah Purba is the closest lodging to the place tour. The relationship between Glamping Lembah Purba and Situ Gunung Suspension Bridge Tourism is currently one part of the facilities provided by PT. FAV to support the needs of tourists in tourism.



Figure 5. Location of Ancient Valley Glamping

Based on the results of interviews with hotel guests who visited the Situ Gunung Suspension Bridge Tour, said that most visitors who travel choose the *Glamour Camp 2 Days 1 Night* and *Capacity Building* packages for company employees or members of the organization to increase their potential. with outdoor learning methods. Glamping guests who visit Situ Gunung Suspension Bridge Tourism come from tourists who come individually without a travel agent and some are sourced from BAS (travel agency chain) and choose Glamping Lembah Purba as a temporary residence.

According to the identification results during the research, those who visited the Situ Gunung Suspension Bridge Tourism received information through the official Website on (Figure 6) Situ Gunung Suspension Bridge Tourism managed by PT. FAV about interesting and iconic tourist attractions in the Sukabumi region that offer the experience of staying in a tent with hotel-standard facilities that blend with nature. The relationship between Glamping Lembah Purba and BAS is business *to business* cooperation (corporate rate) in holding company meetings. Forward linkage with the restaurant chain has been established, but with the souvenir chain is still not established. This is because the management or employees of Glamping Lembah Purba have not been persuasive to Glamping Lembah Purba guests who visit that in the Situ Gunung Suspension Bridge Tour there are UMKM that sell souvenirs.

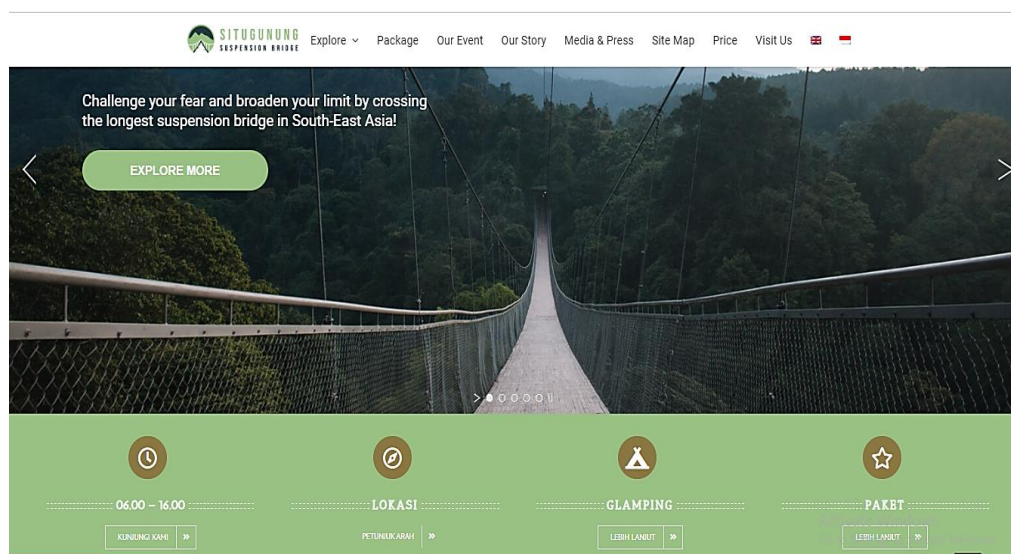


Figure 6. Official website of Situ Gunung Suspension Bridge

Value Chain Analysis of Restaurant and Food Actors

The existence of Pangrango Resto in Situ Gunung Suspension Bridge Tourism is inseparable from the cooperation of the village community with the manager, namely PT. Fontis Aqua Vivam (FAV) who trusts the village community to provide restaurant and food services at Situ Gunung Suspension Bridge Tour. One of the agreements between Pangrango Resto and PT. FAV is a basic wage system that is able to increase the economic value of local communities. As for the availability of food ingredients in meeting the needs of Pangrango Resto obtained from the market, as for local people who have businesses in agriculture and livestock are distributed through retailers in the market, meaning PT. FAV buys food and beverages directly from the market, not directly sourced from the community who farm.



Figure 7. *The value chain of consumer materials in Situ Gunung Suspension Bridge Nature Tourism*

The selection of Pangrango Restaurant as a representative sample for restaurant and food actor chains is based on the concept of cooperation above, especially in relation to the Situ Gunung Suspension Bridge Tourism actor. In addition, another reason Situ Gunung Suspension Bridge Tourism has not established formal cooperation with UMKM culinary centers or cafes around Situ Gunung Suspension Bridge Tourism and in the nearest area in general is due to the location of Pangrango Resto in the location of Situ Gunung Suspension Bridge Tourism as the only place to eat and drink in the form of restaurant. Yilmaz & Bititci (2006) explained that restaurant and food chains are included in the delivery stage, namely the stage of consumers consuming tourism products or restaurant and food actors need to strengthen backward and future cooperation with the chain before and after the *delivery* stage. Pangrango Resto is currently part of the facilities prepared by PT. FAV to support the needs of tourists in tourist areas. The examples of activities from the collaboration of Pangrango Resto with Situ Gunung Suspension Bridge Tourism and Glamping Lembah Purba are food and beverage service services, *company gatherings, family gatherings, wedding parties, meetings* and *product launching*. Pangrango Resto has not collaborated with Souvenir UMKM and Culinary UMKM. However, consumers or visitors to Pangrango Restaurant sometimes come from each of these chains. Even Glamping Lembah Purba is a chain that often delivers its hotel guests to Pangrango Resto because the supporting factor is the close location distance between Glamping Lembah Purba and Resto Pangrango. Cooperation with Travel Agents or travel agents is limited to coordination that the travel agency or travel agent will bring its clients to Pangrango Resto (Figure 8).



Figure 8. *The Main Door of Gunung Gede Pangrango Restaurant*

Cooperation with UMKM Souvenirs has also not been carried out because the manager of Pangrango Resto focuses more on food business activities. Visitors to Pangrango Resto in addition to individually you also come and various agencies such as private companies, government agencies, travel agencies and others. The favorite menu visitors *One day trip* and *Glamour Camp* have been provided in the form of food shopping packages by tourists *One day trip* per person ranges from Rp. 50,000-100,000 and *Glamour Camp* tourists per person ranges from Rp. 95,000-200,000. As for the crowded visits, yesitu on Saturday and Sunday starting from

10.00 WIB. This is due to the weekend holiday. Pangrango Restaurant hopes that there will be cooperation between the two directions with other value chains with the hope that there will be assistance for clients of each chain to Pangrango Restaurant or promote Pangrango Restaurant as a stopover or culinary tour in the Situ Gunung Suspension Bridge Tour. The number of restaurant visitors over the last 5 years follows the number of tourist visits. The trend of every year visitors to Pangrango Restaurant has an increasing trend except for 2020 and 2021. The decrease in restaurant visitors is due to the Covid-19 Pandemic.

Shopping Actor Value Chain Analysis

The following *ranta i nilai* members are shopping actors who are sampled, namely the Souvenir UMKM. UMKM *Souvenirs* were selected based on observation and information during in-depth interviews with respondents. The only center around the Situ Gunung Suspension Bridge Tourism is UMKM *Souvenir* which is located near Curug Sawer and in the canteen close to musholah which is the end point of the tourist trip. Not much time available is one of the causes of the lack of tourists from BA S who visit. Tourists spend more time getting around the S suspension bridge tour than shopping for *souvenirs*. Another thing that shows the lack of tourists who buy *souvenirs* is the employment status of UMKM *Souvenirs* is not a major job but a side job so that the implication of this is irregular sales time so that when visitors come souvenir UMKM stalls sometimes close.

UMKM *Souvenir* is a chain that does not have formal or informal cooperation ties with other chains. Formal cooperation is cooperation in the form of an MoU, while informal cooperation is meant even though there is no MoU. One way done by souvenir traders to increase sales is to actively peddle *souvenir* products when visitors cross their tourist paths. The favorite souvenirs of national tourists are bracelets with initials, key chains and *souvenirs* with the Situ Gunung logo. The average national tourist spends money shopping for *souvenirs* between Rp.10,000 to Rp.150,000 / person. Then for foreign tourists who visit the Souvenir UMKM shopping center have an average spend of Rp.120,000-Rp.200,000 / person (Rezki, 2021). Souvenir products favored by foreign tourists are Ginje Bracelets (bracelets made from ali burahol / ginje seeds) and carved wooden *souvenirs* with logos (Figure 9).

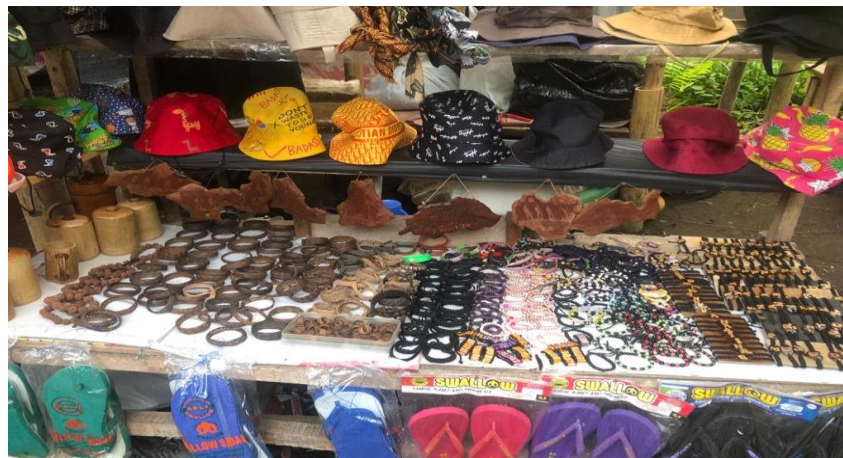


Figure 9. Situ Gunung Suspension Bridge Tour Souvenirs

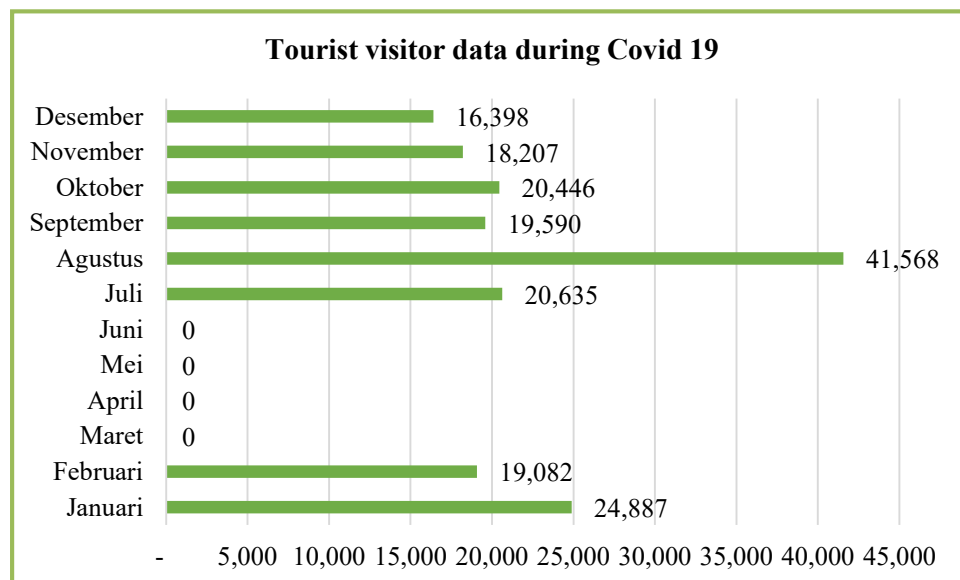
Value Chain Analysis of Situ Gunung Suspension Bridge

Situ Gunung Suspension Bridge is the main tourist destination of the value chain in this study. Situ Gunung Suspension Bridge is still a favorite tourist spot in the Sukabumi region and is a mainstay tourist product offered in every exhibition and promotional activity on various occasions. This is quite reasonable because the existence of the Situ Gunung Suspension Bridge is well known nationally and internationally. Based on tourist visit data on (Graph 1) shows the development of tourist visits to the Situ Gunung Suspension Bridge.



Graph 1. Situ Gunung tourist visit

Based on data on the number of tourists visiting the Situ Gunung Suspension Bridge Tourism (WJGST) in 2019 is a reflection data from the inauguration of the suspension bridge, as a result of which visits in that year were very high compared to other years. Situ Gunung began to be visited a lot and experienced a 1000% increase in ± from 2017. However, the decline in visits in March 2020 due to Covid-19 conditions caused tourism closures for 4 months between mid-March - June 2020, then surged again in July 2020. Situ Gunung again closed tourism in July-August 2021 when PPKM was emergency and reopened in September 2021. The following are fluctuations in tourist visit data during the Covid-19 pandemic conditions on (Graph 2).



Graph 2. Visitors to Situ Gunung there m asa p andemiCovid-19 in 2020

Secondary data that is not available regarding travel agencies or travel agents who assist tourists to the Situ Gunung Suspension Bridge Tourism area is an obstacle in this study. Likewise, secondary data from hotel and restaurant accommodation on the grounds of corporate data privacy cannot be made public. During this time PT. FAV cooperates in the form of *MoUs* for the tourism industry except with research organizations for conservation purposes and government institutions. The cooperation between Situ Gunung Suspension Bridge Tourism and travel agencies including Bumi Adventure Sukabumi (BAS) has not been carried out formally. The delivery of tourists by BAS by BAS participants in packages to the Situ Gunung Suspension Bridge Tour by the Situ Gunung Suspension Bridge Tour manager is considered the same as tourist visits in general (*individual tourists*). Visitors or tourists who come to Situ Gunung Suspension Bridge Tourism until now are mostly limited to recreation. Tourist knowledge (especially domestic) that Situ Gunung Suspension Bridge Tourism is one of the

conservation places that is still low in knowledge of flora and fauna in the tourist area. Not many visitors take advantage of the Situ Gunung Suspension Bridge Tour to increase knowledge except for recreation so that synergy between collaborations still needs to be improved again with parties or agencies related to knowledge of flora and fauna in the tourist area.

The cooperation between Situ Gunung Suspension Bridge Tourism and Ancient Valley Glamping increases the efficiency and effectiveness of company management. This cooperation can also help ensure that public resources are used efficiently, as well as help create an environment conducive to economic development and improved public welfare. Cooperation with *souvenir* UMKM has not been formally carried out, Souvenir UMKM are not under the management of Situ Gunung Suspension Bridge Nature Tourism (PT. FAV). The collaboration between Wisata Situ Gunung Suspension Bridge and Pangrango Restaurant is a liaison owned by PT. FAV, but in the operation of food services and restaurants PT. FAV collaborates with local communities (food serving staff) for daily operations. Related to this restaurant and food actor, the manager of the Situ Gunung Suspension Bridge Tour (PT. FAV) needs to renew the form of cooperation in order to get direct added value. For example, conducting an *MoU* with local communities without intermediaries regarding some food procurement that the community can manage themselves. Then still related to cooperation with restaurant and food actors, the manager of the Situ Gunung Suspension Bridge Tour (PT. FAV) needs to expand UMKM Souvenir services to the form of restaurants to sell souvenirs.

The Concept of the Role of aChain of Natural Tourism Value Chain of Situ Gunung Suspension Bridge

Based on the discussion of each value chain actor above, it indicates that there are different degrees of cooperation between members of the available value region. Even the existing data cannot be generalized but there is a picture of cooperation that exists between value chains so that it can indicate the position of the value chain relationship of Situ Gunung Suspension Bridge Tourism (WJGS) in general today, namely in (Figure 10).

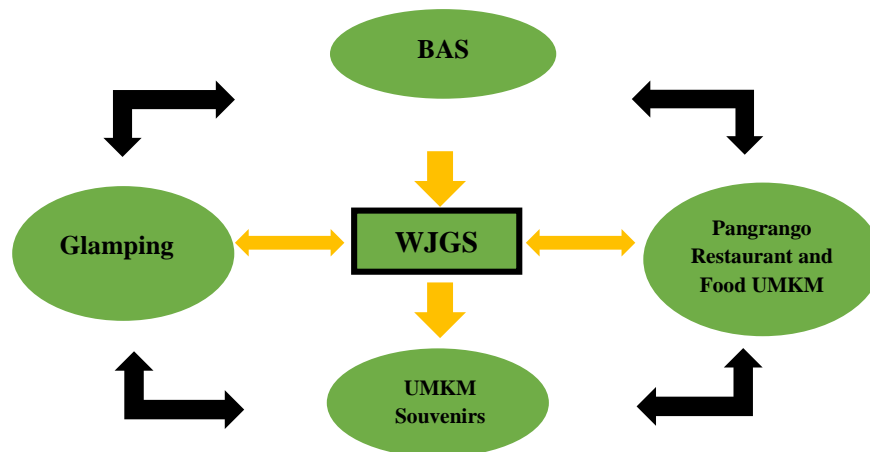


Figure 10. The pattern of cooperation is amember of the Tourism of the Situ Gununb Suspension Bridge

The analysis in (Figure 10) above has shown the scope of *package tourism*, namely Bumi Adventure Sukabumi (BAS) as the first actor to meet consumers has a leading position and an important role that should be more profitable to provide added value for other actors in the next chain. However, because there has not been a pattern of cooperation between more integrated actors (value chain), the role of BAS is limited to serving the desire of consumers (tourists) to visit the Situ Gunung Suspension Bridge Tourism area. As for chains that have a degree of cooperation that is still unfulfilled, especially from the aspect of added value of tourist assistance, is UMKM *Souvenirs*. Because tourists are not directed, souvenir owners work alone to get customers who come from visitors to the Situ Gunung Suspension Bridge Tour (WJGS).

The chain that benefits from the economic aspect and assists tourists to Situ Gunung Suspension Bridge Tourism is Pangrango Resto (restaurant and food chain), this can be seen from the location of the restaurant in the suspension bridge tour still allows BAS consumers to stop by all the time that is available enough, besides that tamu who come from Glamping Purba Valley Many visit there. Likewise, with the presence of individual tourists, you can take advantage of Pangrango Resto and Culinary UMKM to shop for food. The need for upgrading cooperation patterns within the framework of the value chain, BAS needs to make Situ Gunung Suspension Bridge Tourism a tourist attraction destination other than peaks that can be packaged. Thus, tourists who use the services of BAS can stay longer by staying overnight. This means that BAS can place its consumers overnight in Glamping

Lembah Purba (accommodation chain), thus the accommodation chain gets added value, and vice versa BAS will benefit back from these activities such as promotions to other Glamping Lembah Purba guests. The next 2nd cycle is Glamping can channel tourists from the BAS to get souvenirs to UMKM, even by staying longer for tourists besides being able to visit souvenir centers can also visit food and entertainment centers in Sukabumi Regency or vice versa by providing longer opportunities for tourists to visit Situ Gunung Suspension Bridge Tourism then can be directed to go to the food center (Resto Pangrango or UMKM Culinary) and the next path they can get typical souvenirs of Sukabumi and Situ Gunung Suspension Bridge Tour by visiting the *souvenir* center. The following relationships between actors can be done to make the WJGS concept the main destination (Figure 11).



Figure 11. Conceptualizing Forward and Backward Between Value Chain Actors by Making WJGS a Destination

V. Conclusion

The following conclusions from the results of the research that has been carried out are as follows:

1. Bumi Adventure Sukabumi (BAS) as an actor who has a position with a major and important role in the WAJGS value chain.
2. The value chain with a degree of cooperation that is still unfulfilled in terms of added value of tourist assistance is the *Souvenir* UMKM.
3. The value chain that benefits from the economic aspect and the assistance of tourists to Situ Gunung Suspension Bridge Tourism is Pangrango Resto.
4. The lack of a systematic pattern of cooperation makes the improvement of the value chain uneven from all available actors.
5. Improving the cooperation system of tourism activities from the initial stage of tourist arrival to the return of tourists will improve the value chain of all actors involved.

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