Evaluasi Model Bisnis Ekowisata dengan Pendekatan Business Model Canvas di Curug Cibeureum, Resor
Selabintana, Taman Nasional Gunung Gede Pangrango
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ECOTOURISM BUSINESS MODEL EVALUATION USING THE BUSINESS MODEL CANVAS AT CURUG CIBEUREUM, SELABINTANA RESORT, GUNUNG GEDE PANGRANGO NATIONAL PARK

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ABSTRACT

The development of ecotourism has emerged as a pivotal strategy in advancing environmental sustainability while simultaneously enhancing the welfare of local communities. Curug Cibeureum represents a destination with considerable ecotourism potential; however, its management continues to face numerous operational challenges. This study aims to analyze and evaluate the existing ecotourism business model at Curug Cibeureum and to formulate a proposed business model capable of improving management effectiveness in a sustainable manner. Data were collected through field observations, interviews with site managers, and the distribution of questionnaires to visitors. In-depth interviews were conducted with five site managers to explore operational strategies and constraints, while a visitor survey was administered to 60 respondents to assess satisfaction levels. This study employs a Business Model Canvas (BMC) framework integrated with Interpretive Structural Modeling (ISM) and SWOT analysis. The findings reveal that the existing business model is hindered by several limitations, including insufficient synergy among stakeholders, limited local community involvement, suboptimal promotional efforts, and the absence of a systematic visitor satisfaction evaluation mechanism. ISM analysis identified inadequate stakeholder collaboration as the primary driving factor underlying these constraints. The integration of analytical results yielded a proposed business model that is more strategic, comprehensive, and sustainable, encompassing revenue diversification, enhanced community participation, and the utilization of digital technology in destination management and promotion. This model is expected to improve managerial effectiveness and support the long-term development of sustainable ecotourism

Keywords: *ecotourism, business model, Business Model Canvas, ISM, SWOT, sustainability*

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