

Conference Paper

Analysis of Ecotourism Development Strategy in Tanjung Puting Province National Park, Central Kalimantan

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Abstract

This study aims to: (a) study and analyze the potential of ecotourism in Tanjung Puting National Park, (b) study and analyze strategies for developing ecotourism in Tanjung Puting National Park, (c) formulate Tanjung Puting National Park ecotourism development strategy. The method of this research is survey and explanation, using primary data and secondary data. Primary data was collected by interview method and filled out questionnaires with 250 respondents selected by purposive sampling. Data analysis tools are SWOT and AHP. The main problem faced in developing ecotourism in Tanjung Puting National Park is the lack of infrastructure and accessibility and guidance to the community about the importance of ecotourism from the Government and Regional Government (Pemda). The results showed that: (a) the potential of Tanjung Puting National Park included a high category seen from the aspect of strength with a value of 3.77 and opportunities with a value of 3.73 (b) Tanjung Puting National Park ecotourism development strategy was a defensive strategy in quadrant III.

Keywords: ecotourism; Tanjung Puting National Park; development strategy; SWOT & AHP

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1. Introduction

The tourism sector as one of the sectors that is relied on for regional revenues, the West Kotawaringin Government is required to be able to explore and manage the tourism potential possessed as an effort to obtain funding sources through new breakthroughs in an effort to finance regional expenditures. The prospect of ecotourism in the 21st century and the future is very promising and provides great opportunities in its growth. International tourist visits according to the WTO analysis will be able to create world income of USD 2 trillion and will create employment opportunities for 204 million people. The large absorption of the ecotourism sector will ultimately drive world economic growth and reduce unemployment (Tesis, Said Ismail, 2018) Central Kalimantan Province with an area of 153,364 km², is the third largest province in Indonesia and has good natural and cultural tourism potential because it has a high and

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unique diversity of flora and fauna, and cultural attractions. The development of Central Kalimantan ecotourism in the national ecotourism constellation has begun to appear in recent years, where Tanjung Puting National Park in Central Kalimantan Province has been designated as the 33rd national main destination in the national tourism development strategy (Ministry of Culture and Tourism, 2007). (Mahasiswa Magister Ilmu Ekonomi 2018, Universitas Palangka Raya)

2. Literature Review

Issues Regarding Tourism As a multi-dimensional phenomenon, tourism has grown the image of adventure, romance and exotic places, and when viewed from the context of activity. Bagyono (2005) said that tourism is part of the elements of business, health, social politics, religion and other interests, curiosity, experience or learning. Meanwhile Smith and Gun (1994), viewed that tourism studies are historical in nature, and developed into descriptive geographical studies and subsequently arrived at tourism studies viewed from aspects of history and ideology.

2.1. Ecotourism

Ecotourism (ecotourism) or ecological tourism is a type of environmentally friendly tourism that is closely related to the principle of conservation. The definition of ecotourism was first introduced by Hector Ceballos and Lascurain (1987) and then refined by The Ecotourism Society (1993) by defining ecotourism as a journey responsible for the natural environment that supports conservation and enhances the welfare of the local population. Ecotourism is actually a combination and various interests that grow from concern, economy, and social.

2.2. Ecotourism Area Development

In ecotourism development special support is needed in the procurement of a tourism product which can be a tourism interest with special interest which generally has a better intellectual background, understanding and sensitivity to ethics, morality and certain values so that this tour is to seek new experience (Fandeli et al, 2000). According to Goodwin (1996) which states that eco-tourism is a natural tourism destination that has a low impact by contributing to the maintenance of species and other habitats, it directly contributes to conservation and indirectly creates income for the community

therefore protection of the world as a source of income. Ecotourism area is a concept of tourism that reflects environmental insight and follows the principles of balance and environmental sustainability. Sustainable Tourism Development Like the sustainable development goals described by Seragaldin (1996) in the "a triangle framework", the development of the tourism industry is directed at sustainable tourism, where one form is ecological tourism (ecotourism). Viewed from the micro side, the development of ecotourism marked by the construction of infrastructure facilities and the increasing number of tourist visits certainly have an impact on a number of communities around the location. The development of natural and cultural tourism in the context of tourism emphasizes more on eco-development which includes: (a) utilization of natural resources; (b) utilization of appropriate technology; (c) utilization of the social and political abilities of the local community.

Development of Tourism Offers Against Tourist Visits The attraction for tourists to visit a tourist attraction area, is when the tourist attraction offers tourism products in the form of tourist attractions and other supporting facilities such as accommodation, food and beverage is the result of Ubjaan study (2008), Kelkit et al (2008), and Olivia (2009) stated that the availability and packaging of tourist products (tourist attractions and supporting facilities) had a significant relationship with the number and frequency of tourist visits. Furthermore Arismayanti (2009) also stated that if tourist destinations want to be visited by many tourists, the management of tourism products, especially tourism, do variations and cycles well so that tourists do not feel bored to visit the area.

Development of the Unique Environment and Culture of Tourism Demand aspects of tourism offering through the development of tourism products such as the uniqueness of the environment and culture that show unique natural environments and unique and specific cultures certainly become the basic capital and become the preference of foreign tourists and domestic tourists to visit and spend longer in the ODTW area to be able to enjoy all attractions natural offered by tourism managers. Palacio (1997) states that natural products in the form of loose scenery and the availability of accommodation facilities such as homestays and camping areas have become the preference of tourists to visit and stay longer in the area because tourists feel comfortable during the tour and can enjoy the scenery freely. **Relationship between Supply Aspects and Tourism Demand Aspects** The tourism supply aspect is the products and services offered to tourists such as good infrastructure preparation, varied tourist attractions (eg animals, tracking and camping) so that tourism product development becomes a driver or attraction for tourists who are in other places to visit to location of tourist attraction. While from the aspect of demand (demand) is everything related to the number of

tourist visits quantitatively, to the object of destination where tourism demand can be divided into potential requests and actual demand.

3. Research Hypotheses

Research Hypothesis The development of TNTP ecotourism potential is determined by the aspect of supply (demand) and demand (demand). The strategy for developing TNTP ecotourism is through a survival (defensive strategy) approach
Research Method The method used in carrying out this research is a survey method and explanation as well as field observations, using a questionnaire to obtain information relating to the potential and strategies for developing TPNP ecotourism. Location and Time of Research The location of this research is the tanjung putting national park area, Central Kalimantan province with a focus on aspects of tourism supply and demand. Research time Research activities are carried out for 2 (two) months, namely from May to June 2018. Types and Data Sources This study uses primary data taken directly from respondents through activities and uses secondary data from relevant agencies such as data from BPS, the department of culture and tourism, and the TNTP office.

Population and Research Samples The population in the study included tourism actors and stakeholders such as (provincial tourism office and west Kotawaringin district), Tanjung Putung National Park Manager, foreign tourists and domestic tourists visiting, travel agents, hospitality entrepreneurs, klotok entrepreneurs, tour guides and restaurant entrepreneurs. Samples are a portion of the population found in the field.
Method of collecting data The instrument used in the process of field data collection is a questionnaire prepared as a tool to collect field data directly from stakeholder respondents through interview activities. Analysis Tool SWOT analysis tools are used and to determine the tourism development strategy used AHP analysis tools and operational data analysis used amos version 18 software and SPSS version 10.

4. Data Analysis and Discussion Results

4.1. Characteristics of Respondents

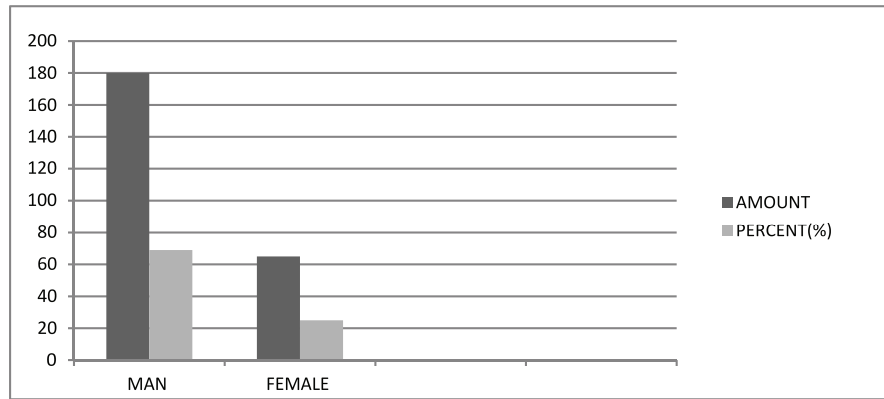


Figure 1: Gender (Source: 2018 primary data).

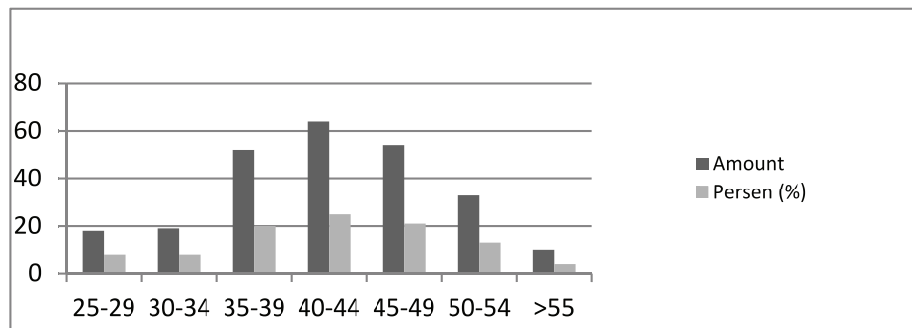


Figure 2: Age Of The Respondent.

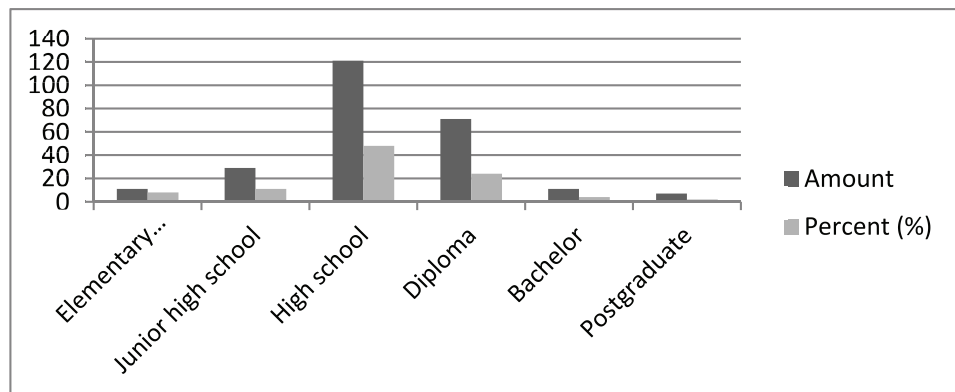


Figure 3: Last Education (Source: 2018 primary data).

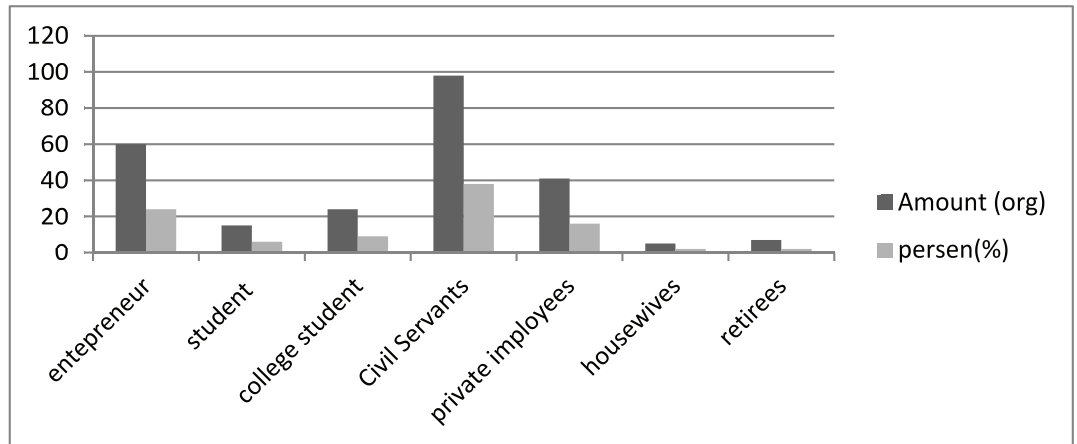
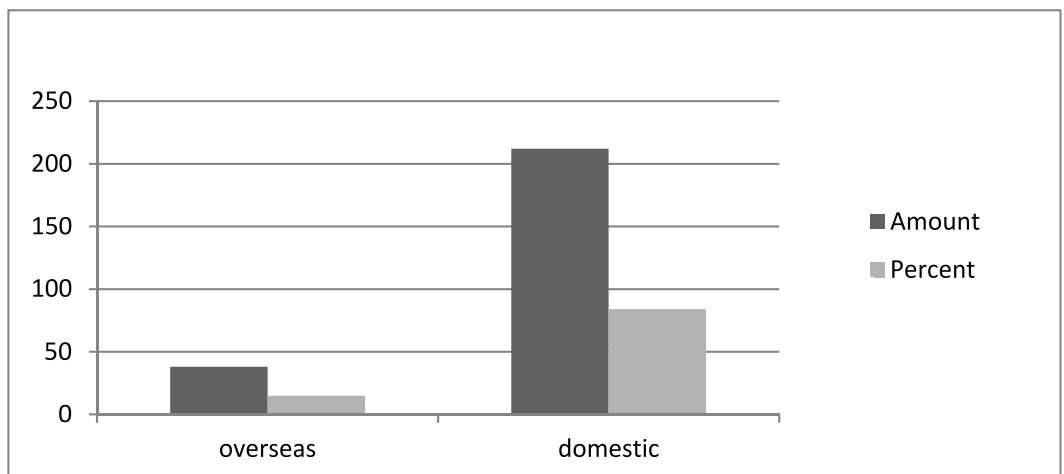


Figure 4: Job Types of Respondents (Source: 2018 primary data).

TABLE 1: Characteristics of Respondents by Type of Tourist (Source: 2018 primary data).



4.2. Description of Research Variables

TABLE 2: of Criteria for strengths, weaknesses and opportunities for threats

No	Strength	Intervals and Opportunities	for Weaknesses and Threats
1	4.01- 5.00	Very High	Very Low
2	3.01- 4.00	High	Low
3	2.01-3.00	Low	Height
4	1.00 -2.00	Very Low	Very High

Source: Sugiyono, 2012.

4.3. Data Analysis Results

TABLE 3

No	Faktor	Minimum	Maximum	Value	Ket
1	Strength	3.44	4.19	3.67	Height
2	Weakness	1.00	4.99	3.84	Low
3	Opportunities	3.46	4.1	3.73	Height
4	Threats	3.50	4.30	3.78	Height

5. Research Results and Discussion

5.1. SWOT Analysis Potential for Ecotourism Development in Tanjung Putting National Park

SWOT stands for internal opportunities and threats faced in the business world. Strategic decision-making processes are always related to ecotourism development in Tanjung Putting National Park. The description in this study is used to find out an overview of the potential of ecotourism in TNTP. To find out the rating and factors that influence tourism potential, a questionnaire that is distributed to tourist boyek users (tourists) and local communities is used. The scale used in each questionnaire item uses a score where 1 shows the lowest score while 5 shows the high quality of the answer. So if the score 4 and 5 shows that the quality is the highest for strength and vice versa if the score 1 and 2 shows that the top is the highest for the threats and weaknesses of the tourist attraction. By using a class length of 1.00 and the lowest score of 1, the results of

the analysis of the level of strength and weakness and the following opportunities and threats;

5.2. Strength Factor

FACTOR INTERNAL			
No	Strength (S)	Mean	Infomation
1	The TNTP object is very strategic to be developed	3,58	High
2	. The ecotourism object of TNTP is a tropical peat swamp ecosystem conservation area	3,6121	Height
3	The ecotourism object of TPNP has high beauty and biodiversity	3,924	Height
4	TNTP ecotourism objects include a unique peatland ecosystem of	3,588	Height
5	TNTP is designated as the 3rd National tourist / destination destination	4,276	Very high
6	The TNTP ecotourism object is designed as a location for tourism development	3,536	Height
7	The provincial government of Central Kalimantan has a development strategic plan in areas of tourism potential	3,96	Height
8	Tourism development policies made by the government are easy to apply to areas of tourism potential.	3,544	Height
9	The Central Kalimantan community has a good understanding of the development of tourism.	3,904	Height
	Average	3,77	Height

Source: 2018 Primary Data.

5.3. Weakness Factor

5.4. Opportunity Factor

Table Mean Opportunities for Ecotourism of Tanjung Puting National Park

5.5. Threat Factor

Table. Mean Threat of Object of Ecotourism National Park Tanjung Putting.

No	Weakness (W)	Mean	Info
1	Facilities and supporting infrastructure for TNTP ecotourism are not yet optimally available.	4,99	Low
2	The TNTP ecotourism development program is still simple	4,00	Very Low
3	Marketing of ecotourism in TNTP is not yet optimal	4,04	Very Low
4	Information about the attractiveness of ecotourism is not sufficient	3,76	Low
5	Ecotourism management human resources do not have sufficient capacity and sufficient capital in developing tourism objects.	3,96	Low
6	The budget and capital management of the NPTP ecotourism project are still low	3,02	High
7	Public awareness of maintaining the environment is still low	1,00	Height
8	Unclear the boundaries of natural tourism areas	4,93	Low
	Average	3,84	Low

Source: 2018 Primary Data.

No	Opportunity (O)	Mean	Info
1	Existing tourism products (tourist attractions) have the potential to be developed into sustainable natural tourism products	3,49	High
2	The object of the tourist destination area (ODTW) of TNTP has the potential to be developed and utilized in accordance with existing characteristics and potential	3,51	Height
3	The development of the TPNP ecotourism helped increase the economy of the surrounding community.	3,99	Height
4	Biodiversity and the uniqueness of nature in it are great potentials for tourism development	3,49	Height
5	The TNTP object provides business opportunities for the surrounding community	4,11	Very High
6	Opening of infrastructure and accessibility	3,45	High
7	Can create employment opportunities	4,03	Very High
8	The potential of existing TNTP ecotourism can be promoted	3,47	Height
9	Increased interest in tourists visiting natural attractions as educational attractions	4,00	Very High
	Average	3,73	Height

Source: 2018 Primary Data.

5.6. AHP Analysis of Strategy for Sustainable Ecotourism Development in Tanjung Putting National Park

Analytical hierarchy process (AHP) is a method for solving a complex situation that is not structured into several components in a hierarchical arrangement by giving subjective values about the importance of each variable relative. The AHP in the study will try to compare the levels of strengths and weaknesses as well as opportunities and threats

No	Threat (T)	Mean	Info
1	The proliferation of forest encroachment activities around TNTP	3,59	Low
2	Vulnerable to forest and land fires	3,62	Low
3	The development of natural tourist areas elsewhere	3,83	Low
4	The development of oil palm plantations around TNTP is	3,50	Rendah
5	The persistence of hunting and capture of protected animals	4,31	Very Low
6	Forest and land clearing is still rampant by community activities	3,61	Low
7	The high intrusion of external culture towards local culture	4,03	Very Low
8	The rise of government building designs that are nuanced by modern architects	3,63	Low
9	Low pride in local culture	3,90	Low
	Average	3,78	Low

Source: 2018 Primary Data.

so that a policy can be taken about developing sustainable ecotourism areas in Tanjung Putting National Park. Breaking in strategic factors of National Park Ecotourism objects Tanjung putting is obtained from weights = mx / mt , mx: mean of factor x and mt: mean internal strategic total factor.

6. Implications of Research Results

Development of Ecotourism Potential in Tanjung Putting National Park The strategy for developing the Tanjung Putting National Park area is economically very important and unrestricted. The most appropriate form of sustainable development tourism is ecotourism (ecotourism), an ecological environment. Based on the results of the study indicated by the strength of Tanjung Putting National Park as the 33rd national destination and with a unique peatland ecosystem besides that there are many tourist destination objects (ODTW) around it.

The implications of the results of the study are the potential for development of TPman National Ecotourism TP seen from the aspect of supply in the power factor with an average value of 3.77 and the opportunity factor with an average value of 3.73 both of these aspects have high categorical values (criterion 3, 01-4.00). While the TNTP inhibitor aspect is seen from its weakness aspect with a value of 3.84 and the threat has a value of 3.78 where both of these aspects have low category values (criteria 3.01-4.00).

While the weaknesses possessed by TPNP ecotourism on average have a low value. One of the other weaknesses is that the marketing of TPNP ecotourism is not optimal.

The tourism opportunity aspect of TPNP has an average value of 3.72 with high criteria. TNTP provides business opportunities for sekitr community with a value of 4.11. The highest value is the creation of employment opportunities which is equal to 4.03 which illustrates that significant employment opportunities will be created along with the development of TNTP ecotourism objects. Furthermore, the threat factor for TPNP as a whole is categorized as low. The HI shows that the threat factor found in TNTP objects is low. The main inhibiting factor is that there is still a lot of hunting and catching protected animals occupying an average value of 4.11 and the development of tourism areas in other places with a value of 4.00 is a threat to TNTP ecotourism.

7. Strategy for Developing

Ecotourism in Tanjung Puting National Park Based on the results of AHP analysis if these values are included in the grand strategy matrix, it can be seen that the development position of the tourism sector in TNTP tourism objects is in a defensive strategy position (survival strategy), which is the optimal use of strengths and opportunities. The implications of the research results from the results of the AHP analysis of the Wt strategy are strategies that are considered to have the highest priority to be implemented. The strategy is:

1. TNTP ecotourism objects must utilize the strengths and opportunities possessed such as a very strategic location to be developed and utilized with existing characteristics.
2. Having the beauty and high biodiversity that has a unique peatland ecosystem, is a tourist destination in Central Kalimantan designed as a location for tourism development.
3. The policy made by the government contains a clear tourism development vision and mission that policies made by the government are easy to apply to regions with potential wistas and policies made by the government to include a strategy for developing tourism. The strategy that can be applied in this condition is to support aggressive policies and sustainable development by preserving the preservation and uniqueness of nature so that it attracts tourists to visit by bringing the benefits of increasing socio-economic conditions for the local community

8. Conclusions and Suggestions

8.1. Conclusion

Analysis of the potential for ecotourism development In Tanjung Puting National Park seen from the aspect of supply through the power factor has a value of 3.77 and opportunity factors with a value of 3.73. the value of these two factors is included in the high category and criteria 3.01 - 4.00 and the two factors are potential for the development of TPNP ecotourism. While the aspects which are the inhibiting factors for the development of TNTP are seen from the relative lack of factors because the value of the factor is 3.84 and the threat factor is 3.78. Judging from the criteria (3,1 - 4,0) the second value is included in the low category. This means that as an inhibiting factor for the development of TNTP ecotourism, these two factors are of low value.

8.2. Suggestion

The potential of Tanjung Puting National Park is seen from the aspect of supply in the factors of strength and opportunity as a potential for ecotourism development, by increasing natural resource conservation programs, increasing variations in tourist attractions, increasing infrastructure quality and accessibility to Tanjung Puting National Park.

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