POTENTIAL DEVELOPMENT OF TOURISM OF TAHURA LAPAK JARU IN KUALA KURUN DISTRICT OF CENTRAL KALIMANTAN

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ABSTRACT

The purpose of this study was to identify tourism potential, which was mainly for developing its potential in Tahura Lapak Jaru, Kuala Kurun in Central Kalimantan. Tahura is a nature conservation area for the purpose of collecting natural or non-native plants and or animals, native and/or non-native species, which are utilized for research, science, education, supporting cultivation, culture, tourism and recreation. Identification factors include determining issues, tourist attractiveness, ecotourism, and its affecting factors.

Key words: tourism, nature conservation, culture, affecting factors


1. INTRODUCTION

Natural and cultural resources in conservation areas are a great potential to be utilized for the development of ecotourism (Sahureka et al, 2016). Conservation areas are areas with certain characteristics that have the main function of preserving plant and animal diversity and their ecosystems (Mulyanie, 2016).

Ecotourism is not only believed to be able to encourage economic growth regionally and locally to improve community welfare, but also the preservation of natural resources and biodiversity as tourist objects and attractions. Ecotourism prioritizes efforts to conserve natural resources, economic development and community empowerment that are carried out properly, correctly, responsibly and sustainably (Afriza et al, 2018). Ecotourism development must use rules of sustainability that can create economic improvement opportunities for local communities and provide protection and conservation areas, open space to respect the rights of natural resources, both individual and group in order to create benefits and equality of social, economic and social interests environment (Wulan et al, 2019).
Current conditions *Tahura* Lapak Jaru area is still very natural with its natural beauty that have the potential as natural attractions in Gunung Mas Regency. Ditjen PHKA (2003) explains that biodiversity, the uniqueness and authenticity of traditional culture, the beauty of the landscape, natural phenomena and historical / cultural heritage are gifts of God that have the potential as objects and attractions of nature tourism. Based on the description above, the objective in this study is to identify the tourism potential and its potential development in the *Tahura* Lapak Jaru, Kuala Kurun of central Kalimantan.

2. PRINCIPAL STUDIES

2.1. Tahura

The definition of Grand Forest Park (*tahura*) is based on Law number 5 of 1990 concerning conservation of living natural resources and ecosystems and PP Number 28 of 2011 concerning management of nature reserves and nature conservation areas article 9.

Management of the park forest area is carried out by the government. One of the objectives of the management is to protect the diversity of plants and animals and their ecosystems. The management plan is based on a study of ecological, technical, economic and social cultural aspects.

At a minimum in the management plan of the park, the forest must contain management objectives, and an outline of activities that support efforts to protect, preserve and use the area. Efforts to preserve the great forest park area are implemented in several activities, namely:

a. Protection and security
b. Inventory of the potential of the Region
c. Research and development
d. Development and development of plants and / or animals. Coaching and development aims at collection.

Changes in the function of the *Tahura* area can be caused by several factors, including viz:

a. The potential peculiarity of forming a damaged ecosystem.
b. Beauty and natural symptoms that are not maintained
c. The area is reduced from the provision
d. Incompatibility of business activities with the planning set by the authorized official.

Small activities that are considered to have no impact can cause changes in the function of the region. These activities can be used as initial actions to cause changes in regional functions that can be realized in several ways, namely:

a. Cut, move, damage or eliminate the area boundary markers
b. Carrying tools commonly used to capture, capture, hunt, cut, destroy, destroy and transport natural resources to and from the area.

In accordance with its function, the grand forest park can be used to:

a. Research and development (research activities include basic research and research to support the management of the area).
b. Science
c. Education
d. Supporting cultivation activities
e. Nature tourism and recreation
f. Cultural preservation.
2.2. Formulation of the Problem

The Regional Organizational Structure (SOPD) namely the Forestry and Land Service of Gunung Mas Regency which was given the task of managing Lapak Jaru forest is still newly formed based on regional regulation number 36 of 2016, quite a lot of tourism potential in this area, so far the management of tourist objects in the Lapak Tahura area Jaru is still not optimal only limited to campsites, recreation, education and research locations, there are still many other natural potentials that have not been exploited optimally. This can be seen from the inadequacy of the facilities and infrastructure available for nature tourism activities as well as the lack of participation of surrounding communities and technical personnel who can be guides.

Such conditions must be a concern of all parties, both government, private and community, considering Lapak Jaru Tahura area is one of the natural conservation areas in Central Kalimantan, especially in Gunung Mas Regency where visitors tend to increase due to its relatively accessible location using four-wheeled vehicles and two wheels and relatively close to the city center ± 14 Km from the Gunung Mas Regent Office, in accordance with Law number 5 of 1990 concerning Conservation of Living Natural Resources and Ecosystems, Law number 10 of 2009 concerning tourism, Law number 23 of 2014 concerning local government and Law number 41 of 1999 concerning forestry, so that biological natural resources and their ecosystems can provide versatile benefits for mankind, then policies for carrying out forestry development are based on benefits and sustainability, democracy, justice, togetherness, openness and integration d sustainable. One of the benefits that can be developed in a forest area, according to its function is as an object and natural tourism attraction.

During this time the parties concerned in this case the Gunung Mas District Forestry and Land Agency and the Gunung Mas Regency Tourism, Youth and Sports Office have not conducted a comprehensive study and evaluation of tourism activities in Lapak Jaru Temple, where management is only done by improving facilities and infrastructure that has been damaged and the cleanliness movement in the area and the lack of income from the management of these tours. The development and arrangement that has been carried out so far has been prioritized for the protection of the area in connection with its function as a tahura.

2.3. The Attraction of Ecotourism

The attraction of Lapak Jaru ecotourism is that there are several waterfalls and caves that are easily accessible as well as the uniqueness of endemic flora of Kalimantan such as Ulin (Eusideroxyylon zwageri), Tengkawang (Shorea sp), Keruing (Dipterocarpus sp), Balau (Shorea elliptica), Pelepek (Shore spell), Rengas (Glutta renghas), Resak (Vatica sp), Bintangur (Calophyllum sp), Simpur (Dillenia sp), Nyatoh (Palaquium sp), Bangkirai (Shore laevis), Limestone (Dyrobalanops sp), Jelutung (Dyera costulata), Medang (Litsea sp), soil orchids, forest orchids, pasak bumi, Saluang haven’t, ant nests, bags and others. In addition, there are several types of fauna in the Lapak Jaru Tahura area, including tortoises, deer (Mantiacus muntjak), wild boar (Sus sp), deer (Cervus timorensis), hornbills (Buceros sp), orang utans (Buceros sp), Pongo pymaeus, Black eagle, Forest fowl (Gallus gallus), Mouse Deer (Tragulus javanicus), seluang fish, baung fish, hatchling fish, Snake branch, Snake, Pangolin (Manis javanica), Bekantan (Nasalis larvatus), Owa-owa (Hylobathes sp), Honey bears (Helarctos malayanus) and others (based on Tahura management). In addition are forest plants, which are able to absorb a lot of carbon dioxide, such as rambutan forest (Nephelium ramboutanake) (Alpian et al., 2018) and mangosteen (Garcinia Mangostana L) (Ludang et al., 2018). Moreover, it would be beneficial for considering the use of kenaf for phytoremediation of organic matter and metals polluted soil (Mangkoedihardjo and Samudro,
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2014). All the potential flora in the place is part of the development of the region's greenspace (Samudro & Mangkoedihardjo, 2006), which is a natural tourist attraction.

Lapak Jaru Tahura requires planning that can provide an overview of how tourism and matters related to tourism for future management. The importance of planning in the development of tourism as an industry is nothing but the development of the tourism industry in accordance with what has been formulated and succeeded in achieving the desired goals both in terms of economic, social, cultural and environmental. Planning can inform how the implementation conditions are more efficient and in accordance with the conditions of the area being managed (Sulisyati et al, 2016).

Currently Lapak Jaru Tahura area has been divided into several blocks, namely utilization blocks, protection blocks, collection blocks, religious blocks and conservation blocks. With the distribution of these blocks it is hoped that their management will be more optimal and focused. In addition to providing benefits to the community and the regional economy, Lapak Jaru Tahura also allows a negative impact on the local environment if the management is not well planned and involves the active participation and support of the local community.

Purnomo et al (2013) revealed that the development of ecotourism with joint management of surrounding communities can improve the welfare and participation of the community in preserving the area. Production assets in the concept of ecotourism management are natural and environmental resources that are still preserved. In addition, in the development of an ecotourism region must pay attention to internal and external factors that can affect its development. It used an analysis of internal factors, namely strengths and weaknesses as well as external factors, namely opportunities and threats in formulating an Ecological Tourism Village Development Study in Belimbing Village, Tabanan Regency, Bali.

According to Beljai et al. (2014) in the concept of landscape structuring and development of the Salang Pangeran ecotourism, it was carried out within a short, medium and long term period to make plans that are in accordance with the conditions in the Salang Pangeran ecotourism by considering geographical conditions that are adapted to applicable regulations.

Related to the plan to use Lapak Jaru Tahura area as an ecotourism object, a research is needed to find out the various potentials and prospects for its development. More detailed research on the potential of Lapak Jaru has never been done so research needs to be done to develop ecotourism development strategies in the region. Thus, the development of ecotourism in Lapak Jaru Tahura is expected not to conflict with its main function as a protected area.

2.4. Ecotourism
Efforts to preserve the environment are increasingly becoming a concern of countries in the world. Design in realizing environmental preservation can be done in various ways, one of them is by developing ecotourism. The concept of ecotourism has become one of the flagship programs for countries that feel they have more natural superiority potential. The principle implemented by the state in the management of natural resources is through the sustainable use of natural resources. The principle of sustainability in paying attention to environmental aspects will protect nature remain sustainable (Jaya et al., 2018).

Related to the meaning of ecotourism, Astuti and Widodo (2018) stated that Ecotourism has a principle of sustainability that prioritizes aspects of nature conservation and community culture as an attraction. Ecotourism is seen and responded to as an object that must be preserved and empowered, including the people who live in it so that the aspect of sustainability becomes very important so that ecotourism can be enjoyed at any time by future generations.
In its management, ecotourism highly emphasizes the element of public education and participation involving various stakeholders, especially the community, to take part in activities related to and related to the improvement and quality of the living environment. The implementation of the management is in accordance with the results of research by Andronicus et al., (2016), namely increasing public participation in efforts to supervise is one way. Society is the key to management, where the social component is a supporting factor for ecological sustainability.

Ecotourism development is closely related to the development of forest areas. The forest area can be used as an environment-based tourism area. One example is the nature conservation area which consists of National Parks, Grand Forest Parks, and Nature Tourism Parks. In addition, the nature reserve (Wildlife Reserve) and Protection Forest, the implementation of which can be done through limited natural tourism, and Production Forests that function as Tourism Areas (Flamin and Asnaryati, 2013).

Development Strategy of an ecotourism region must pay attention to external and internal factors that are owned by the area. Research conducted by Ridwan et al, (2017) that KWE Puspa Jagad can be more advanced and developed because of the active role and good cooperation between the government and local communities. The results of his research can formulate the KWE Puspa Jagad development strategy by identifying the driving and inhibiting factors that exist. The involvement of the entire community both in the Kiluan Bay region and outside the region to be actively involved in the growing tourism industry, the community needs to be given an understanding and awareness of the importance of tourism for improving their welfare.

A favorite destination for ecotourism tourists in general is nature conservation areas or nature reserves or protected forest areas. This is because the area has a high biodiversity both flora and fauna, unique and distinctive landscapes, cultural and historical objects as well as the existence of a unique pattern of local community life. The whole tourist attraction object is basically a resource that has a high potential economic value as well as a means of education or education and environmental preservation. The use of natural resources and the environment as well as concern for the surrounding community in conservation areas is in line with the vision of developing ecotourism, namely the conservation of biodiversity and its ecosystem and the empowerment of local communities (Lellollotery et al., 2018).

Research conducted by Hermawan (2017) shows that tourist satisfaction and loyalty is influenced by tourist attraction factors. There is a positive correlation which shows that increased tourist attraction will increase tourist satisfaction, thus impacting on the achievement of tourist loyalty. While other determinants tested, namely safety and tourism facilities do not have a significant correlation to loyalty, but only correlate to tourist satisfaction. It was revealed that the decline in the quality of attractiveness has a significant effect on the decline in tourist interest in visiting.

2.5. Tourism and Affecting Factors
Based on Law No. 10 of 2009 concerning tourism, which is meant by tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government and local government (Ethika, 2016). The Big Indonesian Dictionary (1986) defines tourism as activities related to recreational travel, tourism and tourism. Maulana (2016) tourism is an activity carried out in the fulfillment of curiosity, a vacation in the use of leisure time, and other destinations that are taken in one trip from a residence to a destination. The activity referred to is not in an effort to make a living or purpose of settling in a new place.
There are three main principles in tourism, firstly improving the quality of relationships between people so as to create more mutual understanding and social solidarity based on equality and fairness (the relationship between visitors and the community of tourist areas), secondly improving the quality of life or community welfare, especially local residents and thirdly improve the quality of the environment. It states that the factors that make an area attractive to visitors are:

1. Distance to tourist attractions and airports
2. Ease and comfort of travel.
3. Regional specifications and peculiarities, eg the existence of typical wildlife attractions
4. Freedom to see wildlife attractions
5. Has several different features
6. Unique culture
7. Unique in appearance.
8. Having beach, lake, river, pool waterfall or other recreation objects.
9. It is close enough to other locations that are of interest to tourists so that it can guarantee part of the activities of other tourists.
10. Around the area has very beautiful scenery
11. Food and accommodation availability

The three elements contained in the concept of tourism are human, place and time. Humans are interpreted as human elements, individual actors of tourism activities, places intended as physical elements of tourism activities, and time as tempo elements during tourism trips. Furthermore, in tourism activities ecological factors must take precedence before economic factors for the sake of economic activity itself. The tourism industry must make efforts to protect and prevent damage to natural resources, so that a sustainable environment must be realized in the management of the tourism industry. The concept of sustainable tourism focuses on several things, namely:

1. Improvement of people's welfare
2. Satisfaction of tourists to the object, so that an increase in tourist visits.
3. Protection of habitats and the species and creatures that inhabit them so that they can continue to be enjoyed in a sustainable manner, all of which require rapid handling.

Management related to all tourism activities must be carried out properly so as to provide economic benefits and management must minimize the negative impacts of protected areas. Good and proper planning and management of tourism activities in protected areas in addition to providing economic benefits also have a minimum impact on environmental damage.

3. CONCLUSION
Based on the description, it is known the tourism potential, which can be developed into a development strategy. This adds to the community's insight into the understanding, potential, and impact of ecotourism development, so that the community can maintain and preserve it in accordance with the principles of ecotourism and environmental sustainability. Furthermore, government intervention is needed in the policy in developing natural tourism development plans in the Tahura Lapak Jaru area.
REFERENCES


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