



THE EFFORTS OF THE NATURAL RESOURCES CONSERVATION AGENCY IN ATTRACTING TOURISTS IN KAPUAS HULU REGENCY

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ABSTRACT

This study is keen to determine the works of BKSDA (Natural Resources Conservation Agency) in promoting tourism as well as supporting and inhibiting aspects in the development of ecotourism in Danau Sentarum National Park. The study applied a descriptive-qualitative method. Based on the Presidential Regulation of the Republic of Indonesia No. 3 of 2012, Danau Sentarum National Park is designated as a centre for developing ecotourism and cultural tourism and has the potential to be developed as an ecotourism object. However, it has not yet developed properly to reach its desired local and international tourism potential. The research findings are as follows: (1) the supporting factors for the development of ecotourism in Danau Sentarum National Park are its natural landscape and fresh air, local government and communities sponsorship; (2) The inhibiting factors for the tourism object of Danau Sentarum National Park for becoming a prime destination for tourism are: the lack of facilities and poor infrastructure, difficulties in accessing the National Park due to its distance from the capital city of West Kalimantan Province, lack of talented human resources from both local communities and the personnel of BKSDA, and sources of staple materials and clean water are challenging to reach, and; (3) The works of BKSDA are to develop facilities and infrastructure, provide proper services to tourists, and improve accessibility. The study concludes that Danau Sentarum ecotourism is a prospective tourist attraction that must be managed more optimally, and it needs collaborative efforts between the local government and the surrounding communities.

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1. Introduction

Danau Sentarum National Park is one of the icons of natural wealth in Indonesia, located in Kapuas Hulu Regency, West Kalimantan Province. As it is in the heart of the island of Borneo, its function is essential for life along the Kapuas River. The main potential for the wealth of natural resources in Danau Sentarum National Park is various types of flora and fauna. Communities who live around the area take advantage of this wealth to meet material resources for individuals and communities and improve their welfare. In addition, in terms of local wisdom, the behaviour and habits of the local community in managing natural resources are one of the cultural factors of tourism civilization in Borneo. The local wisdom of the people in the Danau Sentarum National Park is in the form of cultivating fish and native honey bees from the Kapuas Hulu Regency.

The potential in the Heart of Borneo is one of the richest biodiversity in the world. It is an area on the Indonesia-Malaysia border in Kalimantan. It includes part of the Brunei Darussalam area, which has been mutually agreed upon between the three countries to be managed based on the principles of conservation and sustainable development. This National Park in Kapuas Hulu Regency is a matter of pride for residents because it is a national and international asset that contributes to the more significant benefits of environmental services, both locally and globally. Therefore, its existence can be preserved and exposed to support the community's economy in the Regency and Province (BAPPEDA, 2015).

Based on the Presidential Regulation of the Republic of Indonesia No. 3 of 2012, Danau Sentarum National Park was designated as a centre for developing ecotourism and cultural tourism. However, it is undeniable that the natural and cultural wealth in Kapuas Hulu Regency has not been developed optimally. The National Park is also not entirely a mainstay of natural and cultural tourism because it has not been managed properly and optimally, so it has not become a prima donna destination for local and foreign tourists. Some of these inhibiting factors include: many ecotourism attractions that have not been managed and managed professionally, road access to tourism objects is relatively inadequate, and infrastructure, participation and public awareness are still relatively low (Disbudpar KH, 2014).

One form of management that is believed to provide sustainable economic, cultural and social benefits for this National Park is the development of ecotourism. Ecotourism in the Heart of Borneo can encourage regional and local economic growth to improve people's welfare and preserve natural resources. Biodiversity's potential as an ecotourism tourist attraction will have a positive impact in the form of economic improvement, conservation, environmental preservation, and empowerment of local communities by pursuing superior potential (Rahzen, 2000; Beaumont, 2011; Hoyman & McCall, 2013; Shoo & Songorwa, 2013).

As a Regency with Danau Sentarum National Park with potential for biodiversity and is included in the border area of the State and province, Kapuas Hulu Regency is significantly worthy of being a leading ecotourism destination. The limitations of ecotourism include several aspects, namely the development and implementation of activities based on environmental use for protection, active community participation, education and learning, minimum negative impacts, making positive contributions to the survival of local communities and becoming the centre of the world civilization even later (Sekartjakrarini & Legoh, 2004). Tourism potential that is managed with a conservation approach can be developed optimally and continuously in order to improve the tourism sector and the creative economy that is raised in the form of the use of tourism objects as regional, national, and even international community attractions (Fandeli, 2000).

2. Method

The method used in this research is a qualitative descriptive approach. The researchers conveyed a description based on the information and data obtained descriptively. In addition, the description acquired is strengthened by a study of the literature related to the research. Sugiyono (2016) suggests that descriptive research is research conducted to determine the value of independent variables, either one or more (independent) variables, without making comparisons or connecting one variable to another variable.

This study aims to make a systematic, factual and accurate description of the facts, characteristics and relationships between the investigated phenomena. The researchers provide a clear picture of the object under study and try to see the phenomena that occur with the plans that have been constructed previously, particularly the roles of local governments in tourism management.

The research locations were purposefully chosen in the Management Division of the Lanjak Region III National Park, the Betung Kerihun National Park Center and the Danau Sentarum National Park. These locations were preferred because they have tourism development in West Kalimantan to present applicable recommendations to the various parties involved.

This research stage includes the planning stage, the research implementation stage, and the research results stage. In this study, the data sources used are primary data and secondary data. Primary data is obtained directly from the research location or informants, while secondary data is acquired from literature studies. The sample selected as respondents in the study was chosen purposefully because they are considered to understand and have adequate knowledge of the research topic. The selected respondents are employees who are actively working at the Natural Resources Conservation Center and the community around the tourist attraction location.

3. Result and Discussion

Danau Sentarum Tourism Area consists of several interconnected seasonal lakes. Located about 700 kilometres from the centre of the capital city of West Kalimantan Province, Pontianak, this area is part of the Kapuas Hulu Regency. In 1994, the Danau Sentarum area was declared one of Indonesia's Ramsar site areas. Ramsar sites are areas designated to protect the world's sustainability and function of wetlands. The determination of the Ramsar Site is a form of The Convention on Wetlands of International Importance, especially as Waterfowl Habitat, which is an international agreement for the conservation and sustainable use of wetlands.

Visiting Danau Sentarum National Park The Exotic Wetland Ecosystem to observe flora and fauna, especially arboreal fauna, is exceptionally pleasing if done during the flowering to fruiting season. It is precisely from November to January, which is usually when several species of primates and fish are also in their reproductive period. Sentarum Lake is perfect for visiting during the rainy season or around October-April. In the dry season, the lake recedes according to the conditions of the Kapuas River



Figure 1. Danau Sentarum National Park (Source: okezone.Travel.com)

The researchers managed to obtain results of visitor data in 2019 by the Betung Kerihun National Park Center and Danau Sentarum National Park, which regularly overlook the Ecotourism activity in Danau Sentarum National Park. The visitors data can be seen in the table as follows:

Table 1
The number of visitors at danau sentarum national park in 2019

No	Month	Tourists	
		Domestic	International
1	January	841	22
2	February	551	2
3	March	309	4
4	April	430	12
5	May	420	-
6	June	1811	16
7	July	1074	-
8	August	205	18
9	Septembe	349	-
10	October	-	5
11	Novembe	455	-
12	Desember	9	-

The data in the table above illustrates an increase in tourists, especially in January, June, and July. The number of visitors in the three months experienced a very rapid increase. Based on the information that the researchers found, June is the month when students have holidays, and after Eid, so practically, there will be many visitors coming to Danau Sentarum. In addition, the Ecotourism area of Danau Sentarum National Park also has a festival event. The Danau Sentarum Festival is part of the 100 Wonderful Events initiated by the Ministry of Tourism and Creative Economy of Indonesia, which aims to promote tourism potential and local community wisdom in Kapuas Hulu Regency, West Kalimantan Province.

Danau Sentarum National Park is the charm of Kapuas Hulu Regency, which is included in the list of Wonderful Indonesia, which has a miracle with two seasons. This lake will recede when the dry season arrives and contains water during the rainy season. The local community uses natural products to support their lives, such as fishermen and Tikung honey bees. Fish is a superior commodity from this water area. The method of maintenance is called captivity. For example, in Batu Rawan Hamlet, the most bred fish are catfish and toman fish.

In addition, in the Danau Sentarum National Park area, some spiders can be found when hiking. Therefore, Kapuas Hulu is known to have the power of nature, which must be maintained and preserved by the local community. Various cultures are displayed to enliven the "Danau Sentarum Festival" every year. Competitions and entertainment have been prepared for all generations to participate in preserving the local wisdom of the community, from traditional games to cultural arts performances that will decorate the festival. The Danau Sentarum Festival was held on October 25-27, 2019, in Lanjak District, Kapuas Hulu Regency, namely to enliven the event. The 2019 Danau Sentarum Festival series of events is the Danau Sentarum Cruise, along the shores of Lake Sentarum using a Bandong boat, Performing Arts and People's Entertainment, the Cultural Carnival, Exhibition of Community Products, Traditional Sports Competitions consisting of top and chopsticks competitions.

Furthermore, this event also featured Arowana Fish, Traditional Bidar Boat, and Traditional Cooking Competition. Previously, the Super Red Arowana Contest was held as part of the Danau Sentarum Festival, July 6-7, 2019. Cycling in the Heart of Borneo III, Cross Trobos, Honey Drinking Festival, October 25, 2019.

With the enthusiasm of the Regional Government of Kapuas Hulu Regency, the sustainability of Ecotourism is always maintained. The government believes that this National Park should be protected together. This National Park is a matter of pride for the local community as a national and international asset that provides more significant environmental benefits and services, both locally and globally, so that its existence can be preserved and exposed to support the district and state communities (BAPPEDA, 2015).

This exceptionally profitable tourism can run every year if there are holidays and holidays for tourists flocking to Kapuas Hulu Regency to enjoy a natural atmosphere full of exoticism. Several

supporting factors that make Danau Sentarum National Park a mainstay tourist attraction are the support from both local government and communities, wonderful natural beauty, and clean, pollution-free air.

First of all, with this area being a solid attraction for Ecotourism, the government's role is highly expected, especially in terms of building visitor facilities and infrastructure for local and foreign tourists. The most important thing from a tourist spot is road access, which the government considers as a basis for tourists' considerations to visit the Ecotourism of Danau Sentarum National Park. Several aspects also play an essential role, particularly the community's contribution to developing and preserving the natural resources around the area. The community can start by throwing garbage in its place and not destroying the natural wealth around the tourist area. This is one of the supports from the local government and the community to seek the development of Ecotourism in Danau Sentarum National Park. It can become a leading tourist destination with direct support from the government and the community.

In terms of wonderful natural beauty, Ecotourism of Danau Sentarum National Park provides beautiful natural tourism in the presence of tropical rain forests. Besides, that visitors can relax while enjoying the vast Lake Sentarum. This makes the experience of vacationing in the ecotourism of Danau Sentarum National Park even more enjoyable. Furthermore, the Ecotourism of Danau Sentarum National Park also offers photo spots for visitors to capture Instagramable moments with colleagues, friends, couples, and family.

Furthermore, no less crucial, the Danau Sentarum National Park is surrounded by tropical rainforest, which keeps the air cool and is an essential aspect of this tourist attraction. Where the fresh and natural air can be enjoyed by tourists while visiting, ecotourism objects make tourists feel comfortable and linger in these attractions.

However, several inhibiting factors can complicate the development of the Sentarum Lake National Park. The first is in terms of the availability of facilities and infrastructure. Facilities and infrastructure are everything that complements a tourist attraction and aims to facilitate the process of activities so that they run smoothly. Inadequate facilities and infrastructure can hinder the progress of a tourist attraction. Moreover, the Internet and electricity are difficult to be sufficiently accessed in this area.

The second inhibiting factor is the infrastructure that has not reached expectations. Access to infrastructure is the most important thing to support tourism. However, access to reach the National Park is particularly far from the centre of the capital city of West Kalimantan Province to Putussibau, Kapuas Hulu Regency, which has a distance of approximately 600 km. The trip can be made using a land vehicle that takes 12-16 hours or a flight with approximately one hour.

From Putussibau, visitors can choose the tourist destinations that we will go to. However, Lake Sentarum can also be accessed via Sintang. Sintang-Putussibau flight takes 1 hour, while the Sintang-Putussibau road trip can be reached in 6-7 hours. Land vehicles to Lanjak can be reached by bus or rent a private vehicle. Access to infrastructure in the form of roads has been paved, but visitors must be careful because the road access is hilly, and there are many sharp turns.

Several criteria with a moderate value are not feasible to develop and require attention and improvement, such as accessibility and accommodation. These accesses should be prioritised if this national park area is developed into an ecotourism destination. This potential requires the best possible handling to have value and contribute to regional development. Moreover, the COVID-19 pandemic for the past few years has been the main reason the local government is unable to hold the annual festival at Danau Sentarum National Park.

Furthermore, the third inhibiting factor is the lack of Human Resources at the Natural Resources Conservation Center. Tourists do not question the quality of ecotourism guides in Danau Sentarum National Park. However, the obstacle is the lack of willingness and motivation of guides to improve the quality of guidance. The tourists who visit the Danau Sentarum National Park do not mind that the tour guide who takes them does not provide information about ecotourism and the language needed by tourists. The tourists only need a guide to take them to see the natural beauty of the Sentarum Lake National Park with its flora and fauna.

Last but not least, the problem when visiting there is that the essential ingredients that are the source of the needs of visitors and tourists are not available and even challenging to reach, especially with limited clean water challenging to fulfil. The main problems like this, which of course, will be an inhibiting factor if it continues to happen in the future.

Based on the obstacles faced by local governments in attracting tourists to Danau Sentarum National Park, several efforts were made by the Natural Resources Conservation Agency in Kapuas Hulu Regency. The first effort is to improve facilities and infrastructure, such as making Icons or Gazebos, building culinary and special food centres, building bridges to ecotourism, building parking lots and roads in the National Park area, and making toilet changing rooms, making directions, and providing porters as well as tour guides.

Then the Natural Resources Conservation Agency also always provides excellent service. This can be done if there is understanding and cooperation between stakeholders and local governments. In terms of governance, it will be better in terms of service to visitors. In addition, intensive training also needs to be given to the employees of the National Park who work there so that they can provide the best service for tourists.

The third effort that the Natural Resources Conservation Agency can make is to improve the accessibility of the road to the location of the National Park. The road has been considered inadequate so that visitors still have difficulty with access or the path to passing is very far to reach the ecotourism. The government is currently starting to periodically repair road access so as to make it easier for tourists to reach ecotourism areas. Based on the results of the analysis of ecotourism development, there must be a need and the level of visitors is increasingly crowded so that the development carried out reaches the maximum, let alone provides positive things such as the uniqueness of the National Park (Wibowo, 2014).

Thus, the Natural Resources Conservation Agency can consider collaborating with the central government to build a tourist attraction with biodiversity to be evaluated together in terms of supporting the tourism object. In addition, there need to be innovations in goods and services that can be an advantage for the local community and tourist visitors. This can be a souvenir or valuable thing from visiting the National Park. Tourists can also be present at Danau Sentarum National Park and always maintain cleanliness and environmental sustainability, a rule that the manager has made of the National Park.

4. Conclusion

The efforts that have been made by the Natural Resources Conservation Agency are as a facilitator by providing directions and objectives to preserve natural resources in developing ecotourism in Danau Sentarum National Park. All of these efforts are also needed as steps and stages of building a better civilization every year in terms of access, facilities, facilities and infrastructure, so that they can be managed in collaboration between the Natural Resources Conservation Agency and the local government. Moreover, considering that geographically the preservation of nature is still maintained, with this, local communities need to be educated to improve skills in making innovations in the form of goods and services that can be sold economically and revive the surrounding MSMEs. Visitors also need to maintain the cleanliness of the environment around tourist sites with the application made by the manager of National Park tourist sites.

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