ABSTRACT

This study examines model for developing ecotourism in the Sebangau National Park (TNS), Central Kalimantan. The purpose of this study were: (1) to identify the important aspects in the development strategy of TNS as an ecotourism area, (2) to identify the aspects of supply and demand in tourism development strategy in the region TNS, (3) to assess the potential for ecotourism development in TNS to become sustainable tourism, (4) to develop the strategies for developing ecotourism in TNS, and (5) to formulate the model for development ecotourism in TNS. Methods of data processing included descriptive analysis (quantitative and qualitative), Exponential Comparative Method (MPE) analysis were used to determine the potential of ecotourism products. To view the destinations was used readiness Importance-Performance Analysis (IPA), and for the selection of strategic priorities, aspects, problems and solutions, the method of Analytic Network Process (ANP) was also used. The results showed that an important factor in the development of TNS included: attraction, socio-cultural economy, conservation, consumer, governance, and marketing aspects. In terms of demand and supply, the supply of available components are available, but they do not match the pattern and characteristics of consumer demand, so the development of ecotourism TNS has not been achieved. The research concluded that the Sungai Koran-CIMTROP-Rasau and Mangkok is the most prospective ecotourism object in Sebangau National Park, while Mendawai-Bukit Kaki Cinta Bigahi are less prospective. The main strategy is to promote cooperation and awareness of ecotourism to stakeholders. Subsequently, a model based on the important aspects must be developed and stakeholders to the development of ecotourism in the Sebangau National Park must be involved.

Keyword: Development strategy, Ecotourism, Model, Sebangau National Parks