Ecotourism Marketing Strategy at Sebangau National Park Central Kalimantan Province
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Eventhough Indonesia is blessed with scenic natures, the development of its tourism is slow. One of factors influencing the performance of tourism development in Indonesia is marketing strategy. It is believed that poor marketing strategies have led to the suboptimal development of tourism in Indonesia. Hence, the development of tourism in Indonesia should pay attention to marketing strategies. This also applies to Sebangau National Park (TNS), a new national park in Central Kalimantan Province that is developing ecotourism. This study was aimed at: (1) Identifying characteristics, perception, and preference of tourists on TNS; (2) Analyzing attributes of nature based tourism in TNS that may attract tourists to visit; (3) Formulating marketing strategies for TNS in the context of tourism development in Central Kalimantan Province. This study is a case study employing quantitative and qualitative methods. Data was collected through interviews, observation and document study. Data was analyzed using descriptive statistics and conjoint analysis. The results of the study show that TNS is not well-known by communities compared to other established national parks as well as other nature-based tourisms. Combination of attributes as a result of conjoint analysis illustrates that ecosystem, forest tourism and transport facilities are the most significant factors influencing consumer preferences. This is in line with the icon of TNS, i.e. peat forest. Ecotourism at TNS can be segmented to international and domestic tourists where the targeted consumers are middle and upper income classes and can be positioned as the gate of ecotourism in Central Kalimantan Province. It is recommended that TNS Authority take several actions as follows: (1) Using internet as a channel to inform, promote, communicate, with potential customers; (2) Intensify the coordination with local governments to develop supportive infrastructures; (3) Establish a strategic business unit by involving private sectors and universities; (4) Seek international funds related to clean development mechanism as well as reducing emission from deforestation and degradation.

Keywords: Ecotourism, Sebangau National Park, Marketing Strategy, Consumer Preference, Expanded Marketing Mix, Conjoint Analysis