

## NATURAL TOURISM DEVELOPMENT STRATEGY IN MURUNG RAYA REGENCY, CENTRAL KALIMANTAN

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## Abstract

Tourism is one of the sectors that contribute greatly to the Indonesian economy, it will be beneficial for us if we can use all the existing tourism potentials to the fullest. Murung Raya has a very rich nature, making it a great natural tourism potential. This great resource will be useful if we know how to develop it in such a way as to benefit the region. The purpose of this study was to describe the strategy for developing nature tourism in Murung Raya Regency. This research uses a qualitative approach with case study research, data collection methods through interviews, observation, and secondary data. This research involves Penta helix informants from the government, community, business actors, media, and academia. The results of the findings of this study produce short-term, medium-term, and long-term strategies.

## Keywords

Development strategy, Nature tourism

## 1. Introduction

Indonesia as a developing archipelagic country has diverse and abundant natural and cultural resources. The diversity that exists in Indonesia is a potential for the progress of the Indonesian nation. Natural resources and existing cultural diversity are valuable assets that must be maintained and managed as well as possible, these assets are also capital for the tourism sector which contributes to state revenues. The tourism sector not only contributes to the country's foreign exchange but is also a means to preserve culture, introduce Indonesian nature and culture, and help support the community's economy. Tourism also stimulates and affects other sectors. Examples of the tourism sector that affect other sectors are tour and travel services which include hotels, restaurants, and tour guides (Wardhana, Kharisma & Stevani, 2019).

Seeing the size of the Indonesian nation's capital in the tourism sector and its contribution to Indonesia's foreign exchange, it would be very beneficial if it could maximize the capital and assets owned for development. The tourism capital in Indonesia is very diverse because Indonesia is an archipelagic country where each island and region has a variety of cultures, beliefs, and respective geographic visuals. Soekadijo (2013) in Septiwirawan, Arifin and Zulfiani (2020) argues that tourism activities are all activities in society related to tourists.

Murung Raya Regency is an area with tourism potential that is still developing. Murung Raya is a district that was expanded from Muara Teweh in 2002. Murung Raya is located in Central Kalimantan, with the district capital, Purukcahu. Murung Raya is geographically located in the highlands and is crossed by the Barito River. The people who live in Murung Raya itself are mostly Dayak tribes who hold on to their strong traditions both in terms of language and in their daily life, still bound by customary norms and bound by nature.

Murung Raya has abundant natural resources, this is supported by the contours of the land surface and its location which is crossed by the Barito River. This geographical diversity makes Murung Raya have a variety of beautiful landscapes, making it an asset that has the potential to be promoted as a natural tourism object.

Based on the results of the researcher's observations, some of the natural attractions in Murung Raya have begun to be developed and become tourist attractions, but some tourist attractions still have problems in terms of accessibility, tourist infrastructure, and unattractive tourism packaging methods. Murung Raya must at least have one natural tourism that becomes an advantage to compete and attract visitors, in this case, such as tourism packaging/branding because brand image provides a positive and significant influence on tourist interest to visit (Santoso, Widyawati & Adityaji, 2021). As a regional asset, this large natural resource can be utilized by the government as well as possible with an organized strategy so that regional tourism can develop as well as possible and the benefits can be felt for the regional economy.

Yustinaningrum's research (2017) with the title 'Development of Marine Tourism in the Pieh Island Marine Tourism Park and the surrounding Sea', states the need to improve tourism supporting facilities and infrastructure, increase ease of access to tourist sites, and establish good relations with local communities and traditional leaders. The management of the Pieh Island Marine Tourism Park (TWP) needs to develop several principles, namely the principle of co-ownership, the principle of co-management, and the principle of co-responsibility.

Octora's research (2016) with the title 'Problems of Regional Tourism Development in Murung Raya, Central Kalimantan', stated several main factors why the tourism sector in Murung Raya was not well implemented, namely, due to the lack of empowerment of local communities because the government did not focus on developing a local culture which is heritage. culture, the absence of local community involvement, the government does not allocate local funds to develop tourism, tourism and cultural aspects receive less attention in regional strategic development plans, tourism development pays less attention to the rules in society to create a lack of awareness from local communities about the importance of tourism aspects to support local community life.

The research by Cornelis, Fanggidae and Timuneno (2019) under the title 'Strategy for the Development of Natural Tourism Objects of Mount Fatuleu', states that to increase tourist visits to this object is to pay attention and take care of the facilities that have been provided, as well as supervise tourist facilities so that this does not happen. destruction, involving communities in tourism development, and utilizing technology to promote tourism. Based on the research above, what makes the difference in this study is that researchers see the existing potential as well as the inhibiting and driving factors, this research also focuses more on regional natural tourism and appropriate development strategies for nature tourism in Murung Raya.

## 2. Research Methods

This research uses a descriptive qualitative approach. The qualitative descriptive approach according to Creswell (2016), in Ali (2020), is a research method that describes and explains the data that has been collected by paying attention to and recording as many aspects as possible to be studied to get a comprehensive picture of the actual conditions. Qualitative research has the aim of collecting actual information in detail and providing an overview or description of the existing reality. This method is used in this study because this work aims to describe the strategy for developing nature tourism in Murung Raya. This qualitative research approach is the most appropriate to use because the processing of development strategies requires in-depth analysis. Data collection methods used are interviews, observation, and secondary data. The collected data is then analyzed by SWOT analysis.

### 3. Results and Discussion

#### 3.1 Natural Tourism Development Strategy in Murung Raya

As a sector that has become a mainstay in development, tourism is one of the sectors that contribute greatly to state income, increasing economic growth, and opening up new jobs. Tourism development aims to attract the number of tourists to want to visit by fixing, adding, or providing better services and facilities, which will indirectly have an economic impact on the area.

Nature tourism itself is one of the tours that rely on the pure beauty and authenticity of nature. Murung Raya itself has interesting natural attractions, researchers found that in almost every location of natural attractions there are many hidden stories, history, and culture. Nature tourism itself in Murung Raya has great potential to see the very large natural resources that make it one of the assets and regional capital.

Researchers found several findings during data mining to support the processing of the Natural Tourism Development Strategy in Murung Raya, including the potential for nature tourism, completeness of tourism supporting facilities, and obstacles to developing nature tourism in Murung Raya. In development and development efforts that are focused on nature tourism in Murung Raya, it is still not so developed both in terms of supporting facilities for tourism activities and also the tourist attraction itself. Murung Raya has abundant natural resources and culture with various diversity and beautiful landscapes. The findings of researchers found that Murung Raya has enormous tourism potential, citing Mrs. Merrisa Octora stating that Murung Raya has tourism potential such as Ecotourism, Historical Tourism, and also Culture Tourism. Nature tourism in Murung Raya is one of the most abundant potentials. Here is a list of natural attractions that have been recorded at the Murung Raya Tourism Office:

Table 1.  
List of nature tourism in Murung Raya

No	Nature Tourism List	Location
1	Mount Bondang	Laung Tuhup District
2	Miller Scwahaznerr Mountains	Uut Murung District
3	Pasir Putih	Uut Murung District
4	Mount Kolompai	Desa Saripoi
5	Mount Danau Usung	Murung District
6	Mount Telunjuk	Barito Tuhup Raya District
7	Bumbun Waterfall	Uut Murung District
8	Sampulan Waterfall	Desa Muara Tuhup
9	Dirung Duhung Waterfall	Tanah Siang District
10	Ongkong Bangkan Taruh Waterfall	Barito Tuhup Jaya District
11	Tosah Waterfall	Murung District
12	Soko Water Tour	Tanah Siang District
13	Liang Pandan Tour	Murung District
14	Apui Courteous Hot Spring Tour	Tanah Siang District
15	Sanggrahan Waterfall Tour	Murung District

Source: Murung Raya Tourism Office (2021)

The data above is what was recorded, in the data collection process the researcher found many other natural tourism potentials that were not included in the data above, such as Kehatoi Waterfall in Takajung Village, most of the objects that were not recorded were indeed far away and difficult to reach. The researcher found that the supporting facilities for the tourism net were still lacking, such as the absence of five-star hotels, public facilities such as public transportation to tourism, and also access to Murung Raya which was quite long if taken by land transportation. Cooper et al in Wilopo and Hakim (2017) state that five elements become a reference in the framework of tourism development, the five elements are the attraction, accessibility, amenities, ancillary service, and institution. Of the five tourism development frameworks, Murung Raya still has to catch up in accessibility, amenities, and ancillary service, the data that has been collected is sufficient to explain that these three things should be focused more on seeing these three elements as a reference for the framework of tourism development that supports the running of tourism activities provide comfort and be a consideration for tourists to visit.

In the tourism development process that has been attempted by the Murung Raya Tourism Office, several things underlie and become the main obstacles in the process. From the results of interviews with the staff of the Tourism Office of the Destination Development section, stating that the main obstacle to the development of natural tourism in Murung Raya is the budget and infrastructure, the informant also stated that the actual budget for tourism development is very limited for the Murung Raya area and requires a long process to get the funds can be liquidated and used for tourism development. As for an

interview with an academic who has conducted research in Murung Raya related to the problems of regional tourism development in Murung Raya, adding further, that the budget is the main basis for hampering the development of nature tourism in Murung Raya, the informant also stated that as long as tourism development has not been a government priority, it will be difficult to develop. As for an explanation from the media, one of the Chairpersons of the Indonesian Journalists Association Murung Raya stated that the budget was lacking because the focus of the Murung Raya government was usually on health, education, and the economy so tourism itself did not receive sufficient budget considering that Murung Raya Regency itself is relatively young and has a lot of development. which should be the focus of the government. The main obstacle that researchers can conclude in efforts to develop natural tourism that has been happening so far is the budget and infrastructure. In this study, researchers will answer questions from the formulation of the problem regarding the strategy for developing nature tourism in Murung Raya using the SWOT matrix by Yunus (2016), as follows:

Table 2.

Matrix SWOT strategy for natural tourism development in Murung Raya

Strength		Weakness	
<ul style="list-style-type: none"> <li>▪ Huge natural tourism potential</li> <li>▪ Natural resources are still beautiful and awake</li> <li>▪ Communities to work with</li> <li>▪ Murung Raya has many big investors</li> <li>▪ There is an authorized institution that manages local tourism</li> </ul>		<ul style="list-style-type: none"> <li>▪ Uneven infrastructure</li> <li>▪ Limited budget for nature tourism development</li> <li>▪ Access to some natural attractions is still damaged</li> <li>▪ Access to Murung Raya which takes time</li> <li>▪ Not many people know about nature tourism in Murung Raya</li> <li>▪ Not yet have a featured tour</li> <li>▪ Branding or tourism packaging is still not advanced</li> </ul>	
Opportunity	S-O Strategy	W-O Strategy	
<ul style="list-style-type: none"> <li>▪ The government starts working on roads and encourages infrastructure development</li> <li>▪ The government cooperates with many large companies engaged in the mining sector</li> <li>▪ Transportation facilities are still complete to get to Murung Raya, especially the land route via Trans Kalimantan</li> <li>▪ The media are ready to be invited to cooperate (Statement of the Chairperson of PWI)</li> </ul>	Using strengths to take advantage of opportunities: <ol style="list-style-type: none"> <li>i. Maintain and increase cooperation with investors and companies in Murung Raya to jointly maintain, maintain and develop regional natural tourism.</li> <li>ii. Involving the community in tourism activities.</li> </ol>	Overcoming weaknesses by taking advantage of opportunities: <ol style="list-style-type: none"> <li>i. Improving road infrastructure to natural tourism sites and to Murung Raya by inviting investors to be involved in development activities</li> <li>ii. Increase public awareness of the potential for natural tourism by exposing the existing potential by inviting companies and the media to cooperate.</li> </ol>	
Threat	S-T Strategy	W-T Strategy	
<ul style="list-style-type: none"> <li>▪ The number of mining activities that threaten the environment, especially illegal mining</li> <li>▪ There is no specific plan to develop nature tourism</li> <li>▪ Completeness of tourist support facilities</li> </ul>	Use force to avoid threats: <ol style="list-style-type: none"> <li>i. Implement sustainable mining procedures and supervise mining companies to protect the environment as well as tackle illegal mining activities</li> <li>ii. Complete tourism support facilities</li> </ol>	Fix weaknesses and avoid threats: <ol style="list-style-type: none"> <li>i. Improvement of road infrastructure to natural tourist sites and construction of transportation access media that shortens time to Murung Raya</li> <li>ii. Making tourism one of the development priorities.</li> </ol>	

Source: Processed data (2021)

From the SWOT matrix by Yunus (2016) which has been processed, it produces S-O, W-O, T-S, and W-T strategies. After the researchers described the weaknesses and strengths, the researchers found that Murung Raya had many weaknesses in its efforts to develop regional natural tourism. Based on the resulting strategy, as follows:

- O-S Strategy: cooperating with investors and also involving the community in efforts to develop, maintain, and maintain existing natural tourism.
- O-W Strategy: invite companies or investors and the media to work together to build road infrastructure for tourist attractions. Invite the media to work together to report and increase public awareness of the potential that exists.
- T-S Strategy: implementing sustainable mining procedures supervised by the competent authority to keep nature beautiful and tackle illegal mining activities.



Then add supporting facilities for tourism activities, in this case, such as five-star hotels, public transportation, access, and other tourist facilities.

- T-W Strategy: improving road infrastructure to natural tourist sites, adding transportation modes that shorten the time to Murung Raya, and prioritizing tourism as one of the development priorities.

The resulting strategy prioritizes cooperation with the main actor in its development, namely the government, considering that local natural tourism is managed by government institutions, in this case, the Department of Tourism, Youth, and Sports. In the effort to develop natural tourism in Murung Raya, the main obstacle is limited budget and infrastructure, seeing also that tourism itself is still not the main focus of government development so that the availability of a limited budget for tourism development, so to support efforts to develop natural tourism activities requires cooperation from many parties. The researcher found that from the data collected based on the results of interviews with several informants stating that Murung Raya has many investors who cooperate with the government, it would be nice if it could embrace investors to jointly develop regional natural tourism both in terms of infrastructure and also funding for further development. that the natural tourism potential in Murung Raya is very large and diverse. This is also supported by a statement from an academic, namely Mrs. Merrisa Octora a sociology lecturer who has also carried out research in Murung Raya related to the problems of regional tourism development, she stated that the most important thing in tourism development in Murung Raya is cooperation and synergy between the government and various parties, conveyed also that the government is the key to development where academic sources state that the government is the main driver and originator of development, this is in line with the theory that the government is the main pillar in tourism development according to Simamora and Sinaga (2016).

The researcher also directs to prioritize the development of road infrastructure and the addition of access modes that shorten the time to Murung Raya because things other than this will develop along with the distribution of infrastructure, access, and tourism support. The researcher describes several main strategies as appropriate short, medium, and long-term plans for Murung Raya based on the results of the collected data and SWOT analysis, as follows:

- **Short Term Plan** is a plan that is carried out and evaluated once a year, including regarding the determination of decisions and plans for future development.
  - i. Improving the quality of HR.
  - ii. Increase cooperation with investors and the community.
  - iii. Make improvements and establishment of natural tourist sites, especially road access.
  - iv. Add and make improvements to supporting facilities for tourism activities.
  - v. Involving the community in this case the community in the tourism development process or forming a tourism awareness group.
  - vi. Create a nature tourism brand for Murung Raya so that it is better known to the wider community.
- **The Medium-Term Plan** is a strategy/plan that is in the second stage in which the government evaluates and makes a decision on tourism activities every three

years.

- i. Improving facilities and infrastructure at natural tourist sites.
  - ii. Add and improve the supporting facilities for tourism activities in Murung Raya.
  - iii. Improving the quality of human resources in the tourism sector through training.
  - iv. Strengthening promotional activities and marketing expansion of nature tourism, including evaluation and upgrading of tourism branding. Can start collaborating with influencers or other parties related to nature tourism marketing (Trying new marketing methods).
- **Long Term Plan** is a plan in which the government conducts an evaluation and decision-making process related to tourism activities once in five years.
    - i. Making improvements and improvements to the facilities, facilities, and infrastructure supporting tourism activities in Murung Raya.
    - ii. Organizing natural attractions, starting from access, signboards, and facilities at the location of tourist objects.
    - iii. Adding variety or attraction to each natural tourist attraction, either adding rides or activities. Can be mixed with nature tourism with culture, nature and history tourism, or a combination of all three.

#### 4. Conclusion

Murung Raya has abundant natural tourism potential, this is supported by the diversity of land contours and its location at the end of the Barito River. This natural beauty will be very beneficial for the regional economy if it can be utilized and maximized its potential in such a way.

In terms of natural tourism development, Murung Raya has not developed significantly, this is obtained from the results of interviews conducted by researchers with the staff of the Tourism Office of the Destination Development section, in which the person concerned stated that the government has made every effort to develop natural tourism. The development of regional natural tourism has not developed rapidly, researchers found several findings behind the slow development of local natural tourism.

The obstacles faced by Murung Raya as a whole are related to budget and infrastructure, also related to unsustainable cooperation between the government and other parties. Cooperation and infrastructure that become obstacles are based on the lack of budget to be able to optimize regional natural tourism. The lack of its budget is because the government has not prioritized tourism as one of the regional development priorities.

The researcher also found that the main actor in the development of regional tourism in Murung Raya is held by the government. Where, the government acts as the main mover, motivator, and policymaker related to regional tourism. The role of the government is very important if you want tourism in Murung Raya to develop, cooperation with various parties is also needed so that development goals can be achieved. The government cannot work alone in development activities, it requires manpower and assistance from various parties.

As the main pillar of development in terms of tourism, the government needs an appropriate strategy to benefit from tourism.

Suggestions from this study refer to the elaboration of strategies in three different periods, there are short, medium, and long-term plans, in which each period there will be an evaluation and determination of natural tourism development plans. The short-term plan is a plan that must be evaluated and implemented once a year, with priorities for adding basic facilities, improving infrastructure, improving the quality of human resources, and developing destinations (branding). Then the medium-term plan, which is a plan for every three years. In this medium-term plan, the government focuses on improving and developing facilities in every natural tourism object and Murung Raya, evaluating related management, training or adding human resources in the tourism sector, and also focusing on marketing activities. The long-term plan is a plan for a period of five years, which focuses on improving and evaluating the management of each natural tourism object, making improvements to the facilities and infrastructure supporting tourism activities in Murung Raya, structuring natural tourism objects, then adding a variety of activities. natural tourism.

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